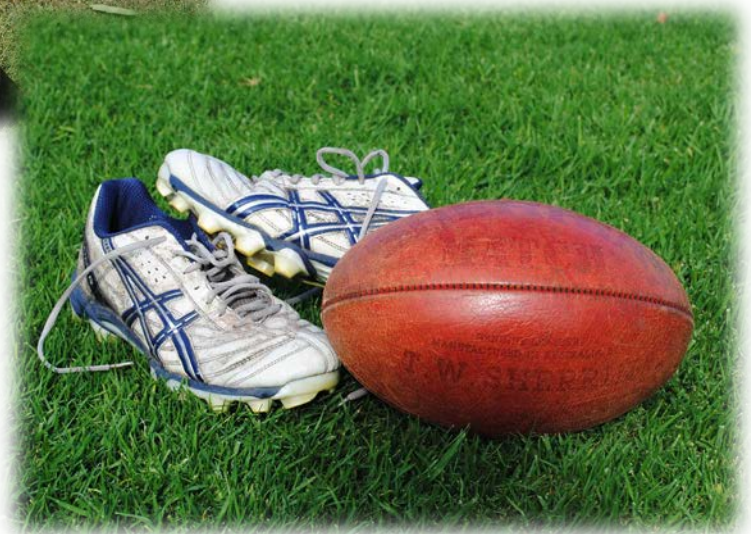




## Cricket and Australian Rules Football Strategy

(incorporating a strategic review of regional cricket and football provision, and the Chirnside Park Oval development plan)

Prepared by Simon Leisure Consulting and Brand Architects  
December 2012



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## 1. INTRODUCTION

Wyndham City is located 30km southwest of Melbourne's Central Business District and approximately 35km northeast of Geelong, Victoria's two largest urban centres. It is the fastest growing municipality in Victoria, increasing its total population by approximately 11,000 residents in the past 12 months. In June 2011, Wyndham City had an estimated population of 172,106 persons.

Rapid population growth and the subsequent increased demand for access to sporting facilities is an ongoing challenge for Wyndham City Council and other stakeholders responsible for the provision of sporting facilities and associated programs and services. Projections indicate that Wyndham's population may exceed 286,000 persons by 2026, and 321,000 by 2031, with a total population yield in excess of 400,000 predicted as the full impact of the recently expanded Urban Growth Boundary is realised. Consequently, there is a need to review and plan for the growth and development of cricket and Australian Rules football in Wyndham, two of the most popular sports within the municipality.

It is timely also that a sport-specific strategic plan for cricket and Australian Rules football ('football') is developed for Wyndham City as feedback from local cricket and football clubs and State and regional peak bodies for both sports suggests that there is a lack of strategic direction to guide the future development of cricket and football facilities and programs in Wyndham City during this period of significant growth.

Related to this is the need to investigate and then identify a clear direction for the future provision of regional (or elite) level facilities and services for cricket and football. Chirnside Park Oval has historically been the venue in Wyndham City to accommodate the highest level of cricket and football within the municipality, and this study has examined the appropriateness of Chirnside Park Oval to continue this role, having consideration for the geographic location of Chirnside Park within the expanding municipality, the capacity and capability of existing facilities to meet required standards for elite level cricket and football, and the attributes of other potential alternate locations.

In May 2011, Council commissioned Brand Architects in association with Simon Leisure Consulting to undertake the combined study to prepare a strategic plan for cricket and football and to prepare a development plan for Chirnside Park Oval. The study has focused on the strategic assessment of the future cricket and football needs of the Wyndham community, and the resultant suite of facilities that will be required to complement the sport pathways for both sports within Wyndham City from introductory programs to competition opportunities at the highest level within the State.

The resultant *Wyndham Cricket and Australian Rules Football Strategy* will guide and inform Council and other stakeholders for the future development of cricket and football facilities and associated programs and services. It is important to note that all analysis and recommendations concerning cricket and football facilities and programs in this report are all-gender unless noted.

### 1.1. Project Purpose and Objectives

The combined study had the following Project Purpose:

1. To deliver a thorough and widely researched development strategy for cricket and Australian Rules football inclusive of programs, services and facilities for both sports from grassroots to elite.
2. To deliver a thorough and widely researched Turf Wicket Policy.
3. To review the current facilities at Chirnside Park Oval and provide recommendations for the short to medium term upgrade of the site's facilities and the long term development of regional and elite level cricket and Australian Rules football within Wyndham.

The Project Objectives were (as outlined in the two study briefs):

1. Extensive engagement and consultation with the Wyndham community and relevant stakeholders for both codes of sport.
2. Thorough analysis of relevant documents and data gathered throughout community and stakeholder consultations for both codes of sport.



3. Preparation of a model for the future development of cricket and Australian rules football in Wyndham over the next 10 to 20 years.
4. Development of the Wyndham Turf Wicket Policy.
5. Review of the Chirside Feasibility Study (2009), including the Woodhead Building Condition Assessment Report (2009), advising on the current status of facilities at Chirside Park Oval including all built structures.
6. Engage with the Werribee Cricket Club and the Werribee Football Club on their use of the facility and visions for their clubs' and sport at an elite level and their future at the site.
7. Establish a viable and sustainable development path and use for the facilities at Chirside Park Oval.
8. Identify the required infrastructure to be located at Chirside Park Oval that recognises the constraints of the site and other users of the site.
9. Determine the required infrastructure for best practice regional and State facilities for Premier Cricket and VFL football in Wyndham.
10. Prepare an architectural concept plan (or options) for a viable building redevelopment at Chirside Park Oval, and consider the funding implications of any recommendations.

## **1.2. Project Management**

The *Wyndham Cricket and Australian Rules Football Strategy*, and the associated strategic review of regional cricket and football provision, including the Chirside Park Oval development plan was managed on a day-to-day basis by Council's Coordinator, Recreation Planning and Council's Acting Team Leader - Recreation Planning Policy and Programs.

The information, assistance and contribution provided by a range of other Council staff and community representatives towards the preparation of the strategy and the Chirside Park Oval development plan is acknowledged and appreciated.

## 2. STRATEGIC CONTEXT

The cricket and football strategy and the Chirnside Park Oval development planning study were carried out with consideration of the following planning inputs.

1. Council strategies and planning reports.
2. Cricket and Football Peak Bodies' planning documents.
3. Demographic profile and growth of the City of Wyndham.

### 2.1. Council Planning and Policy Documents

A review of the following Council planning and policy documents was completed to identify key corporate directions and strategies to inform the cricket and football strategy planning process.

*(Refer Appendix 1 for a summary of the key informant reports. Others listed but not formally summarised provided important issue-specific information).*

- Wyndham City Plan 2011 - 2015.
- Wyndham Active Open Space and Recreation Facilities in Growth Areas (Smart Connection, 2008).
- Wyndham Social Infrastructure Planning - 2040 (ASR Research, 2009).
- Wyndham Outdoor Sports Facility Strategy (Stratcorp Consulting, 2002).
- Sports Field Inspection Report for Chirnside Park Oval (Victorian Turfgrass Consultancy, 2011).
- Building Condition Assessment of Chirnside Park Oval Pavilion / Grandstand (Woodhead, 2009).
- Chirnside Park Master Plan (@leisure, 2002).
- Various Council policies:
  - Turf Wicket Policy (2006).
  - Fees and Charges for the Use of Council's Outdoor Sports Facilities Policy (2008).
  - Naming Rights and Advertising Signage on Council's Sports Grounds Policy (2009).
  - Outdoor Sports Facilities Capital Works Contributions Policy (2009).
  - Outdoor Sports Facility Development Guidelines (2009).
- Various reserve master plans for new and established reserves.

### 2.2. Cricket and Football Peak Bodies' Planning Reports

A review of the following planning documents was completed to confirm key directions for facility and service provision for cricket and football by Cricket Victoria and AFL Victoria, respectively.

- Cricket Victoria Strategic Plan 2007 - 2011.
- Strategies for Maximising the Use of Cricket Facilities, Cricket Victoria (2008).
- Criteria Assessment for Premier Clubs, Cricket Victoria (2009).
- Premier Cricket Review, Cricket Victoria (2009 - 2010).
- National Cricket Census 2010/11.
- AFL Victoria Strategic Plan 2007 - 2009.
- VFL Minimum Standards 2011.
- AFL Preferred Facility Requirements (Stratcorp, 2006).

### 2.3. Demographic Profile of the City of Wyndham

The demographic characteristics of the City of Wyndham<sup>1</sup> that are relevant to cricket and football facility planning are outlined below.

- The population of Wyndham City in June 2011 was estimated to be 172,106 people, being an increase of approximately 11,000 people in the previous 12 months (or 7.2% increase).
- Since 2006, Wyndham City's population has increased by 60,000 people (or by 53%), which represents an annual average growth rate of 10.7%, significantly higher than the average for all of Metropolitan Melbourne for the same period at 1.5%.
- The demographic profile of Wyndham City is significantly younger than all of Melbourne (see Figure 1), particularly evidenced by:
  - The higher proportion of 0–17 year olds in Wyndham City (28.8%) compared to all of Melbourne (22.9%).
  - The lower proportion of people aged over 60 years in Wyndham City (10.0%) compared to all of Melbourne (17.0%).

This is an important characteristic for sports facilities planning as the demand for cricket and football facilities is influenced by the number of people within the active age cohort (5–40 years).

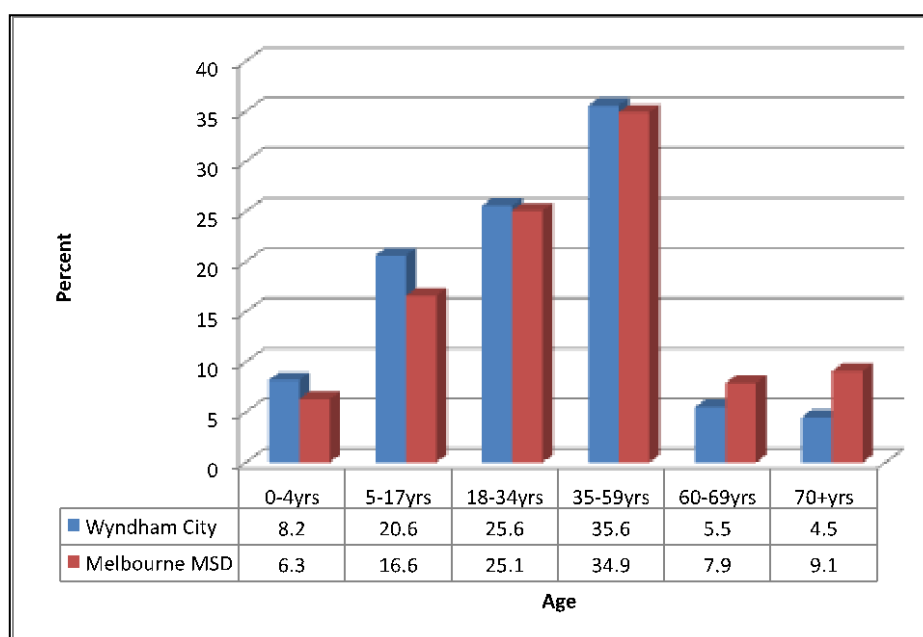


Figure 1 – 2006 Population Profile of Wyndham City Compared to Metro Melbourne

- Wyndham City has a lower level of cultural diversity compared to all of Melbourne (68.4% of all residents in Wyndham City are Australia-born, compared to 64.2% for all of Melbourne). Again, this is an important factor, as a community with a relatively high Australian-born sector will likely continue to display a strong demand for traditional 'Anglo' sports, such as cricket and Australian Rules football.

<sup>1</sup> Source: Community Profile, id consulting (2011).

## 2.4. Projected Population Growth

Wyndham City is experiencing significant population growth, and this growth is projected to continue to occur through to 2050. The current estimated population of just over 170,000 is expected to increase to more than 321,000 people by 2031 and in excess of 400,000 people by 2050.

A key to predicting the future sporting needs of a local government area is to understand the projected growth of the population, particularly the growth within specific age cohorts. This section analyses the projected population growth of Wyndham City, and drills down to the 'younger' age cohorts, which research shows comprises of the highest proportion of users of sporting facilities (including cricket and football facilities):

- Nationally, 68% of all children aged 5-14 years participate in organised sport outside of school hours.  
[Source: Children's Participation in Organised Sport 2007, ABS]
- Nationally, 66.6% of all 15-24 year olds participate at least once a week in organised physical activity<sup>2</sup>, decreasing to 47.0% for people aged 25-34 years and to 31.2% of people aged over 65 years.
- Nationally, 46.1% of all 15-24 year olds regularly participate in club-based physical activity, decreasing to 26.1% for people aged 25-34 years and to 19.5% of people aged over 65 years.  
[Source: Exercise Recreation and Sport Survey (ERASS) 2010, Australian Sports Commission]

The population of Wyndham City is projected to almost double by 2031 (or 163,000 additional people between 2011 and 2031), and with this increase there will be significant changes in the City's population profile over the next two decades.

The following Table shows the projected age distribution profile for Wyndham City to 2031<sup>3</sup>, and shows that the proportion of people aged 5–24 years (the 'active age' cohorts) will significantly increase during the planning horizon to 2031, again, almost doubling in size.

Age Groups	Current and Future Population					
	2011		2031		2011 to 2031	
	Number	% Total Population	Number	% Total Population	Numerical Change	Proportional Change
<b>Wyndham City</b>	<b>172,106</b>	<b>100%</b>	<b>334,679</b>	<b>100%</b>	<b>+162,572</b>	<b>+94%</b>
0 – 4 years	16,630	9.7%	26,359	7.9%	+9,729	+58%
5 – 14 years	25,755	15.0%	48,961	13.9%	+23,206	+90%
15 – 24 years	24,065	14.0%	44,205	13.3%	+20,140	+84%
25 - 64 years	94,658	55.1%	181,544	54.1%	+86,886	+92%
65+ years	10,999	6.4%	33,610	10.0%	+22,611	+205%

Table 1 - Projected Population by Age Cohorts for Wyndham City

<sup>2</sup> 'Organised physical activity' is activity for exercise, recreation or sport that was organised in full or in part by a fitness, leisure or indoor sports centre that requires payment for participation; a sport or recreation club or association that requires payment of membership, fees or registration; a workplace; a school; or any other type of organisation (ERASS 2010).

<sup>3</sup> Source: Community Profile, id consulting (2011).



### Implications for Cricket and Football Facilities Planning

Several important 'drivers of demand' for cricket and football facilities are evident from the City-wide demographic characteristics:

1. The overall population of Wyndham City is projected to increase by an estimated 163,000 people in the next 20 years, and by almost 230,000 people in the next 40 years (400,000 people by 2050).
2. In 2006, there was a higher proportion of 0–17 year olds in Wyndham City compared to all Melbourne, but an equal proportion of 18–59 year olds.
3. In the future, it is projected that there will be a net increase of 43,300 people aged 5–24 years, important as research shows that the rate of participation by people in 'organised' physical activity and in 'club-based activities' is highest for young people and declines with age.
4. Wyndham City has a higher proportion of Australia-born people compared to all of Melbourne, important as research shows that Australia-born people have a higher rate of participation in physical activity compared to people born overseas, particularly people born in countries that speak a language other than English<sup>4</sup>.

## **2.5. Growth Corridors in Wyndham City**

Whilst the above summary of the general demographic characteristics of Wyndham City is important, it is equally important to understand the location and quantum of population growth throughout the municipality. This information will assist in planning for new for sporting facilities, including cricket and football ovals.

Council, with assistance from the Department of Planning and Community Development (Victoria), has undertaken significant research into predicting population yields for the various growth corridors within the municipality. The current estimated population and the projected ultimate population for each planning area are shown in the following table<sup>5</sup>.

*(Appendix 2 contains maps showing the location and extent of the growth planning areas).*

Planning Area	Approximate Population 2011	Approximate Population 2050	Numerical Change	Proportional Change
Wyndham City	172,106	400,000+	+227,894	+132%
Central Area (Established)	85,000	85,000	0	0%
Point Cook	32,100	57,425	+25,325	+79%
Werribee Employment Precinct	0	8,260	+8,260	NA
Wyndham North	31,000	151,190	+120,190	+388%
Wyndham West	7,500	107,420	+99,920	+1,332%
Balance	6,500	6,500	0	0%

Table 2 – Population Projections for Wyndham Planning Areas

<sup>4</sup> Source: *Migrants and Participation in Sport and Physical Activity, ABS, 2006.*

<sup>5</sup> Source: *Strategic Planning Unit (2011).*

Table 2 shows a comparison of the projected population growth for each of the planning areas to 2050. The key information from the Table from a sports planning perspective includes:

- Wyndham North will experience the greatest net population growth to 2050, and the second highest percentage change in their population compared to other planning areas.
- Wyndham West will experience the second greatest net population growth, but the highest percentage change.
- Point Cook has some additional population growth still to occur, whilst Wyndham Central and the Werribee South / Little River areas ('Balance') are projected to have little, or no population growth.

#### Implications for Cricket and Football Facilities Planning

A couple of key 'drivers of demand' for cricket and football facilities are evident from the planning areas population analysis:

1. Get the provision of ovals right in Wyndham Central now and that should cater for any new demand through to 2050.
2. Significant new provision for cricket and football facilities will be required in Wyndham North and Wyndham West as these growth corridors expand to cater for over 200,000 additional people in the next 40 years.
3. It can be expected that there will continue to be high demand for cricket and football facilities in Point Cook as that planning area doubles its population base to 2050.

### 3. CRICKET AND FOOTBALL PARTICIPATION TRENDS

This section identifies and examines the general trends of participation in cricket and football both Nationally and in Victoria, then drills down to the western region of Melbourne and to the cricket and football clubs based in Wyndham City.

This data is then used to project likely future needs for cricket and football ovals for the expanding population base.

The key data sources for the following information are:

1. Exercise, Recreation and Sport Survey (ERASS), Australian Sports Commission (2010).
2. Children's Participation in Cultural and Leisure Activities, ABS (2009).
3. Membership data for Wyndham-based clubs and regional associations made available by Council and respective associations and leagues.

#### 3.1. Broad Participation Trends - Adults

The following summarises cricket and football participation trends by Adults, being people aged 15 years and over by definition used for the ERASS research. The data reported below has a focus on 'organised' and 'club-based' participation rather than unorganised participation, as Council's provision for facilities is generally to a standard to support the organised activities of cricket and football clubs, such as training and matches.

##### Organised Physical Activity

- In terms of the top ten organised activities Nationally, football had the largest increase in total Adult participation between 2001 and 2010 (64% increase). There was a slight but steady increase in participation between 2001 and 2005. Participation then declined in the period 2005 to 2007, before increasing again in 2008 to 2010. In 2010, the participation rate in football was the highest in the ten-year period (2.6%).
- Outdoor cricket also experienced a large increase in Adult participation Nationally between 2001 and 2010 (33% increase). Participation increased between 2001 and 2004, fluctuated in the period 2004 to 2008, and has increased in the period 2008 to 2010. In 2010, the participation rate in cricket was (2.1%).
- The Victorian Adult participation rate for organised football in 2010 was 4.1%, understandably this rate is higher than the National Adult participation rate due to the long history and tradition of football in Victoria. The 2010 Victorian participation is similar to the rate for the previous 2 – 3 years.
- The Victorian Adult participation rate for organised cricket in 2010 was 2.6%, again, higher than the National rate, but is a small decline on the Victorian rate for the previous 2 – 3 years.

##### Club-Based Physical Activity<sup>6</sup>

- Football had the largest increase in total participation in club-based activities Nationally of all sports between 2001 and 2010 (71% increase). The club-based participation rate for football in 2010 was the highest in the ten-year period (2.1%).
- Cricket also experienced an overall increase in total club-based participation since 2001 (49% increase). The club-based participation rate for cricket in 2010 was 1.9%.

*(Club-based physical activity rates of participation by State and sport code are not available).*

<sup>6</sup> 'Club-based physical activity' is any activity for exercise, recreation or sport that was organised in full or in part by a sport or recreation club or association that required payment of membership, fees or registration.

### 3.2. Broad Participation Trends - Children

The national survey, *Children's Participation in Cultural and Leisure Activities*, undertaken in 2009 for children aged 5-14 years remains the most up-to-date national data available in relation to children's participation in sport. Key results from the survey are noted below.

- Of Children aged 5-14 years Nationally, 63.0% participated in sport outside of school hours that was organised by a school, club or association (up from 59.4% in 2000). For Victoria, the rate was 68.5% in 2009.
- Football was the 3<sup>rd</sup> most popular sport for all Children in 2009 (at 8.6%), behind swimming (18.5%) and soccer (13.2%). Cricket was ranked 8<sup>th</sup> most popular at 5.2%.
- Participation for boys increased between 2000 and 2009 for both football (31%) and cricket (1%).
- Participation for girls increased for football (178%) but decreased for cricket (-7%).

### 3.3. Summary of Broad Sports Participation Trends

The following two graphs summarise the trends in the rate of participation for both Adults and Children in football and cricket from 2000 - 2010.

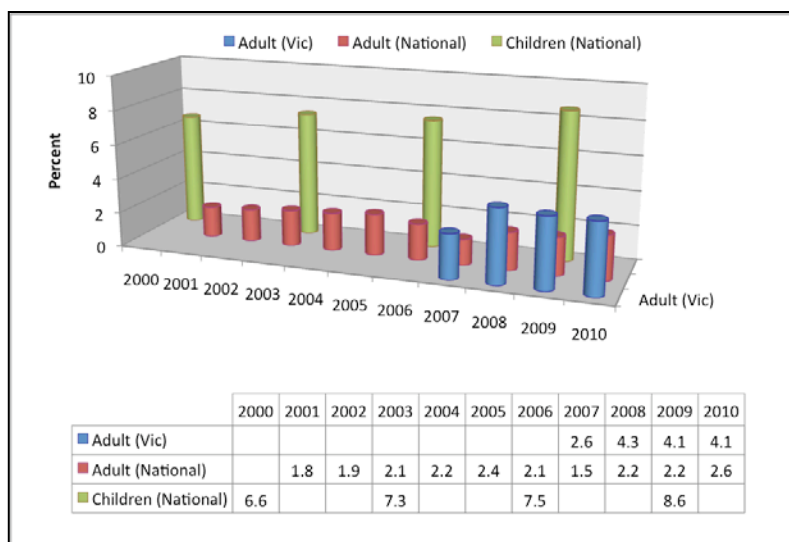


Figure 2 – Adult and Children Participation Trends for Football (2000 – 2010)

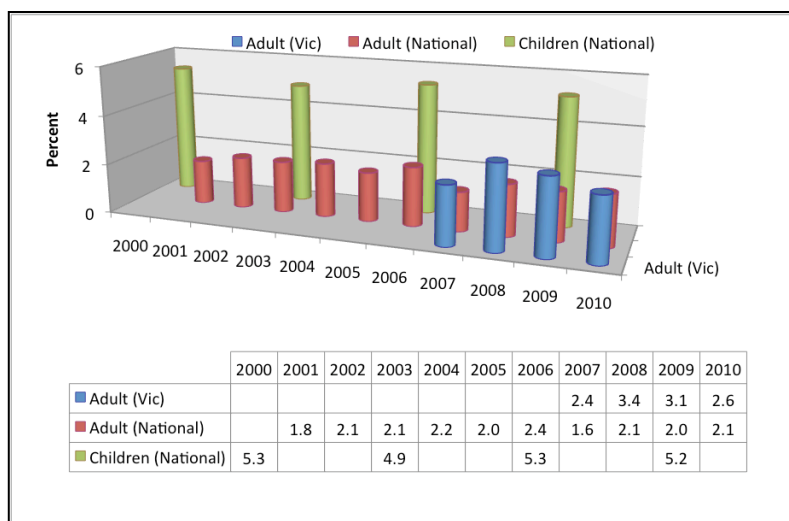


Figure 3 – Adult and Children Participation Trends for Cricket (2000 – 2010)



### 3.4. Participation Trends in Wyndham City

The following data provides a snapshot of the participation by Wyndham City residents in football and cricket in comparison to the previously reported broad participation trends.

#### 3.4.1. Football

The following table shows the number of football teams representing Wyndham City football clubs during the 2010 football season.

Football Club	U9-10	U11-12	U13-14	U16-19	Total Junior Teams	Senior Teams	Total Teams
Glen Orden FC	1	1	1	2	5	2	7
Hoppers Crossing FC	3	4	3	5	15	2	17
Little River FC	1	1	1	1	4	0	4
Old Westbourne FC*	2	2	1	2	7	3	10
Point Cook FC	5	4	3	3	15	3	18
Werribee Districts FC	2	3	4	4	13	3	16
Werribee Tigers FC	NA	NA	NA	NA	NA	2	2
Werribee Centrals FC	2	3	3	3	11	2	13
Werribee Masters FC	NA	NA	NA	NA	NA	2	2
Wyndham AAFCC**	NA	NA	NA	NA	NA	1	1
Wyndham Vale FC	2	2	1	4	9	2	11
<b>Total</b>	<b>18</b>	<b>20</b>	<b>17</b>	<b>24</b>	<b>79</b>	<b>22</b>	<b>101</b>

\* Estimate

\*\* Wyndham AAFCC = Wyndham All Abilities Football and Cricket Club, formerly the Mambourin Tigers Sports Club

Table 3 – Number Junior and Senior Football Teams in Wyndham City (2010)

Of the seven Wyndham City football clubs that have both senior and junior teams, the average number of teams per club is 13.1 teams. This compares with an average of only 7.6 teams per club for all clubs affiliated with the Western Region Football League (WRFL), the main football league servicing the Wyndham municipality.

The Wyndham City clubs affiliated with the WRFL have the highest ratio of teams to club when compared to the clubs from three of the four municipalities covered by the WRFL - see below. (The difference between the average ratio of teams to clubs of 13.1 mentioned above and the ratio for the Wyndham City teams affiliated with the WRFL, is explained by the fact that some of the clubs only have their junior teams play in the WRFL whilst their senior teams play in other football leagues / associations).

Municipality	No. of Clubs	No. of Teams	Average Teams/Club
Brimbank	6	34	5.7
Hobsons Bay	6	47	7.8
Maribyrnong	6	37	6.2
Wyndham	8	79	9.9
<b>Total</b>	<b>26</b>	<b>197</b>	<b>7.6</b>
<i>Melton</i>	1	13	13.0
<i>(Melton not included as it only has one club in the WRFL currently)</i>			

Table 4 - Ratio of Teams per Club by LGA (WRFL, 2010)

The following table shows the estimated number of players representing Wyndham City football clubs and Auskick centres during the 2010 football season.

Football Group	Auskick Participants	Estimate Junior Players	Estimate Senior Players	Total Players
Bellbridge Auskick	130	NA	NA	130
Glen Orden FC	25*	100	120	245
Hoppers Crossing FC and Hoppers Crossing Auskick	260	383	49	692
Little River FC	0	100	0	100
Manorvale Auskick	120	NA	NA	120
Old Westbourne AFC and Sayers Road Auskick	160	150	350	660
Point Cook FC and Point Cook Auskick	175	359	67	601
Sanctuary Lakes Auskick	290	NA	NA	290
Werribee Auskick (formerly Thomas Chirnside)	235	NA	NA	235
Werribee Districts FC	0	285	70	355
Werribee Tigers FC	0	39	613	652
Werribee Centrals FC and Werribee Centrals Auskick	150	345	145	640
Werribee Masters FC	NA	NA	130	130
Wyndham AAFCC	NA	NA	21 (actual number)	21
Wyndham Vale FC and Wyndham Auskick	60	300	250	610
<b>Total</b>	<b>1,605</b>	<b>2,061</b>	<b>1,815</b>	<b>5,481</b>

(Source: Wyndham City Council, 2011)

\* Estimate

Table 5 – Estimated Number Junior and Senior Footballers in Wyndham City (2010)

The following data shows the comparison between the rate of participation in football in Wyndham City during the 2010 football season with the average participation rate for Victorian Adults and National Children (refer Sections 3.1 and 3.2).

- <u>Number of Adults</u> in Wyndham City (15+ years) in 2010 =	118,487
- Theoretical number of Adult footballers <sup>7</sup> in Wyndham City =	2,488
- Actual number of Adult footballers in Wyndham City <sup>8</sup> =	2,415
- <b>Difference</b> (actual number less the theoretical number)	<b>-73</b>
- <u>Number of Children</u> in Wyndham City (5-14 years) in 2010 =	23,350
- Theoretical number of Children footballers <sup>9</sup> in Wyndham City =	2,008
- Actual number of Children footballers in Wyndham City =	3,066
- <b>Difference</b> (actual number less the theoretical number)	<b>+1,058</b>

<sup>7</sup> Based on the 2010 Victorian 'club-based' football participation rate for Victorian Adults of 2.1%.

<sup>8</sup> Has been calculated by aggregating the number of senior club footballers and the number of U15 – U18 team footballers.

<sup>9</sup> Based on the 2009 National organised football participation rate for Children of 8.6%.

The data shows that the participation rate of Wyndham City residents in organised (or club-based) football is above the industry's average participation rates. For Adults, there is a similar number adults participating in football compared to the Victorian average rate of participation, whilst for Children, there is approximately 53% more participating compared to the National average.

This significantly higher rate of participation by Children is occurring despite a shortage of available grounds and the relatively poor distribution of these available grounds throughout the municipality (refer Sections 4.1 and 4.2).

The following graphs illustrate the growth of Auskick within Wyndham City, which currently has the largest number of Auskick centres (9) when compared to the other local government areas in the Western Region.

(Graphs sourced from The State of Play in Wyndham, Wyndham City Council, 2011)

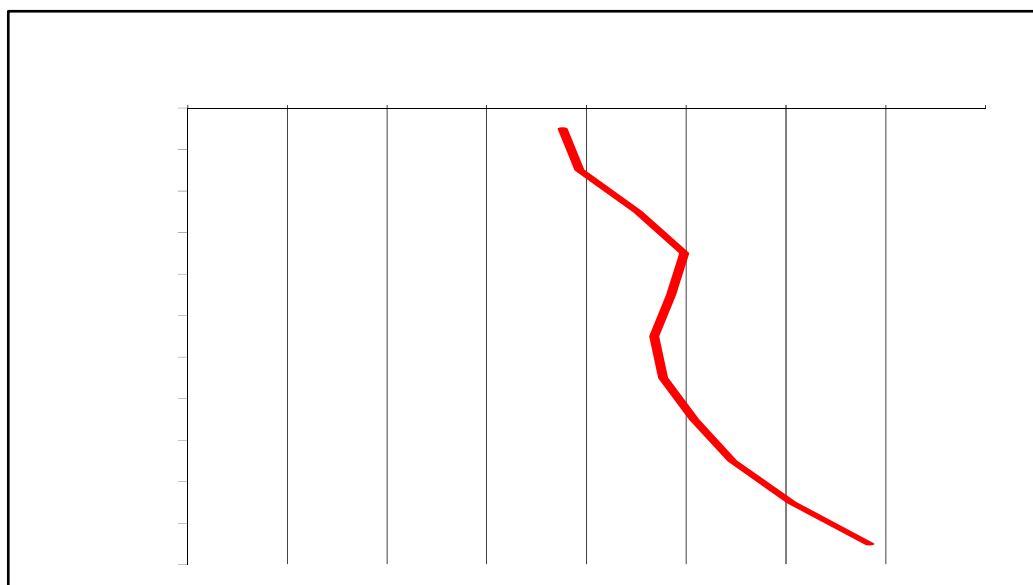


Figure 4 – Overall Growth of Auskick Participation in Wyndham City (2000 – 2010)

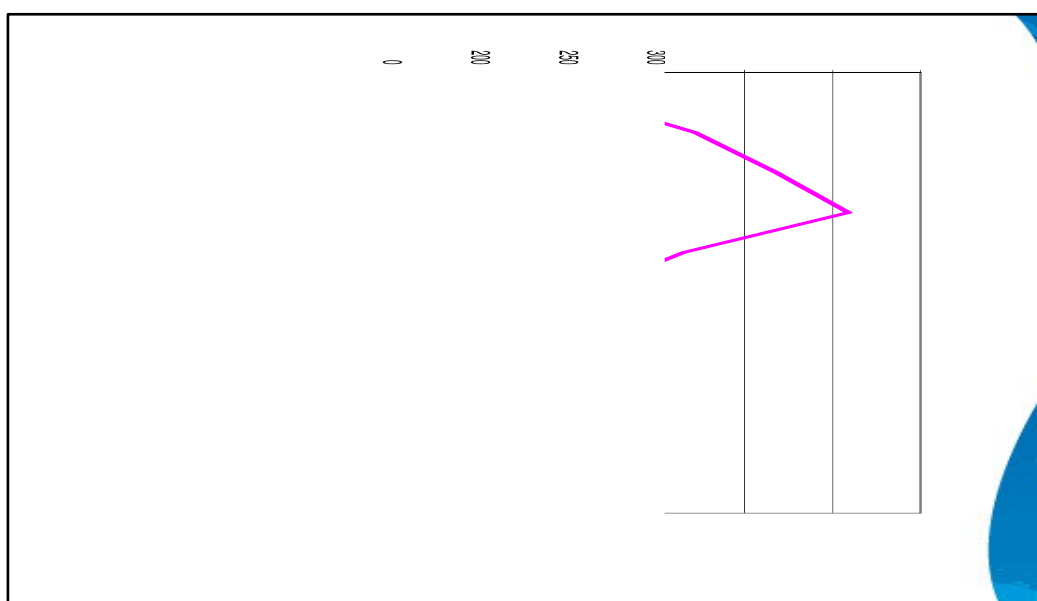


Figure 5 – Relative Growth of Wyndham City Auskick Centres (2000 – 2010)

There has been a 68% increase in the number of footballers registered with football clubs and Auskick Centres in Wyndham since 2002 (from 2,253 people to 3,785 people)<sup>10</sup>.

The graph below shows that the growth has been across club-based football and Auskick. Similar growth can be expected to continue into the foreseeable future as the population continues to grow towards its 2050 projection of 400,000 people.

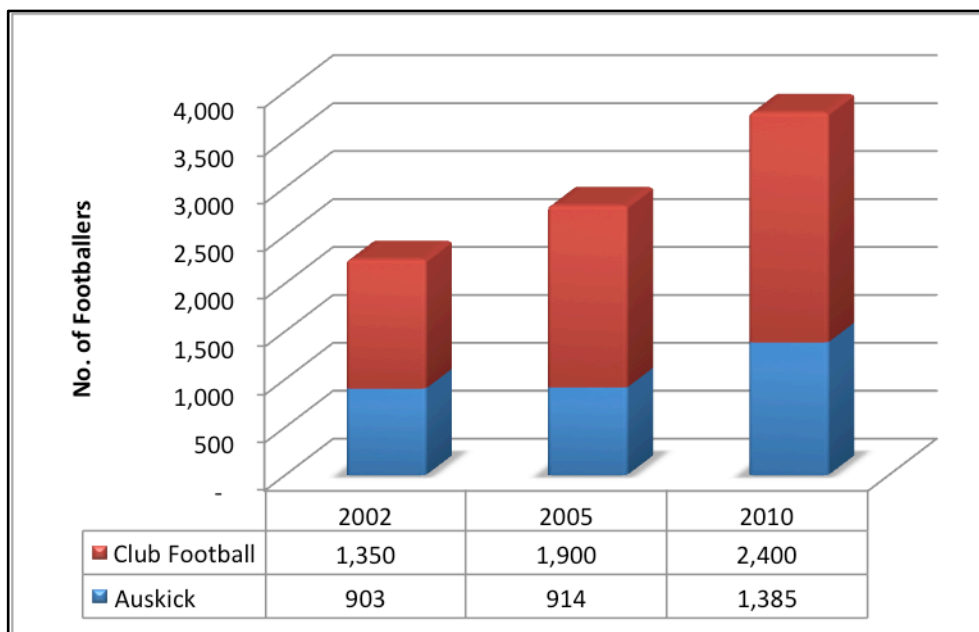


Figure 6 – Growth of Organised Football Participation in Wyndham City (2002 – 2010)

<sup>10</sup> Source: AFL Victoria, 2011.

*It is noted that the 2010 participation figures differ somewhat from the player figures provided by Council. This is most likely explained by the fact that some players with clubs and Auskick Centres may not be formally registered with their respective league / association, and/or by the different methods adopted by the AFL and clubs when aggregating player numbers.*



### 3.4.2. Cricket

The following tables show the number of cricket teams and estimated number of players representing Wyndham City cricket clubs and In2Cricket centres during the 2010/11 cricket season (includes the 2011 season of the Mid Year Cricket Association<sup>11</sup>).

Cricket Group	U11	U13	U15	U17	Total Junior Teams	Senior Teams	Total Teams
Glen Orden	0	2	0	0	2	4	6
Hoppers Club	1	0	0	0	1	4	5
Hoppers Crossing	3	4	3	3	13	10	23
Little River	0	1	0	1	2	4	6
Old Westbourne*	0	0	0	0	0	2	2
Point Cook	3	4	2	4	13	5	18
Werribee	2	2	2	3	9	4	13
Werribee Centrals	2	3	1	3	9	8	17
Wyndham AAFCC**	NA	NA	NA	NA	NA	2	2
Wyndham Vale	1	2	1	2	6	7	13
<b>Total</b>	<b>12</b>	<b>18</b>	<b>9</b>	<b>16</b>	<b>55</b>	<b>50</b>	<b>105</b>

\* Old Westbourne Cricket Club is now in recess

\*\* Wyndham AAFCC = Wyndham All Abilities Football and Cricket Club, formerly the Mambourin Tigers Sports Club

Table 6 – Number Junior and Senior Cricket Teams in Wyndham City (Season 2010/11)

Cricket Group	In2Cricket	Junior Teams	Estimate Junior Players*	Senior Teams	Estimate Senior Players#	Total Players
Glen Orden	6	2	26	4	60	92
Hoppers Club	37	1	13	4	60	110
Hoppers Crossing	89	13	169	10	150	408
Little River	25	2	26	4	60	111
Old Westbourne	0	0	0	2	30	30
Point Cook	20	13	169	5	75	264
Sanctuary Lakes In2Cricket	117	NA	NA	NA	NA	117
Werribee	78	9	117	4	60	255
Werribee Centrals	19	9	117	8	120	256
Wyndham AAFCC	0	NA	NA	2	21 (actual number)	21
Wyndham Vale	30	6	78	7	105	213
<b>Total</b>	<b>421</b>	<b>55</b>	<b>715</b>	<b>50</b>	<b>741</b>	<b>1,877</b>

\* Estimated number of junior players calculated assuming 13 players per team

# Estimated number of senior players calculated assuming 15 players per team

Table 7 – Estimated Number Junior and Senior Cricketers in Wyndham City (Season 2010/11)

<sup>11</sup> The Mid Year Cricket Association was founded in 2010 and grew to 18 clubs in its second season. Two Divisions, East and West, play 35 over a side matches on Saturday afternoons from midday to 4.45pm during a season, which begins in May and concludes in late August.

The following data shows the comparison between the rate of participation in cricket in Wyndham City during the 2010/11 cricket season with the average participation rate for Victorian Adults and National Children (refer Sections 3.1 and 3.2).

- <u>Number of Adults</u> in Wyndham City (15+ years) in 2010 =	118,487
- Theoretical number of Adult cricketers <sup>12</sup> in Wyndham City =	2,251
- Actual number of Adult cricketers in Wyndham City <sup>13</sup> =	1,066
- <b>Difference</b> (actual number less the theoretical number)	<b>-1,185</b>
- <u>Number of Children</u> in Wyndham City (5-14 years) in 2010 =	23,350
- Theoretical number of Children cricketers <sup>14</sup> in Wyndham City =	1,214
- Actual number of Children cricketers in Wyndham City =	811
- <b>Difference</b> (actual number less the theoretical number)	<b>-403</b>

The data shows that the participation rate of Wyndham City residents in organised (or club-based) cricket is well below the industry's average participation rates. For Adults, there is approximately 47% less adults participating in cricket compared to the Victorian average rate of participation, whilst for Children, there is approximately 30% less participating compared to the National average.

This lower than average participation could be attributable to a number of factors, including:

- An overall shortage of cricket facilities, that is, supply is not meeting demand.
- A poor distribution of cricket facilities, that is, the available cricket grounds are not located where the highest proportion of potential cricket participants reside.
- Poor promotion of cricket participation opportunities, such as In2Cricket venues.
- The cultural diversity of Wyndham compared to other areas where cricket is played, such as rural areas where there is a higher proportion of Australia-born residents.
- The fact that Wyndham City is a growth area relying on many adults to have to commute for extended periods to their place of work, thereby reducing the capability / willingness of adults to commit to club-based sport ahead of family commitments (i.e. time poor).

The findings of the National Cricket Census (2010/11) also show that there is a lower than average participation rate in cricket in Wyndham City compared to other areas. The Census found that of the eight Melbourne metropolitan regions<sup>15</sup>, the Western Region (incorporating the municipalities of Wyndham, Melton, Hobsons Bay, Maribyrnong and Brimbank) was the 5<sup>th</sup> ranked region by measure of the overall cricket Participation Ratio for 5 – 39 year olds<sup>16</sup>. The Participation Ratio for the Western Region in 2011 was 3.85%, compared to the average ratio of 5.15% for the Metropolitan Region, and 14.07% for the Victorian Country Region. (The average Participation Ratio for Victoria was 7.43%).

Assuming all cricket participants in Wyndham (including In2Cricket participants) are aged between 5 – 39 years, the Participant Ratio for 2010/11 season was 2.1% - lower than the ratio for all of the Western Region.

*(Some of this shortfall can be explained by the fact the Participation Ratio calculated by Cricket Australia also includes registered indoor cricketers and those school-aged cricketers who participate in school teams but are not also members of clubs. However, the actual number of indoor cricketers and students who are not also club members is insignificant compared to the overall number of club cricketers).*

<sup>12</sup> Based on the 2010 Victorian 'club-based' cricket participation rate for Victorian Adults of 1.9%.

<sup>13</sup> Has been calculated by aggregating the number of senior club cricketers and the number of U15 and U17 team cricketers.

<sup>14</sup> Based on the 2009 National organised cricket participation rate for Children of 5.2%.

<sup>15</sup> Cricket Victoria has divided the State into 16 regions for the purposes of the Census and for planning cricket development: 8 metropolitan regions and 8 country regions.

<sup>16</sup> Participation Ratio is the total number of cricket players in a specific age group (in this instance 5-39 years), divided by the total regional population for that age group, expressed as a percentage.

Notwithstanding the lower than average cricket participation rates by seniors and juniors in organised cricket in the Western Region and in the City of Wyndham, the trend of participation is growth, not decline. This is reflected in the growth in the number of In2Cricket centres in the Western Region, and in cricket participants generally<sup>17</sup> (see Table 8).

	2008/09	2009/10	2010/11	% Change (2008 to 2011)
In2Cricket Centres	26	30	48	+85%
Boys	NA	1,039	1,241	+20% (2009 to 2011)
Girls	NA	103	196	+90% (2009 to 2011)
Total Participants	968	1,149	1,441	+49%

Table 8 – Western Region In2Cricket Participation in the Western Region (2008/09 to 2010/11)

Figure 7 shows the growth trend over the past four seasons in the number of junior and senior cricket teams registered with Wyndham City clubs.

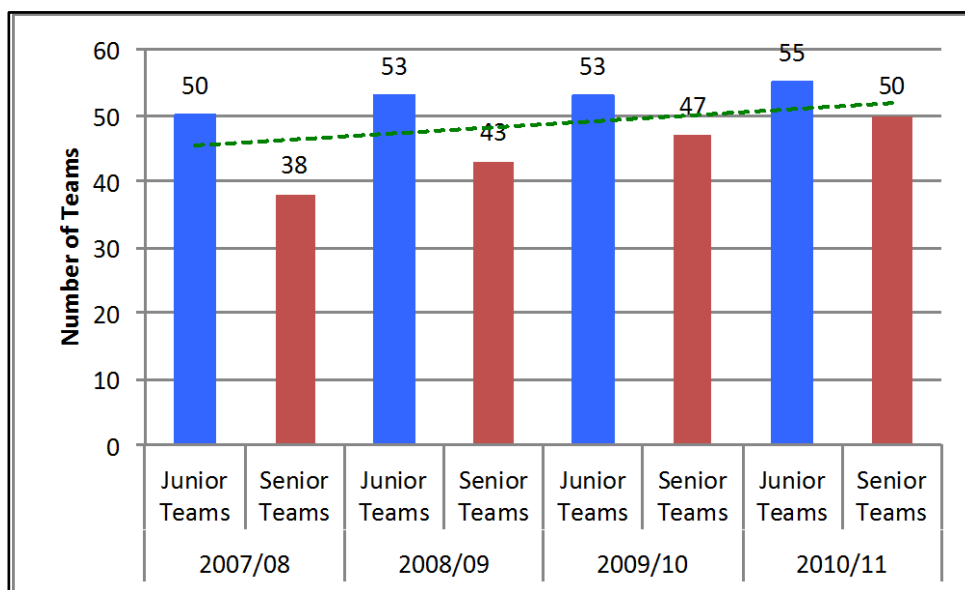


Figure 7 – Number of Senior and Junior Cricket Clubs in Wyndham City (2007/08 – 2010/11)

Of note is the fact that the Tarnet Cricket Club is a newly formed club (2011) and has two senior teams in the Williamstown and District Cricket Association this season (2011/12 season), and a number of juniors participating in practice sessions.

<sup>17</sup> Source: Cricket Victoria, 2011.

## 4. CURRENT PROVISION AND DEMAND FOR NEW FACILITIES

An audit and review of existing cricket and football facilities available in Wyndham City was undertaken in June 2011. The key outcomes from the review are reported below. Also reported in this section is a summary of the utilisation of these facilities by clubs, and an analysis of the demand for new and upgraded facilities to accommodate the projected population growth.

### 4.1. Existing Provision of Cricket and Football Facilities

An audit and review of the existing provision of Council-owned cricket and football facilities was undertaken by site inspection and desktop assessment by Richard Simon (Simon Leisure Consulting) and Ken Jacobs (Ken Jacobs and Associates). The initial site reviews were conducted on 16 and 21 June 2011, with later follow-up visits, as required.

*(Refer Appendix 3 for the detailed audit of existing cricket and football facilities).*

A summary of the quantity and distribution of Council-owned cricket and football facilities is shown in the following table *(sites available for use as at December 2011)*.

Suburb / Planning Precinct	Cricket / Football Ovals	Cricket Only Ovals	Turf Wicket Ovals	Synthetic Wicket Ovals
Werribee	5	2	3	4
Hoppers Crossing	3	3	3	3
Wyndham Vale (east)	2	-	1	1
<b>Total Central Area (Established)</b>	<b>10</b>	<b>5</b>	<b>7</b>	<b>8</b>
Point Cook	3	-	-	3
<b>Total Point Cook</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
Werribee Employment Precinct	-	-	-	-
<b>Total Werribee Employment Precinct</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Laverton North	1	-	-	1
William Landing	-	-	-	-
Truganina	-	1	-	1
Tameit	-	-	-	-
<b>Total Wyndham North</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
Wyndham Vale	-	-	-	-
Mambourin	-	-	-	-
West Werribee	-	-	-	-
<b>Total Wyndham West</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Little River	1	-	-	1
Werribee South	1	-	-	1
<b>Total 'Balance'</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Total</b>	<b>16</b>	<b>6</b>	<b>7</b>	<b>15</b>

Note: Cricket and football ovals on school sites are excluded

Table 9 - Number of Available Cricket and Football Facilities by Suburb and Planning Precincts (2011)



The Table shows that from a municipal-wide perspective:

- A significant majority of all cricket and football facilities are located within the long established suburbs of Werribee, Hoppers Crossing and Werribee South, and the township of Little River.
- The growth areas (not surprisingly) have little existing provision, however, the current populations of the growth precincts of Point Cook (32,000+), Wyndham North (31,000+) and Wyndham West (7,500+) clearly illustrates the now current and continuing demand for new cricket and football facilities in these areas.
- Cricket turf wickets are currently only available within the established area of Wyndham City.

The general condition of the surface of grounds and associated facilities is reasonable, however, it was noted from the site reviews that:

- There is a general lack of provision of secure and permanent storage at some reserves, resulting in the use of shipping containers, which detract from the overall landscape amenity of reserves.
- There is a general lack of shade and shelter around ovals.
- Some reserves lack adequate car parking around or adjacent to the main oval.
- Ten of the 16 ovals currently designated as football / cricket ovals are single oval reserves. Industry standards now widely accept that reserves accommodating dual-use football / cricket ovals should comprise a minimum of two ovals, particularly those reserves considered 'headquarter' (or 'home') reserves for clubs comprising both a senior and a junior section.

#### 4.2. Adequacy of the Number of Ovals Using Provision Ratios

The application of provision ratios is one planning tool commonly used to assess the adequacy of the number of sporting facilities within a catchment area, or to predict the number that might be required in a newly developing area. Provision ratios typically differ for each sport and work on the basis of nominating the population size that is required to sustain one sports field, or one court, or one green, etc. For example, the provision ratio for football / cricket ovals currently adopted by the Wyndham City Council is one oval per 4,000 population<sup>18</sup>.

The merit, or otherwise, of utilising provision ratios has been well documented in the *Wyndham Active Open Space and Recreation Facilities in Growth Areas* report, and the author concluded that ...

*"Overall, the benefits of using a ratio or standards approach in planning for and providing sports facilities outweigh the disadvantages ..... as they provide an easily understandable approach and ensure that facilities are provided to cater for the main stream sports."*

Further, the Growth Areas Authority's key planning document for predicting community infrastructure needs for growth area councils<sup>19</sup>, the *Planning for Community Infrastructure in Growth Areas* report (ASR Research Pty Ltd, 2008), states ....

*"... the adoption of a standards based approach provides councils with an easily understood justification for requiring a specific amount of land for community infrastructure purposes through land purchases and developer contributions."*

The provision ratio of 1 oval: 4,000 population adopted by Council for football / cricket ovals is somewhat validated in the following analysis using football as the test case. The participation rate by Victorians aged over 15 years in organised football is 2.1%, and for Children (nationally) is 8.6% (refer Sections 3.1 and 3.2). Based on Wyndham City's overall population in 2011, approximately 75% of the population was aged 15 years and over, with the remaining 25% aged under 15 years. Working on the basis of a population of 4,000 people, approximately 63 Adults (or 2.1% of 3,000 people) and 86 Children (or 8.6% of 1,000 people) would be expected to be participating in organised football (for a total of 149 people).

<sup>18</sup> Source: *Wyndham Active Open Space and Recreation Facilities in Growth Areas (Smart Connection, 2008)*.

<sup>19</sup> Growth area councils include the Cities of Casey, Hume, Whittlesea and Wyndham, and the Shires of Melton and Mitchell.

Industry standards supporting sustainable workloads for natural turf ovals suggest that one oval can typically carry a load of 2 senior matches and one U18 or U19 match on a Saturday, 3 – 4 junior matches on a Sunday (U9 – U16), and then training for these teams on Tuesday, Wednesday and Thursday. This equates to approximately 130 - 160 players (being 6 - 7 teams of approximately 22 or 23 players each). This recommended load of 130 – 160 players is consistent with a provision ratio of 1 oval: 4,000 population (or approximately 149 footballers).

Based on the 2011 population of Wyndham City of 172,106 people, the required number of football ovals for the municipality is 43 ovals – Wyndham City currently has 16 ovals being used for football.

The current shortage of football ovals is validated by the very high use of the existing ovals by sporting clubs<sup>20</sup>. Of the 16 ovals allocated for football use in 2011, only five did not have bookings for each of the seven days per week:

- Alamanda Reserve Oval                      available Saturday
- Lawrie Emmins Reserve Oval              available Monday
- Little River Reserve Oval                  available Monday and Wednesday
- Price Reserve Oval                            available Monday and Saturday
- Warringa Reserve Oval                      available Monday, Thursday and Sundays

Please note that this usage analysis does not include the use of ovals midweek and during the day by school groups, which in some instances may be authorised by Council whilst in others is not authorised.

The main impact of the shortage of ovals is the deterioration of the oval playing surface through overuse and a lack of 'rest days'. A secondary impact is compromised training activities for some football teams, such as shortened sessions or sessions where the ground has to be shared. The most serious impact from a shortage of ovals is the introduction of junior player caps where potential players are unable to register for teams due to the inability of a club to be able to accommodate them. Capping of junior football teams has been introduced into some growth areas as a direct result of a lack of available grounds.

This situation in Wyndham City is mirrored for cricket. There is a shortage of Council-owned / managed grounds to accommodate the current demand for cricket match venues. Whilst the shortfall is partially offset through the use of school ovals for lower grade senior matches and junior matches, the predominate constraint with these facilities as reported by the clubs (refer Section 5.3) is the poor condition of the playing surfaces, the lack of access to toilet / change facilities, the lack of vehicle access into school sites, and the typically poor provision for shade and shelter around the ovals. (Schools generally don't support the use of school ovals for football matches and training by external clubs due to the increased wear and tear of the oval that results. Therefore, school ovals are generally unable to be considered as a strategy to offset the shortage of available ovals for either football training or matches).

Of the 15 ovals with synthetic centre wickets allocated for cricket use for the 2010/11 season, only one oval was not allocated for use on Fridays and Saturdays, that being Price Reserve, which was available on Friday evenings.

(Please note that ovals with turf centre wickets are not currently available for Friday evening use, so were excluded from the analysis above).

<sup>20</sup> Source: Council spreadsheet recording the allocation of sporting grounds in winter 2011.

### 4.3. Projected Demand for Additional Ovals

In the past 10 years, Council has commissioned a number sports planning organisations to assist it to quantify the number of additional sporting facilities that will be required to service the City's growing population, including football and cricket ovals. This section builds on the work previously undertaken and which is documented in the following reports:

- Wyndham Outdoor Sports Facility Strategy (Stratcorp Consulting, 2002).
- Wyndham Active Open Space and Recreation Facilities in Growth Areas (Smart Connection, 2008).
- Wyndham Social Infrastructure Planning - 2040 (ASR Research, 2009).

In addition, Council officers from a range of departments have collaborated to prepare population forecasts and resultant demand analysis for new sporting facilities, particularly for the Wyndham growth corridors of Point Cook, Wyndham North and Wyndham West. This task has been particularly challenging in the past five years with the realignment of the Urban Growth Boundary on two occasions.

As previously reported, Wyndham City's projected population is now in excess of 400,000 people. By applying the provision ratio of 1 oval per 4,000 people (Council's adopted standard), the estimated number of ovals required to meet the needs of the population of Wyndham City in 2050 can be quickly calculated as 100 ovals, or an additional 78 ovals on what currently exists. However, the key to the success of such analysis is to 'drill-down' to the various planning areas of Council, as the current and planned population of differs significantly, and their rate of development will differ.

Table 10 on the following two pages outlines the demand analysis for additional cricket and football ovals by planning precincts, based on projected populations for the respective precincts and the number of existing and master planned ovals. The key data from the analysis is summarised below:

- Based on the projected population of the Central Area (the established suburbs of Werribee and Hoppers Crossing), there are no new cricket and football ovals required.
- For the Point Cook Area, 6 additional ovals are required.
- For the Werribee Employment Precinct, 2 additional ovals are required.
- For the Wyndham North growth corridor, an estimated 21 additional ovals are required.
- For the Wyndham West growth corridor, an estimated 20 additional ovals are required.
- For the Balance of the municipality (Werribee South, Cocoroc, Little River, Mambourin, Quandong and Eynesbury), there are no new cricket and football ovals required.

In total, an additional 49 ovals are required to supplement the 22 existing ovals and the 22 ovals already master planned or under construction, for a combined total of 93 cricket ovals.

See page 23 for an illustrative representation of the existing and planned cricket and football ovals, and the general location by planning areas where additional ovals need to be provided to meet the projected future shortfall of ovals.

**It is recommended that Council plan for an additional 49 new sports ovals (to supplement the 22 existing ovals and the 22 ovals either under construction or already approved by Council) for a combined total of 93 ovals.**

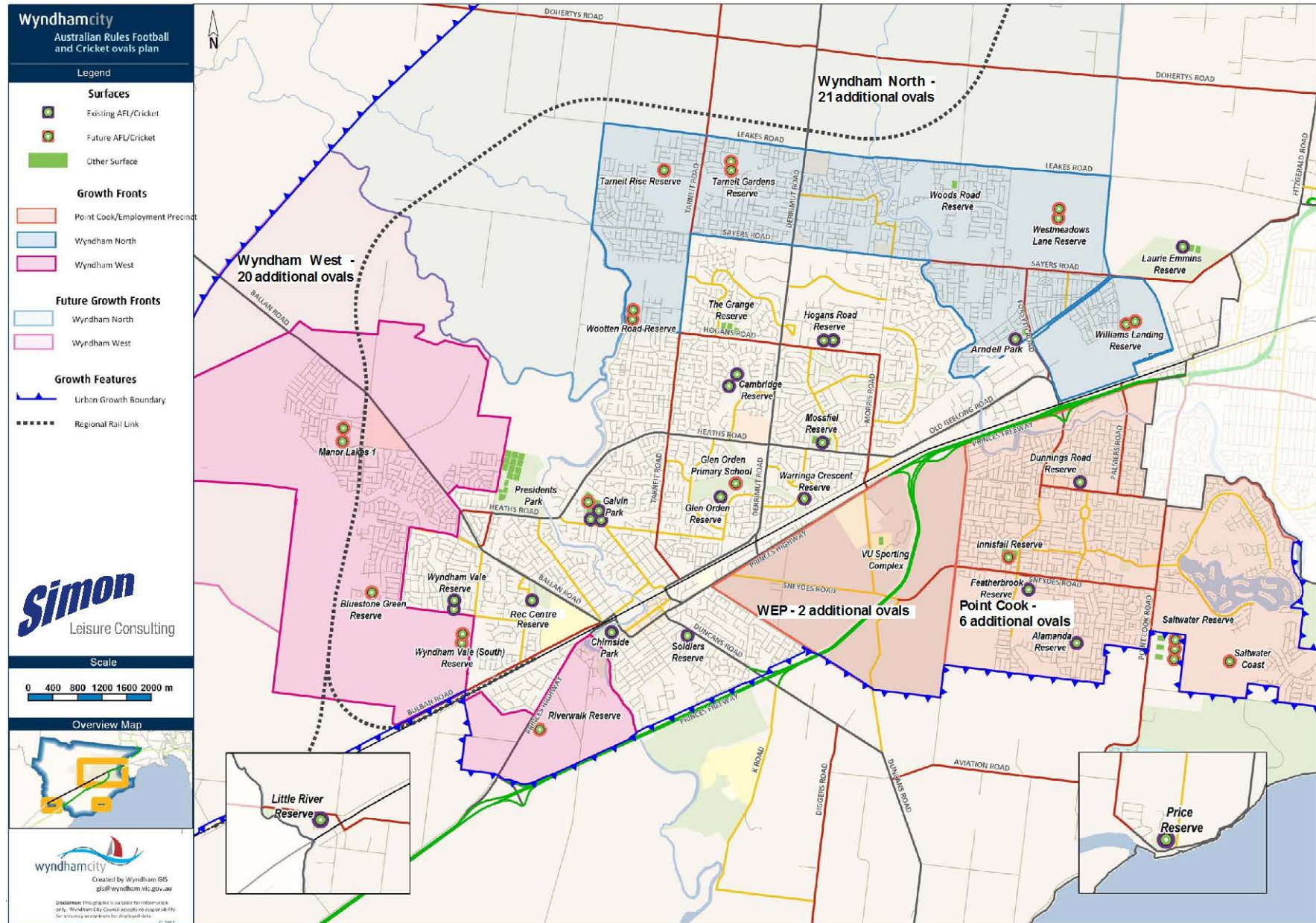
Sections 6 and 7 examine more closely the functional use of many of the ovals, after consideration of the Council's hierarchy of provision of sporting facilities, feedback and input from clubs, local sporting associations and the relevant peak sporting bodies, and the desired sport pathways for cricket and football within Wyndham City, including elite level cricket and football facility provision and the differentiation between turf wicket grounds and synthetic wicket grounds.

Table 10 – Demand Analysis for Cricket and Football Facilities by Planning Precincts (2011)

Planning Area	Projected Population to 2050	Total Ovals Required for 2050 Population	Existing Provision	Ovals Planned (Approved by Council)	Total Existing and Planned Ovals (D + E)	Theoretical Shortfall of Ovals to Meet Needs (C - F)	Considered Shortfall of Ovals to Meet Needs	Comments
Central Area (Established)	85,000	21 ovals	15 ovals (5 cricket only) (10 dual-use)	2 ovals (2 dual-use)	17 ovals (5 cricket only) (12 dual-use)	4 ovals	0 ovals	<p><b>Current Provision</b> Chimside Park Oval, Soldiers Reserve, Galvin Park (x 3), Glen Orden Reserve, Warringa Reserve, Hogans Road Reserve (x 2), Wyndham Vale Reserve (x 2), Weribee Rec Centre Oval, Cambridge Reserve (x 2 - junior size only) and Mossfield Reserve.</p> <p><b>Planned Ovals</b> Glen Orden PS and Galvin Park No. 4 (junior size only).</p> <p>The reduction from the 'theoretical' shortfall of 4 ovals to the 'considered' shortfall of 0 ovals is justified for three main reasons: firstly, the lack of available greenfield sites to construct new ovals, secondly, the current use of some school sites for cricket to accommodate the spike in demand will continue to be available, and thirdly, the pending availability of a number of ovals on the edge of the planning area.</p>
Point Cook	57,425	14 ovals	3 ovals (3 dual-use)	5 ovals (1 cricket only) (4 dual-use)	8 ovals (1 cricket only) (7 dual-use)	6 ovals	6 ovals	<p><b>Current Provision</b> Dunnings Road Reserve, Alamanda Reserve, and Featherbrook Oval.</p> <p><b>Planned Ovals</b> Saltwater Reserve (x 3), Tom Roberts Parade Reserve (cricket only), and Saltwater Coast Oval.</p> <p>There may be an opportunity to provide additional ovals within the adjacent Wyndham Employment Precinct.</p>
Wyndham Employment Precinct	8,260	2 ovals	0 ovals	0	0 ovals	2 ovals	2 ovals	The current shortfall in Point Cook needs to be incorporated into the planning for new ovals in this planning area.
Wyndham North	151,190	38 ovals	2 ovals (1 cricket only) (1 dual-use)	9 ovals (9 dual-use)	11 ovals (2 cricket only) (9 dual-use)	27 ovals	21 ovals	<p><b>Current Provision</b> Lawrie Emmins Reserve (junior size only) and Amdell Park Reserve (cricket only)</p> <p><b>Planned Ovals</b> Wooten Road Reserve (x 2), Tarnit Rise Reserve, Goddard Street Reserve (x 2), Westmeadows Lane Reserve (x 2) and Ashcroft Road Reserve (x 2).</p> <p>The reduction from the 'theoretical' shortfall of 27 ovals to the 'considered' shortfall of 21 ovals is justified for two main reasons: firstly, the capacity for Council to utilise proposed new soccer reserves for overflow cricket grounds to accommodate any short-term spike in demand (demand currently absorbed by school sites), and secondly, the likely impact of synthetic ovals which have the capacity to absorb greater training loads (assumed that 2 - 3 of the proposed ovals may be constructed as synthetic ovals).</p>

Planning Area	Projected Population to 2050	Total Ovals Required for 2050 Population	Existing Provision	Ovals Planned (Approved by Council)	Total Existing and Planned Ovals (D + E)	Theoretical Shortfall of Ovals to Meet Needs (C - F)	Considered Shortfall of Ovals to Meet Needs	Comments
Wyndham West	107,420	27 ovals	0 ovals	6 ovals (1 cricket only) (5 dual-use)	6 ovals (1 cricket only) (5 dual-use)	21 ovals	20 ovals	<p><u>Planned Ovals</u> Howqua Way Reserve (x 2), Wyndham Vale Reserve South (x 2), Riverwalk Reserve, and Bluestone Green Reserve (cricket only).</p> <p>There is currently a significant shortfall in the number of ovals required to meet demand for football and cricket facilities in Wyndham Vale, so the "theoretical" shortfall has been pretty much maintained. Notwithstanding this, the opportunity for Council to utilise proposed new soccer reserves for overflow cricket grounds will be available, and there will likely to be 2 - 3 proposed ovals constructed as synthetic ovals, thereby potentially reducing the need for an equivalent number of ovals to be built.</p>
Balance	6,500	2 ovals	2 ovals (2 dual-use)	0 ovals	2 ovals (2 dual-use)	0 ovals	NA	<p><u>Current Provision</u> Little River Reserve and Price Reserve.</p> <p>Existing provision at Little River and Werrabee South appears adequate to meet and future needs.</p>
<b>Wyndham City</b>	415,795	104 ovals	22 ovals (6 cricket only) (16 dual-use)	22 ovals (2 cricket only) (20 dual-use)	44 ovals (8 cricket only) (36 dual-use)	60 ovals	49 ovals	





## 5. STAKEHOLDER CONSULTATION

A combination of meetings, workshops, interviews and site inspections were carried out with various stakeholders during the study, including cricket and football sporting clubs and associations, cricket and football peak bodies, Council staff and other groups. Some of the consultation was undertaken during the research phase of the study, whilst other meetings and interviews were conducted to receive feedback on preliminary directions.

A chronological summary of the consultation undertaken is shown in the following table.

Date	Method of Consultation	Group / Stakeholder
6 June 2011	Project Inception Meeting	Council's Project Team
23 June 2011	Six Workshops	Council staff from relevant departments
30 June 2011	Meeting	Werribee Tigers
	Meeting	Werribee Cricket Club
7 July 2011	Telephone interview	Grant Williams (AFL Victoria)
11 July 2011	Meeting	Werribee Masters Football Club and Werribee Auskick group
	Football Groups' Workshop	Reps from football clubs and Auskick groups
12 July 2011	Cricket Groups' Workshop	Reps from cricket clubs
20 July 2011	Workshop	Reps from football peak bodies
21 July 2011	Meeting and tour of Arden Street North Melbourne FC Complex	Dr Sonja Hood (Nth Melbourne FC)
24 July 2011	Intercept Survey	Patrons at the Werribee v Williamstown VFL match
25 July 2011	Project Team Meeting	Council's Project Team
27 July 2011	Workshop	Reps from cricket peak bodies
9 August 2011	Telephone interview	Donald McDonald (Manager Operations, Nth Melbourne FC)
10 August 2011	Meeting	Grant Williams AFL Victoria and Ken Gannon (AFL)
16 August 2011	Meeting	Tony Dodemaide (Cricket Victoria)
19 August 2011	Project Team Meeting	Council's Project Team and Director Infrastructure
7 September 2011	Presentation / Discussion concerning Chirnside Park Oval	Council's Project Team and selected senior managers and Councillors
	Presentation / Discussion concerning Chirnside Park Oval	John Nichol and Mark Penaluna (Werribee Football Club)
4 October 2011	Project Team Meeting	Council's Project Team
21 October 2011	Telephone interview	Brad Frohner (VicUrban)
24 October 2011	Telephone interview	Jack Sheehan (VSDCA)
26 October 2011	Project Team Meeting	Council's Project Team

The summary of the key outcomes from the consultation is provided on the following pages. (The representatives from each group consulted or who attended meetings are listed in Appendix 4).

In addition, the draft *Cricket and Australian Rules Football Strategy* was circulated in early May 2012 to all stakeholder groups that had participated in the consultative sessions to provide them with an opportunity to review the draft strategy. The draft report was also available on Council's website for residents to access the report and to make a submission. In all, 23 submissions were received when the exhibition period closed on 27 June 2012. A majority of the submissions supported the overall direction of the strategy, and where necessary and appropriate, the draft report was updated to produce the final report.



## 5.1. Council Project Team Meetings and Staff Interviews

Various meetings, interviews and workshops were conducted with Council's Project Team and other staff during the study period. The Project Team Meetings largely sought direction and feedback on the various options and scenarios identified by the consultant team for the cricket and football strategy, and for the Chirnside Park Oval development plan. The meetings were also the main method of providing formal progress reports to Council during the study.

The six Staff Workshops conducted on 23 June 2011 involved staff from different Council departments and with varying responsibilities for either the planning, development, maintenance or management of community cricket and football facilities, or Chirnside Park Oval. The key objective of these Workshops was to gather relevant information from staff concerning the study, such as the latest demographic data, growth corridor strategic planning directions and relevant sports policies, and to provide Council staff with an opportunity for input into the study.

Much of the information collected from the Project Team and from other staff during the study was considered during the initial research and analysis phases, and as such is reported and imbedded within the research findings outlined in Sections 2, 3 and 4, and the some of the Appendices.

## 5.2. Chirnside Park Oval User Groups

Key information from meetings and interviews with the Chirnside Park Oval user groups is summarised below.

Group	Comments / Input
Werribee Football Club (WFC)	<p>Chirnside Park Oval does not conform with some of the VFL's minimum requirements for venues to host VFL matches, e.g. condition of home and away change rooms and associated amenities, and lack of a dedicated umpires' change room and canteen.</p> <p>In addition, various spaces within the pavilion are not wholly meeting the needs of the WFC, e.g. first floor social facility, the Club's office / administration area, the fitness gymnasium, the covered seating, and the beverage point of sales facilities.</p> <p>The current alignment of the WFC with the Geelong Falcons TAC U18 team creates significant challenges for the Club's player development and recruitment programs. The geographically closest TAC team is the Western Jets and they are aligned with the Williamstown Football Club.</p> <p>The WFC has aspirations to further develop and expand its squad development programs but is constrained by the current facilities and its off-season access to Chirnside Park Oval. The Club has a dedicated junior development officer to coordinate junior and young adult squad training programs and skills sessions.</p> <p>The WFC has a partial alignment with the North Melbourne Football Club, and it values this partnership and has identified mutual benefits to further strengthen and consolidate this association.</p> <p>The WFC confirmed that its co-location at Chirnside Park Oval with the Werribee Cricket Club creates some constraints, including restricted access to the ground and players rooms during the non-football season period, and the existence of the centre wicket area creates some safety concerns for players and detracts from the quality of football played on those occasions when the wicket area is wet. In addition, the practice nets impact the available space for around-the-ground spectator areas and bowlers using the nets create wear marks on the oval. In relation to these constraints, the Club notes that it and the Werribee Cricket Club have an excellent working relationship that helps mitigate the constraints as much as possible.</p> <p>The WFC noted that Chirnside Park Oval has a number of attributes as a long-term venue for the Club (such as its history of use and the ground is centrally located in Wyndham), however, acknowledged that there is an opportunity to potentially establish a new facility at the Tarneit West site and a potential site within the Werribee Employment Precinct.</p>

Group	Comments / Input
Werribee Cricket Club (WCC)	<p>Chirside Park Oval is the WCC's main training and competition ground. It uses both the turf and the synthetic practice nets located at the ground.</p> <p>Soldiers Reserve is its second ground for matches (3<sup>rd</sup> and 4<sup>th</sup> XIs) and for pre-season (fitness) training.</p> <p>The WCC is becoming increasingly more impacted by football activities at Chirside Park Oval, including the inability of the Club to be able to use the ground for its first 1 – 2 matches due to the centre wickets not being able to be fully prepared in the short period available between the conclusion of football activities (including the Western Region Football League finals) and the commencement of the cricket season in the first week of October. Other issues include the generally poor condition of the outfield areas at the time of hand-over from football due to overuse, and the inability to be able to access the synthetic practice nets which results in the Club having to source indoor venues (costly).</p> <p>Other constraints include the inability of the Club to be able to access the Club's designated social room at Chirside Park Oval until after the football season concludes and the general inadequacies of the 'Blue Room' (their social rooms) as a venue for afternoon teas on match days, and as a social space for Thursday nights and after matches.</p> <p>Similar to the Werribee Football Club, the WCC values Chirside Park Oval as its main cricket venue, but is cognisant of the increasing pressure on it to remain a co-tenant with the football club. It was noted that should the WCC be required to vacate Chirside Park Oval permanently, the Club would expect as a minimum the following to be provided:</p> <ul style="list-style-type: none"> <li>– Access to two turf wicket cricket ovals.</li> <li>– Access to a club pavilion at the main ground with two player change rooms, umpire change rooms, a social space, canteen, and storage.</li> <li>– Access to a pavilion at the second ground (if not co-located with the main ground) with two player change rooms, umpire change rooms, and storage.</li> <li>– Access to practice nets at the main ground.</li> </ul>
Werribee Masters Football Club (WMFC)	<p>The WMFC have been a co-tenant at Chirside Park Oval for over 20 years. The Club utilises the ground for training twice a week and for five home matches.</p> <p>Key constraint with the use of the facility is the inadequate social facility allocated to it (the Blue Room) and the inadequate size of the storage available. The Blue Room has no food preparation capabilities and is only available to the Club between April and September, thereby constraining fundraising and other revenue sources.</p> <p>Another constraint is the restricted access to the ground for pre-season training (due to cricket use), which commences as early as November. The Club also has access to Featherbrook Oval (Point Cook) for pre-season training.</p>
Werribee Auskick Group (WAG)	<p>The WAG utilises the ground on Saturday mornings (9.00 – 10.30am) from April to September.</p> <p>Key constraint with the use of the facility is the lack of access to a canteen, which requires the group to use a BBQ and an urn (impacts overall revenue opportunities).</p> <p>Group has no requirement for the use of any rooms within the pavilion, as it has a trailer in which all equipment is stored, and the external public toilets are utilised.</p>

### 5.3. Cricket Stakeholder Interviews and Workshops

Key information from meetings and interviews with cricket stakeholders is summarised below.

Group	Comments / Input
Cricket Clubs	<p>Clubs consider that they are generally under resourced in terms of the number and standard of facilities given the large junior base of players in the municipality, e.g. Werribee Junior Cricket Club does not have a home base</p> <p>There was agreement that the under resourcing is having a significant impact on growth in participation beyond the current levels. Other issues considered barriers to growth include:</p> <ul style="list-style-type: none"> <li>– Juniors are playing on poor quality school facilities, and the reluctance of Council to invest in infrastructure at school sites.</li> <li>– Lack of core facilities at some grounds, such as shade facilities, toilets, and storage (mostly the No. 2 ovals at two-oval reserves and school sites).</li> <li>– Some Council policies are onerous or not clear, e.g. ground signage / advertising policy (limits opportunities to raise funds) and number of practice nets permissible is not clear.</li> </ul> <p>Clubs are concerned about resources being allocated to new residential areas at the expense of existing clubs – need to get the right balance.</p> <p>Perception amongst some clubs that Council is stifling the development of cricket.</p> <p>Clubs generally acknowledge that the cricket hierarchy is clearly defined in Wyndham City and operates effectively – the hierarchy is notionally as follows:</p> <ul style="list-style-type: none"> <li>– Premier Cricket (there is no presence currently in Wyndham, with the Footscray Edgewater Cricket Club being the closest club providing a cricket playing opportunity at the elite, or highest, level available at domestic level in Victoria)</li> <li>– Victorian Sub-District Cricket Association (VSDCA)</li> <li>– Victorian Turf Cricket Association (VTCA)</li> <li>– Williamstown and District Cricket Association (WDCA)</li> <li>– Geelong Cricket Association (GCA)</li> <li>– Western Suburbs United Churches Cricket Association (WSUCCA)</li> <li>– Western Region Junior Cricket Association (WRJCA)</li> </ul> <p>Clubs support a Premier Cricket Club being established in Wyndham, and believe the cricket pathway program is becoming more accepted, as it becomes more widely known.</p> <p>Clubs consider women's and girl's cricket is under resourced – definitely an opportunity for Council as there is significant interest amongst girls in the region.</p> <p>Clubs agree that with its continued growth, the Western Region definitely requires an all-weather cricket facility that could include an academy style program to develop cricket.</p> <p>Clubs consider Twenty20 cricket presents an opportunity for the region and for players, but needs to be an alternate competition to the mainstream competitions available.</p> <p>The change over of seasons is considered to be an increasingly bigger problem for cricket clubs due to the typically poor condition of football and soccer grounds at the conclusion to their seasons, and the inability of Council to seemingly be able to effectively coordinate ground repairs (over sowing) with the different finishing times of football and soccer clubs.</p>
Cricket Peak Bodies	<p>It was noted that there are not enough grounds for junior cricket in the Western Region, and not enough clubs.</p> <p>Facilities are deemed to be second and third rate, and their standard is considered an issue for the success of the pathways program and being able to persuade boys to play cricket over football.</p> <p>The WDCA noted that Wyndham Council's turf wicket policy is "confusing" and that there is inconsistent application of it, and considers that there is a need for more turf wickets.</p> <p>WDCA consider that currently there is a shortage at least a 20 grounds in the region,</p>

Group	Comments / Input
	<p>suggests that councils should look at some capital investment in schools grounds. Key deficiencies of No. 2 grounds and school ovals are lack of shade, and access to storage and toilets.</p> <p>Attendees agreed that councils should explore synthetic wickets being installed adjacent to or near turf tables to facilitate greater use of turf grounds, and that investigation into all-weather surface grounds should continue as an option to natural turf.</p> <p>Attendees support the establishment of a regional cricket facility, and support the establishment of a Premier Cricket Club in Wyndham or Melton – would be a definite plus for cricket in the region and for young player development.</p> <p>Support for a minimum of four practice wickets at main cricket grounds.</p> <p>Multiculturalism is positively impacting upon growth in cricket participation (Sudanese, Burmese, and Indian players), and girl's and women's cricket continues largely an untapped growth area, however, there is only a tenuous link between club cricket and girls participation.</p> <p>Considered that Twenty20 cricket may appeal to boys and girls (U12, U14, and U16) as an alternative to traditional junior matches, and that matches could be centralised to 1 – 2 grounds (regional netball model).</p> <p>The Victorian Metropolitan Cricket Union is aware of some councils that do not allow Twenty20 to be played on some grounds due to risk management issues but the same grounds are used for traditional cricket.</p> <p>It was noted that future planning for grounds should allow for buffer zones to adjoining residences, and should include appropriate water storage facilities (although it was also noted that recycled water is not great for turf wicket watering).</p>
Other Stakeholders	<p><u>Tony Dodemaide</u> (Chief Executive Officer, Cricket Victoria)</p> <p>Cricket Victoria desires to expand the number of Premier Cricket clubs from 18 to 20 teams, with the western region of Melbourne a likely target area.</p> <p>Cricket Victoria (CV) is not the sole decision-maker on any expansion. CV may recommend a nomination, however, to gain acceptance a nominee will require a minimum of a 75% majority of the 26 CV delegates.</p> <p>The 26 delegates comprise one from each of the 18 Premier Cricket clubs, two from the VSDCA, one from the Victorian Metropolitan Cricket Union, one from the Victorian Country Cricket League, one from the Victorian Women's Cricket Association, and three Cricket Victoria Directors.</p> <p>CV supports establishing an academy for cricket in the western region, with components of an academy ideally to include:</p> <ul style="list-style-type: none"> <li>– Indoor practice nets (different surfaces)</li> <li>– Outdoor practice nets (turf and synthetic)</li> <li>– Sports science facilities</li> <li>– Minimum two turf wicket ovals – one a cricket-only field, the second could be co-tenanted (where a Premier Cricket club is a tenant)</li> </ul> <p>CV currently has two main grant schemes, up to \$100,000 for cricket infrastructure on greenfield sites, and up to \$40,000 for capital improvements to existing infrastructure.</p> <p><u>Jack Sheehan</u> (President, Victorian Sub-District Cricket Association)</p> <p>The VSDCA's current strategic plan is not specific on the topic of expansion, or admitting new clubs into the Association.</p> <p>If any existing VSDCA clubs in the western region (e.g. Werribee and Melton Cricket Clubs) were to be admitted to Premier Cricket, then the VSDCA would look to replace them with new VSDCA clubs, but only after discussing the matter with Cricket Victoria.</p>

## 5.4. Football Stakeholder Interviews and Workshops

Key information from meetings and interviews with football stakeholders is summarised below.

Group	Comments / Input
Football Clubs and Auskick Groups	<p>Clubs generally considered that the quality of football facilities in Wyndham City are reasonable, however, there was agreement that there is generally inadequate car parking at most grounds and poor security lighting around the parking areas.</p> <p>In relation to pavilions, it was noted that changing standards and expectations of the public have rendered the spatial allowances for some areas within pavilions to now being inadequate, e.g. umpires change rooms, fitness gymnasiums now somewhat of a 'core' area, and medical areas. Clubs noted that the Council standard/guideline for a pavilion footprint may need reviewing, and were concerned that existing pavilions may not be upgraded to meet new standards.</p> <p>Clubs consider the football hierarchy is not clearly defined in Wyndham City as the promotion / relegation system used by most leagues nullifies a need for it, but that the hierarchy is notionally as follows:</p> <ul style="list-style-type: none"> <li>– VFL (Werribee Football Club, being the elite, or highest level available)</li> <li>– AFL U/18 competition (no presence currently in Wyndham)</li> <li>– Western Region Football League (WRFL)</li> <li>– Geelong and District Football League (GDFL)</li> <li>– Victorian Amateur Football Association (VAFA)</li> <li>– WRFL juniors</li> <li>– Auskick</li> </ul> <p>Clubs noted that season creep was an issue but was generally being satisfactorily managed through good cooperation between co-tenants.</p> <p>Clubs noted that the following Council policies were not wholly supported and required review:</p> <ul style="list-style-type: none"> <li>– Ground signage / advertising policy (limits opportunities to raise funds).</li> <li>– Floodlighting policy (clubs have to meet all capital costs associated with the installation of lights, and inequities exist whereby new grounds have lights installed).</li> <li>– Schools' use of grounds – creating overuse issues, and some clubs line-mark grounds on Thursdays only to have schools using them on Fridays.</li> </ul> <p>Clubs generally support an even spread of clubs throughout the municipality, rather than a few 'super' clubs.</p> <p>Clubs support the development of one or more football-only facilities and associated academy programs (e.g. U16s). Clubs believe that the local football community does not have a strong empathy for the Werribee Tigers, prefer to support a local club team.</p>
Football Peak Bodies	<p>It was noted that the AFL/VFL preferred facilities guidelines are still appropriate when considering the design and planning for new football grounds.</p> <p>Western Region Football League (WRFL) noted that in terms of planning for facilities, Wyndham Council is "ahead of the game" in relation to other Councils, however, it was also noted that the WRFL had to cap the number of teams per club to two teams for some of its junior age groups in 2011 as grounds were at capacity.</p> <p>Attendees supported an even spread of clubs, rather than a few 'super' clubs, and this is becoming a real concern for the Wyndham region.</p> <p>It was agreed that there is not a clear hierarchy of football competitions in the region (unlike cricket).</p> <p>It was estimated that approximately 40% of the boys playing with the Western Jets come out of the Wyndham area and despite some acknowledged issues a significant number of former players from the Western Jets are now playing at the Werribee FC. It was also noted that whilst there are certainly some issues with the Werribee FC / TAC alignment situation, as a partially aligned club, the pathway for young players is still by and large pretty good and clearly defined.</p>

Group	Comments / Input
	<p>AFL Vic noted that they expect there to be significant growth in the WRFL and the EDFL in the years ahead and it is important and vital that councils continue to provide good facilities. The WRFL expects the competition to increase to three senior divisions (currently two divisions).</p> <p>In 2011, the WRFL had approximately 170 junior teams (excluding U18's) and 55 - 60 senior teams, which suggests not all players are being provided for who might wish to continue as senior footballers, notwithstanding an allowance for the attrition rate amongst players as they progress from junior to senior competition.</p> <p>WRFL provides for a football participation rate of approximately 2% in the region compared with an average of 4% in other municipalities.</p> <p>There is a rapid rate of growth at present in young girls playing football and although there are some challenges, facilities aren't considered too much of a problem at this stage but could be in the future. Wyndham Vale FC and Old Westbourne AFC both have junior girl's teams and there are approximately 400 girls aged 6 - 12 years in Auskick programs.</p> <p>WRFL noted that there is a continual reduction in the number of enclosed (fenced) grounds where an admission fee can be levied, which is a significant economic disadvantage to the League and its clubs in comparison to other suburban competitions. Chirnside Park Oval was noted as an important venue for the WRFL and its finals series.</p> <p>WRFL noted that the Werribee Football Club is participating in a competition that is designed to suit AFL requirements, and is not participating in what used to be a State League. As a consequence, the Club is not able to easily foster a 'tribal element' in terms of growing a supporter base.</p> <p>It was agreed that Werribee FC does undertake some good community work and being a VFL club that is only partially aligned is perhaps a better model in some ways.</p> <p>It was noted that two ovals per reserve should be a minimum for new reserves.</p> <p>Auskick Centres have been a significant change to the football landscape over the past 20 years, and typically can provide the impetus to form new clubs, particularly in growth areas.</p> <p>Auskick is certainly experiencing significant growth in the western region, e.g. for the past two years Point Cook and Sanctuary Lakes Auskick groups have both had to cap their numbers. Access to toilets and storage is considered critical for an Auskick centre but are generally lacking at most venues. As a result, it was suggested that it would be better to have Auskick centres formally align with clubs and therefore form part of the pathway as distinct from the current high number of standalone Auskick programs started by parents. In Wyndham there are nine Auskick centres that are not really directly aligned to junior football clubs.</p> <p>WRFL noted that this strategic alignment between Auskick centres and clubs was a key objective of the WRFL.</p> <p>Advertising at grounds was considered to be an important revenue stream for clubs, however, it was acknowledged that there needs to be some sensitivities to the open space amenity issues but there is no uniform policy at present amongst the different councils in the region.</p> <p>It was noted that the concept of establishing a Regional football facility / academy in the western region has merit but is not considered a high priority for the WRFL.</p> <p>North Melbourne FC explained the concept of the Living and Learning Centre as part of the Community / Football Model that the Kangaroos have developed, and they would like to look at a secondary training base as a possibility in Wyndham with a community living and learning facility as a possibility for the region.</p>
AFL Victoria	<p>AFL Victoria covers 12 Regions, 115 Leagues and 1942 Clubs, with its key role being to oversee, support and guide football bodies across the State. This includes the Victorian Football League (VFL), the U18 TAC Cup, the Victorian Metropolitan Football Leagues, the Victorian Country Football League (VCFL), the Victorian Amateur Football Association (VAFA), and umpire development.</p>



Group	Comments / Input
	<p>AFL Vic is responsible for the organisation and delivery of football programs through the following pathway programs:</p> <ul style="list-style-type: none"> <li>– TAC U18 Competition</li> <li>– Vic Metro Academy (U18 and U16) – currently based at Optus Oval</li> <li>– Vic Country Academy (U18 and U16)</li> <li>– Auskick program</li> </ul> <p>The U18 TAC has approximately 220 players (12 clubs) of which the average number drafted each year into AFL clubs equates to approximately 40 players.</p> <p>The current TAC regional alignment in the outer west has the City of Wyndham included within the catchment for the Western Jets, which is aligned with the Williamstown Football Club.</p> <p>The Werribee Football Club (WFC) currently has an alignment with the Geelong Falcons, which includes Geelong and southwest Victoria.</p> <p>AFL Vic would be willing to support a good quality football venue to VFL standards in Wyndham City by scheduling occasional matches featuring the three closest TAC teams (North Ballarat, Western Jets and Geelong Falcons), Vic Metro Championship matches (U18 and U16), and the Women's National Football Championships. To be considered, the facility should ideally have capacity to provide a minimum of four player change rooms, plus umpire change rooms to accommodate both genders.</p> <p>Through a partnership with the State Government, Councils, VFL Clubs, AFL and AFL Victoria, over \$35M has been invested in the upgrade of VFL ground facilities by the project partners, including relocating cricket practice wickets off grounds and upgrading floodlighting and player amenities.</p> <p>The AFL and AFL Vic has contributed funds to Chirside Park Oval, including \$350,000 in 1999 to extend and upgrade the players change rooms and associated facilities, a similar amount in 2008 to upgrade the floodlights and improve the around-the-ground spectator viewing areas, and an additional \$30,000 recently to upgrade the interchange shelters and install synthetic grass in the high-wear areas along the western boundary.</p> <p>For a VFL team and an U18 TAC team to successfully co-locate in the same region, a minimum of two high quality football ovals are required – don't necessarily need to be adjacent to each other.</p>
North Melbourne Football Club	<p>The North Melbourne FC is generally satisfied with their partial alignment with the Werribee Football Club (WFC), and has recently committed to the alignment to 2014.</p> <p>The key issues that the North Melbourne FC have with the condition of the facilities at Chirside Park Oval include:</p> <ul style="list-style-type: none"> <li>– Existence of a centre cricket wicket (major issue)</li> <li>– Spartan player change room facilities</li> <li>– Shape and dimensions of ground – shallow pockets and narrowness from wing-to-wing</li> <li>– General condition of ground (lack of grass cover in some areas)</li> <li>– No area for North Melbourne FC staff to meet and view matches at Chirside Park Oval</li> </ul> <p>The North Melbourne FC rookie list players and players returning from injury train and play at Chirside Park Oval with the WFC, so the club has an interest in the condition of the ground and the off-field facilities.</p>
Western Region Football League (WRFL)	<p>The clubs affiliated with the WRFL are largely located in one of five LGAs: Brimbank, Hobsons Bay, Maribyrnong, Melton and Wyndham.</p> <p>The WRFL's administration is based at Whitten Oval under a lease arrangement (was previously based at Yarraville Oval). The league is not committed (financially) to the Whitten Oval, and a location in Werribee would be more central to its catchment in time as residential development continues in the outer west.</p> <p>The WRFL's criteria for location for its administration is predominantly location to catchment, and would not be dependent upon the availability of, or access to, a football</p>



Group	Comments / Input
	<p>ground. Currently, the umpires' academy is based at Maidstone and interleague teams have successfully trained at affiliate club grounds in the past.</p> <p>The access that the WRFL has to the Williamstown Cricket Ground and to Chirside Park Oval for the purpose of hosting finals is very important, and will continue to remain so.</p>

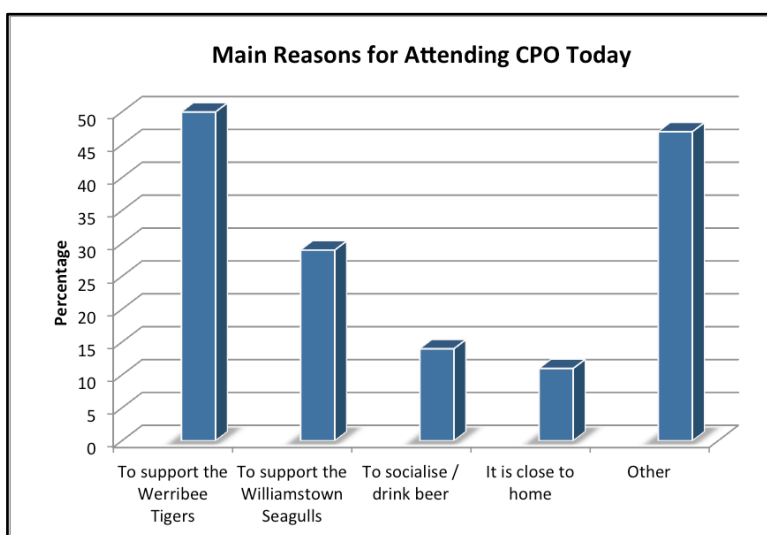
### 5.5. Chirnside Park Oval Patron Survey

An intercept survey of randomly selected patrons was administered during the Werribee v Williamstown VFL match on 24 July 2011. Staff from Australian Fieldwork Solutions, an independent market research company, conducted the interviews. In all, 72 patrons were interviewed (only people aged 15 years and over were interviewed).

The key objective of the survey was to collect information about patrons who attend VFL matches at Chirnside Park Oval, including their frequency of attendance, levels of satisfaction with available facilities and services, methods of travel, and their main reasons for attending VFL matches. The Werribee Football Club was also provided with an opportunity to include several questions about the profile of patrons and their levels of awareness of specific services available at the ground. See Appendix X for a full set of results. The key results from the survey pertaining to this study are:

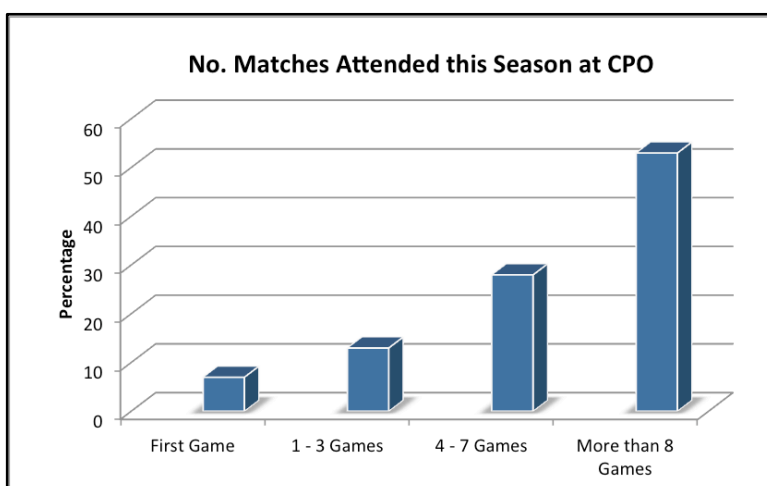
- The main reasons patrons attended Chirnside Park Oval on the day of interview was to support the Werribee Tigers and the Williamstown Seagulls (see graph below).

'Other' responses included the 'atmosphere', 'to watch son / boyfriend / partner play', 'to watch Nth Melbourne players', and 'somewhere local to take the kids'.

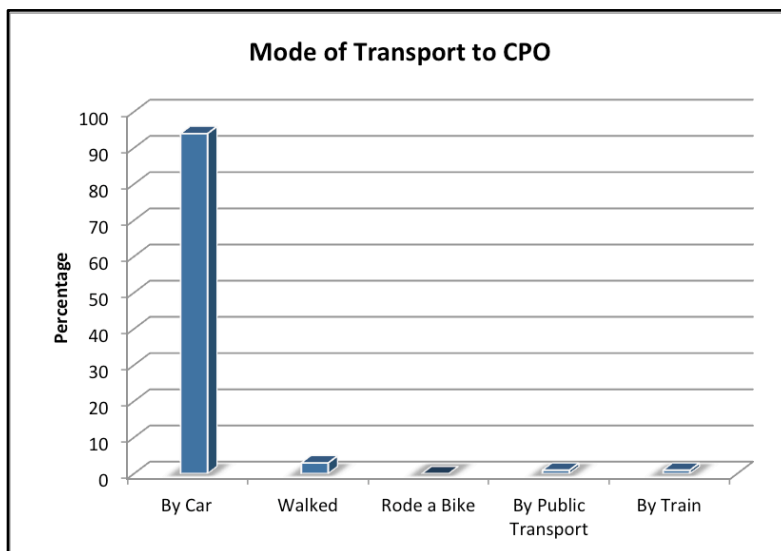


Please note that patrons could provide up to three responses

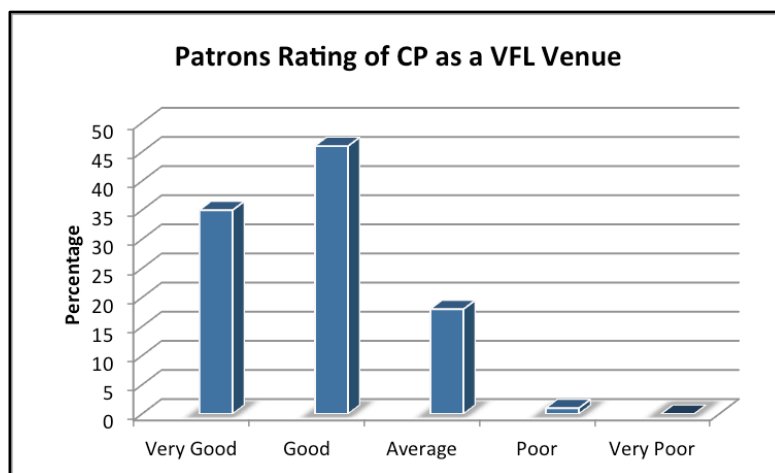
- Most patrons interviewed had attended Chirnside Park Oval for at least four matches in 2011, suggesting that VFL spectators are generally loyal followers / supporters (see graph below).



- A significant proportion of patrons (94%) travelled to Chirside Park Oval by car (see graph below).



- There was a high level of support from patrons for Chirside Park Oval as a VFL venue, with 81% of all patrons rating the venue 'very good' or 'good' (see graph below). When cross-tabbed against non-Werribee Tigers supporters, the level of satisfaction for Chirside Park Oval is higher at 84%.

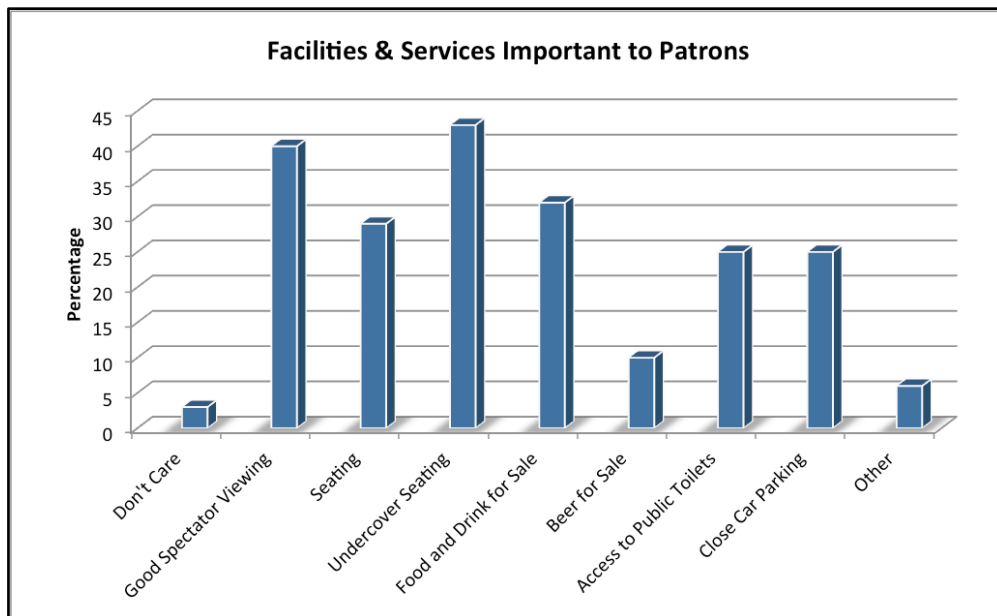


- Patrons identified a range of facilities and services that are important to be available when attending VFL matches (see graph on the next page), including:
  - Undercover seating (nominated by 43% of patrons).
  - Good spectator viewing (40%).
  - Food and drink for sale (32%).

Interestingly, for this venue where the lack of car parking is anecdotally an issue, patrons ranked 'close car parking' as only equal fifth in the level of importance to them.

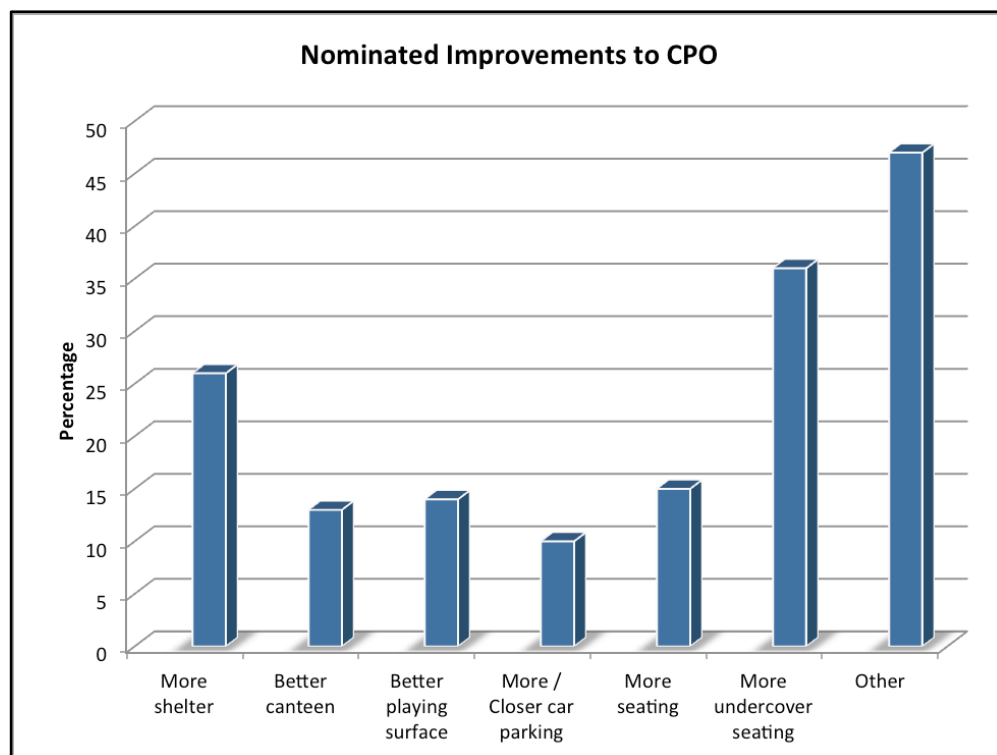
Patrons were also asked to rate Chirside Park Oval's (CPO) performance in the provision of the facilities and services that they nominated as being important to them when attending a VFL match: for 'undercover seating', 45% of respondents rated CPO 'poor'; for 'good spectator

viewing', 72% rated CPO 'good'; and for 'close car parking' (66%) rated CPO 'good', with only 11% rating this aspect 'poor'.



Please note that patrons could provide up to three responses

- Patrons were asked to identify up to three improvements that they would like to see at Chirside Park Oval. The graph below shows the most popular responses, with 'more undercover seating' being the most nominated improvement (by 36% of patrons), followed by 'more shelter' (26%). 'Other' responses included 'cleaner toilets', 'to play night games', and 'upgrade the social rooms'.



Please note that patrons could provide up to three responses

## 6. STRATEGIC DIRECTIONS FOR CRICKET

This section reviews the current cricket environment within Wyndham City, and outlines a strategic direction to guide the future provision of cricket participation opportunities under the following areas:

- Organisational structure for cricket.
- Cricket programs and services.
- Cricket facility provision and hierarchy.
- Other directions for cricket.

### 6.1. Organisational Structure for Cricket

Other than the understanding that the Premier Cricket competition is the elite (or highest level) domestic competition available in Victoria, Cricket Victoria does not advocate an order or hierarchy of cricket competitions in Victoria based on the standard of cricket played.

Notwithstanding this, the Victorian Sub-District Cricket Association (VSDCA) has historically been recognised as the second tier cricket competition since its formation in season 1908/09 when the former combined 1<sup>st</sup> and 2<sup>nd</sup> Grade District competition was divided into two competitions to form the District Cricket competition (now Premier Cricket) and the Sub-District Cricket competition (now the VSDCA). The VSDCA has since provided nine of the 18 clubs to Premier Cricket, and this has contributed to it being widely accepted as the second tier competition in Victoria.

Wyndham City does not currently have a Premier Cricket club. The closest Premier Cricket club is the Footscray Edgewater Cricket Club, which is based at Merv Hughes Oval in Footscray (within the City of Maribyrnong) and approximately 15km from Wyndham City. Werribee Cricket Club is the only club within Wyndham City that is affiliated with the VSDCA, the recognised second tier domestic cricket competition.

Representatives from local cricket clubs and other cricket stakeholders generally agree that based on standard of play and the history of the respective cricket associations that currently service Wyndham City, that the hierarchy of cricket competitions presently available within the municipality to be:

<b>LEVEL ONE</b>	<b>PREMIER CRICKET</b> Cricket Victoria	No current provision
<b>LEVEL TWO</b>	<b>CLUBS WITH TURF WICKETS ONLY</b> Victorian Sub-District Cricket Association Victorian Turf Cricket Association	Werribee Cricket Club Hoppers Crossing Cricket Club Werribee Centrals Cricket Club
<b>LEVEL THREE</b>	<b>CLUBS WITH TURF and SYNTHETIC WICKETS</b> Williamstown and District Cricket Association Geelong Cricket Association	Hoppers Club Cricket Club Old Westbourne Cricket Club Wyndham Vale Cricket Club Little River Cricket Club
<b>LEVEL FOUR</b>	<b>CLUBS WITH SYNTHETIC WICKETS ONLY</b> Williamstown and District Cricket Association Western Suburbs United Churches Cricket Ass Mid Year Cricket Association Barwon All Abilities Cricket League	Point Cook Cricket Club Glen Orden Cricket Club Wyndham All Abilities Cricket Club

[Please note that some clubs may be represented in more than association.]

Table 11 shows the current distribution of Wyndham City cricket clubs within the agreed hierarchy for club cricket, and notes the approximate number of teams and players within each association for the 2010/11 season. The information identifies that Wyndham City currently has a relatively even distribution of clubs throughout the cricket competition hierarchy, after allowing for the fact that the number of clubs in the higher standard Melbourne-wide competitions of the VSDCA and the VTCA would be lower than the number in the more localised regional competitions, such as the WDCA.

Hierarchy Level	Association	Senior Competition		Junior Competition	
		Clubs (No. of Senior Teams)	Approx. No. of Players	Clubs (No. of Junior Teams)	Approx. No. of Players
One	Premier Cricket	Nil	Nil		
Two	Victorian Sub-District CA	Werribee CC (4)	60		
Two	Victorian Turf CA	Hoppers Crossing CC (5) Werribee Centrals CC (4)	140		
Three/ Four	Williamstown and District CA	Glen Orden CC (3) Hoppers Club CC (3) Old Westbourne CC (2) Point Cook CC (5) Werribee Centrals CC (4) Wyndham Vale CC (6)	355		
Three	Geelong CA	Little River CC (4)	60	0	0
Four	Western Suburbs United Churches CA	Hoppers Crossing CC (4)	60		
Four	Mid Year CA	Glen Orden CC (1) Hoppers Club CC (1) Wyndham Vale CC (1)	45		
Four	Barwon All Abilities CL	Wyndham All Abilities CC (2)	21		
NA	Western Region Junior CA			Glen Orden CC (2) Hoppers Club CC (1) Hoppers Crossing CC (13) Little River CC (2) Point Cook CC (13) Werribee (Juniors) CC (9) Werribee Centrals CC (9) Wyndham Vale CC (6)	715

(Source: Wyndham City Council, 2011)

Note: where clubs have teams in two different associations, some players may play across both competitions

Table 11 – Cricket Clubs, Teams and Players by Association (2010/11)

A similar proportion for the distribution of clubs throughout the various cricket competitions servicing Wyndham City should be the aim of the cricketing community in the future when new clubs begin to emerge. It is appropriate that the Geelong Cricket Association not be considered as a cricket association to receive future new clubs from Wyndham City for two main reasons:

1. Consolidating cricket participation opportunities at the grass roots level within the municipality and the adjacent municipalities towards Melbourne will have the benefit of retaining the player pool locally which will strengthen the effectiveness of local pathway programs, and
2. The new Armstrong Creek growth area south of Geelong<sup>21</sup> will likely become an emerging area for new clubs for the GCA. This will have an effect of pushing further south the nucleus of the Association, so geographically, the GCA will increasingly become a less attractive competition for Wyndham City residents based on travel time alone.

<sup>21</sup> Armstrong Creek consists of 2,500 hectares of developable land, and is one of the largest growth fronts in the country. Its total projected population is 55,000 to 65,000 people. (Source: City of Greater Geelong website, 2012).

As mentioned, Wyndham City does not presently have a cricket club in the **Premier Cricket competition**. The projected future growth of the City has triggered the need to seriously consider advocating for a Premier Cricket club to be located in Wyndham City. Cricket Victoria in its report, *Premier Cricket Review (2009 – 10)*<sup>22</sup>, has stated in the strongest possible terms its desire for Premier Cricket to be represented in the growth areas of Melbourne, for the main reason that it views Premier Cricket as “... *the link between community and elite cricket, and the custodian of the top club level of the game: ‘the top of the bottom’ and ‘the bottom of the top’* [being the Victorian Bushrangers and VicSpirit squads].”<sup>23</sup>

The Review also identified the following critical trigger points in relation to the need to have Premier Cricket represented within the growth areas (the following are various excerpts from the Review report):

- Premier Cricket, as the conduit to the upper echelons of the sport, needs to be reasonably accessible to the entire Melbourne community, including new and developing communities.
- Assuming talent is evenly distributed by population, Cricket Victoria will only attract the best talent to Premier Cricket (hence the Bushrangers, Vic Spirit, and beyond) if it is reasonably accessible to players (and parents) no matter where they live in Melbourne.
- The ongoing growth of Melbourne (with a population of 5 million projected by 2026 - up from 3.7 million in 2006) sees 60% of this growth being concentrated in the five growth corridors of Casey/Cardinia, Hume, Melton, Whittlesea and Wyndham.
- Of these growth corridors, only Casey is represented in Premier Cricket at present. Further, at present, Premier Cricket serves Central Melbourne, the Eastern Region and the Southeast Region well, however, it is under represented in the North and West Regions.  
(Since the Review was completed, Cricket Victoria, the Hume City Council and the North Melbourne Cricket Club have agreed that the North Melbourne Cricket Club will relocate its playing and administrative base from Arden Street Oval to two new ovals within the Greenvale Lakes residential estate in Roxburgh Park).
- Cricket Victoria recognises that installing a new Premier Cricket club in an area previously unrepresented will likely change the competitive landscape for an existing club servicing that area, such as Footscray Edgewater Cricket Club that currently services Wyndham and Melton.
- To this point, however, the Review notes that as Melbourne continues to grow, it is felt that expanding the competition at the appropriate time will not dilute the standard in the long-term. That is, extending the competition's geographic reach means Cricket Victoria will attract players who may not otherwise play Premier Cricket or who may leave prematurely due to the effort required to keep involved, and will provide opportunities for new talent that will inevitably rise from a greater population base.

The following three recommendations from the *Premier Cricket Review (2009 – 10)* present important opportunities for the future growth of cricket in Wyndham City:

1. Ensure Premier Cricket is and continues to be readily accessible across Melbourne as the metropolitan area expands, in particular incorporating identified growth areas currently unrepresented in Premier Cricket as and when there is a sound case to do so, via either existing club relocations or admission of new clubs to the competition.
2. Expand the [Premier] competition to up to 20 teams [currently 18 teams] in the medium to long term to achieve [the above] recommendation.
3. That Men's Premier Clubs adopt the concept of organically growing women's divisions, aligning with existing women's teams and/or establishing new teams, in order to strengthen the depth and stability of Women's Premier Cricket and women's cricket in general.

<sup>22</sup> *Premier Cricket Review 2009 – 10, Review Committee, Cricket Victoria (September 2010).*

<sup>23</sup> *Ibid, page 2.*



Discussions with Cricket Victoria during this study have confirmed that the Western Region is a desired target area for one of the two proposed new Premier Cricket clubs<sup>24</sup>.

Notwithstanding the strategic importance to Cricket Victoria of facilitating the establishment of a new Premier Cricket club into the Western Region, it is important to note that Wyndham City cricket clubs also embrace the introduction of a Premier Cricket club into the municipality (refer Section 5.3).

**It is recommended that Council and the Wyndham cricket sector commence working with Cricket Victoria to plan for the establishment of a new Premier Cricket club in Wyndham City.**

(Additional discussion on this proposal is contained in Section 6.2)

This study recommends that in the long-term as the population of the City exceeds 400,000 people, that an additional 49 cricket / football ovals are required to supplement the 44 existing and planned Council-managed ovals for a total of 93 ovals (refer Section 4.3). An average sized cricket club comprising 5 senior teams and 8 junior teams requires access to at least three ovals. The ideal scenario for provision is that three ovals are Council-managed ones, with any top-up ovals that may be required for lower-aged juniors being school grounds, which in the main will not be under the direct control of Council.

The total number of senior cricket clubs, therefore, required to service a municipality planning for up to 93 ovals will be approximately 27 - 30 clubs, the higher number allowing for the 2 – 3 clubs that would be affiliated with Premier Cricket and the VSDCA which would only require two ovals each. The following table recommends a preferred senior club to association organisational framework for Wyndham City that has regard for the hierarchy of cricket competitions currently available and a balanced approach to the future provision of turf wickets versus synthetic wickets. (See Section 6.3 for more discussion on the type and number of turf and synthetic wickets proposed for Wyndham City).

Hierarchy Level	Association	Current No. of Clubs (2010/11)	Total No. of Clubs Required	Future No. of New Clubs	Total Turf Wickets Required	Total Synthetic Wickets Required	Total No. of Ovals Req'd
One	Premier Cricket	0	1	1	2	0	2
Two	Victorian Sub-District CA	1	2	1	4	0	4
Two	Victorian Turf CA	2	2	0	4	0	4
Three	WDCA (turf and synthetic)	3	5 - 8	2 - 5	5 - 8	10 - 16	15 - 24
Three	Geelong CA	1	1	0	0	2	2
Four	WDCA (synthetic only)	2	8	6	0	24	24
Four	Western Suburbs United Churches CA	0	6	6	0	18	18
Four	Barwon All Abilities CL	1	2	1	0	2	2
NA	Western Region JCA (all senior clubs will be encouraged to have junior teams)				0	15 (overflow grounds, e.g. overlaid on 2 soccer fields)	15
	<b>Total (Clubs / Ovals)</b>	<b>10</b>	<b>27 - 30</b>	<b>17 - 20</b>	<b>15 - 18</b>	<b>71 - 77</b>	<b>86 - 95</b>
Four	Mid Year CA*	3	10	7	0	10	10

\* Mid Year Cricket Association clubs and grounds are not counted as the teams participating are likely to be existing clubs whose members are seeking a game of cricket during winter, and the grounds used are likely to be cricket-only grounds already allowed for in the table

Table 12 – Projected Number of Senior Cricket Clubs and Ovals per Cricket Association

<sup>24</sup> Meeting with Chief Executive Officer, Cricket Victoria on 16 August 2011.

It is recommended that the Williamstown and District Cricket Association and the Western Suburbs United Churches Cricket Association be the two main cricket competitions to absorb a majority of the new cricket clubs that establish in Wyndham City in the future.

(See Section 6.3 for the recommended distribution of ovals throughout Wyndham City).

## 6.2. Cricket Programs and Services

Cricket participation and development programs currently available to Wyndham City residents within the municipality can be summarised as follows:

Introductory Level	Intermediate Level	Senior Level	Elite Level
In2Cricket program	Junior coaching (club)	Senior coaching (club)	Rep cricket (VMCU*)
School sport (primary)	Junior coaching (private)	Senior coaching (private)	CV Pathway#
	Junior competition (club)	Senior competition (club)	
	School sport (secondary)	Coaching accreditation	
		Umpire accreditation	

\* The Williamstown District Cricket Association and the Victorian Turf Cricket Association enter representative teams into the Victorian Metropolitan Cricket Union inter association representative matches (U12 to U21).

# Cricket Victoria Pathway consists of a series of programs and competitions for talented cricketers (male and female) starting at U13 and moving through to senior cricket. (Refer Appendix 6 for more information about the Pathway program).

The range of programs and services currently available are extensive. The programs are designed for and aimed at the 'average' suburban senior and junior club cricketer, and also the 'high achievers' or talented junior and senior cricketers of both genders.

The West Metropolitan Cricket Council, a body auspiced by Cricket Victoria and which represents the collective needs of cricket in the West Metropolitan region, coordinates a majority of the programs available. A central aim of the Region Council is to assist the Regional Cricket Manager with talent identification and development of female and male cricketers, and selection of squads for the Cricket Victoria Pathway program.

The Western Region (or Region 9) is made up of cricket clubs and schools that lie in the municipalities of Maribyrnong, Wyndham, Melton, Brimbank and Hobsons Bay. The cricket programs and services coordinated through the Western Region management structure include:

- In2Cricket.
- Other game development initiatives.
- Cricket Victoria Pathway program (Region 9 is the Western Spirit).
- Cricket coaching courses and accreditation.
- Support and assistance for the member cricket associations.

Cricket umpiring courses are largely the responsibility of each association.

The Western Region is aligned with the Footscray Edgewater Cricket Club, and this alignment has the main aim of producing Premier level cricketers that will play with Footscray Edgewater. As a result, a high proportion of the training and coaching activities associated with the Pathway program are based at Merv Hughes Oval.

This geographic separation between Footscray Edgewater Cricket Club and the broader cricket community in Wyndham City is one factor in support of **the establishment of new Premier Cricket club in Wyndham City** – *the top end of the domestic pathway is just not visible to Wyndham City cricketers* - and as the City continues to expand in a northerly and westerly direction this separation will only become more pronounced in relation to distance and travel time. In fact, the Western Region is currently the second largest of the eight metropolitan regions.

As mentioned previously (refer Section 6.1), one of Cricket Victoria's strategic objectives to grow the game is to have Premier Cricket clubs represented in growth corridors. There is also support from Wyndham City cricket clubs and other stakeholders to have a Premier Cricket club located in the municipality, so what are the likely direct benefits to cricket locally?

- Cricket's domestic cricket pathway would be complete within Wyndham City.
- Likely to stimulate interest and participation in cricket as a result of promotions and clinics involving the elite players.
- A Premier Cricket club facility would become a 'hub' for the development of girl's and women's cricket participation, including the formation of women's cricket teams to compete in the Victorian Women's Cricket Association.  
(It is a strategic objective of Cricket Victoria that Premier Cricket clubs actively pursue the establishment of women's teams and/or foster female cricket development).
- A Premier Cricket club facility would provide dedicated cricket training and match facilities that could be available from time to time for use by local clubs and associations both within and outside of the gazetted cricket season. Training facilities may include outdoor turf and synthetic practice facilities, indoor training nets and video analysis facilities, and other specialist services. (For example, there is currently no indoor cricket training facility available in Wyndham City).
- A Premier Cricket club facility would become a 'hub' for specialist junior and senior coaching.
- A Premier Cricket club facility would become a 'hub' for game development programs and services, such as coaching accreditation classes, umpire development, and professional development opportunities for club volunteers in areas such as scoring, junior development, and equipment maintenance.
- A Premier Cricket club facility would become a venue for hosting regional finals and Cricket Victoria Pathway cricket matches.
- A Premier Cricket club would provide spectator opportunities for people interested in watching the elite level of domestic cricket.
- A Premier Cricket club facility could become the base for a Regional Cricket Manager to coordinate local programs and services, from In2Cricket programs to school clinics, and also the Region's Pathway squads and matches.

In simple terms, a Premier Cricket club facility in Wyndham City should be established, promoted and utilised as the City's Cricket Academy – the base from which the game of cricket would be grown and developed in Wyndham City.

**It is recommended that any proposal to establish a new Premier Cricket club in Wyndham City incorporate references that the new entity be required to deliver specific sport development outcomes to the community in general, and to local clubs and associations specifically.**

As the main introductory program for cricket, the **In2Cricket program** has two main outcomes in relation to club development:

1. To provide an ongoing pool of potential players for established cricket clubs.
2. To provide the opportunity to form new clubs in those areas where there is no club presently based (typically new growth areas).

The first outcome is critical to the continued sustainability of cricket clubs, unless there is an alternate 'feeder' providing an ongoing supply of potential players, such as the role that a school may have for an 'old boys' cricket club. For this reason, it is important that Council and cricket associations continue to encourage established clubs to offer an In2Cricket program, ideally at the headquarter oval or reserve at which the club is based. For Council, such encouragement may take the form of providing a rebate, or discount, off the organising club's seasonal ground rental.

The second outcome is linked to a broader and more important objective of Council to stimulate community development in new areas by facilitating social networking, relationship building, and community capacity and leadership. Establishing new sporting clubs in growth areas is one means that is available to Council to forge a sense of belonging, cohesion and local identity between residents within new communities. Assisting new communities to establish an In2Cricket program will help achieve some of the broader community development objectives described above, but will also provide the foundation from which a new cricket club can be formed – most likely initially comprising of only junior teams, but in time including senior teams as the community and club ‘matures’. Council’s role in this process is outlined in its draft *Recreation and Sports Club Development Framework*.

One outcome from this pro-active approach by Council towards the development of clubs is that it will counter the emergence of ‘super clubs’ in Wyndham City. ‘Super clubs’ by virtue of their geographic spread into areas beyond their indicative neighbourhood catchment begin to lose their impact as important community hubs for local residents. The catchment for an ‘average sized’ club comprising of 5 senior teams and 8 junior teams and requiring just over three ovals (refer Section 6.1) would be approximately 12,000 – 14,000 people. (Calculated by the provision ratio of one oval per 4,000 people).

The other issue created by ‘super clubs’ impacts (mainly) junior sporting associations. Sporting associations generally agree that it is preferable to have 8 or 10 teams from different clubs playing against each other in any particular grade of competition, rather than 2 - 3 teams from the same 3 – 4 clubs.

It is recommended:

That Council strongly encourages all cricket clubs in Wyndham City to organise and conduct an In2Cricket program each season.

That Council works with new communities of projected populations of 12,000 – 14,000 people to establish In2Cricket centres as the main strategy to create new cricket clubs at new reserves in growth areas.

### 6.3. Cricket Facility Provision and Hierarchy

This strategy provides Council, the local cricket clubs, and the relevant regional cricket associations with the ideal opportunity to not only plan for new cricket facilities, but to 'drill-down' to the type, function and distribution of facilities across the municipality.

Section 4 has quantified the need for new cricket facilities and Section 6.1 has recommended a proposed hierarchy of provision for cricket facilities for existing and planned ovals, including nominating the centre wicket type (either turf or synthetic). Table 13 below, outlines the proposed distribution of existing and planned cricket ovals throughout Wyndham City, by planning areas and by association (or hierarchy). The main aim of this analysis is to achieve a relatively even distribution of clubs throughout the municipality that are affiliated with associations at the base of the hierarchy of cricket competitions and also at the 'top-end' of the hierarchy of cricket competitions.

The desired outcome being that each VSDCA club and VTCA club be supported (in terms of pathways) by a number of WDCA and WSUCCA clubs located around them, with the VSDCA clubs and VTCA clubs in turn feeding up to the proposed new Premier Cricket club which will ideally be centrally located within Wyndham City.

[Please note that in the table below, the column 'No. of Clubs' notes the number of clubs whose main senior teams are/will be affiliated with that association. As is the case now, some clubs may have teams in more than one association.]

Planning Area	Association (Hierarchy)	No. of Clubs	No. Turf Wickets	No. Synthetic Wickets	Total No. of Ovals Req'd
Central Area	VTCA	2	4	5	17
	WDCA	3	2	5	
	BAACL	1	0	1	
Point Cook	VSDCA	1	2	2	12
	WDCA	2	1	2	
	WSUCCA	2	0	4	
	Overflow*	-	0	1	
Wyndham Employment Precinct	Premier	1	2	0	4
	WDCA	1	0	2	
Wyndham North	VSDCA	1	2	2	32
	WDCA	6	3	12	
	WSUCCA	2	0	5	
	Overflow*	-	0	8	
Wyndham West	WDCA	4	2	8	26
	WSUCCA	2	0	5	
	BAACL	1	0	1	
	Overflow *	-	0	10	
Balance	GCA	1	0	2	2
<b>Total (Clubs / Ovals)</b>		<b>30</b>	<b>18</b>	<b>75</b>	<b>93</b>

\* Overflow ovals are those predominantly constructed as 'Neighbourhood' level ovals. These ovals may be school ovals constructed as joint-use facilities available for community use, Council ovals co-located with schools, or ovals constructed by Developers as stand-alone facilities.

Table 13 – Distribution of Existing and Planned Ovals by Planning Area and Cricket Association

Table 14 on the following page summarises the information contained in the above table relating to the proposed distribution and number of clubs per cricket association (or hierarchy). It confirms that the recommendation to Council and the cricket sector is that the Williamston and District Cricket Association (WDCA) and the Western Suburbs United Churches Cricket Association (WSUCCA) be the main beneficiaries of the majority of the projected new cricket clubs.

Hierarchy Level	Cricket Competition	Current No. of Clubs (2010/11)	Proposed New Clubs	Total Clubs
One	Premier Cricket <i>(Clubs with turf wickets only)</i>	0	1	1
Two	Victorian Sub-District Cricket Association <i>(Clubs with turf wickets only)</i>	1	1	2
Two	Victorian Turf Cricket Association <i>(Clubs with turf wickets only)</i>	2	0	2
Three	Williamstown and District Cricket Association <i>(Clubs with turf and synthetic wickets)</i>	3	5	8
Three	Geelong Cricket Association <i>(Clubs with turf and synthetic wickets)</i>	1	0	1
Four	Williamstown and District Cricket Association <i>(Clubs with synthetic wickets only)</i>	2	6	8
Four	Western Suburbs United Churches Cricket Association <i>(Clubs with synthetic wickets only)</i>	0	6	6
Four	Barwon All Abilities Cricket League	1	1	2
Four	Mid-Year Cricket Association	Not anticipated that any new clubs will form just to participate in the MYCA. Teams competing in the MYCA will be from existing and future new clubs		
NA	Western Region Junior Cricket Association	All clubs will be encouraged to have junior teams		
	<b>Total</b>	<b>10</b>	<b>20</b>	<b>30</b>

Table 14 – Projected Number of New Clubs by Hierarchy and Association

It is recommended:

That Council adopts as a guiding framework the ultimate provision of up to 93 cricket ovals of which 18 will be turf wicket grounds and 75 will be synthetic wicket grounds.

That Council introduces a framework for the provision and allocation of cricket facilities that is based on the following hierarchy (in the order of elite to grass roots): Premier Cricket followed by the VSDCA, the VTCA, and the regional cricket associations of the WDCA, the WSUCCA, and the GCA, and which accommodates approximately 30 cricket clubs.

That Council works with Cricket Victoria and relevant regional cricket associations to distribute existing and new clubs between each of the associations using the recommended hierarchy above to ensure that the cricket pathway achieves an appropriate balance between 'grass roots' clubs and elite clubs.

New ovals and associated supporting facilities will be provided in accordance with Council's hierarchy of outdoor sports facilities, as outlined in Council's *Outdoor Sports Facility Development Guidelines (2009)*. The key elements of these guidelines that relate to cricket oval development are:

1. District Level Facilities
 

*"... will be capable of hosting a senior level of competition and training for local sporting associations, clubs and schools."*

*"Facilities at this level will be of ..... a higher standard and larger scale than that provided at the 'Neighbourhood' level. There will be multiple facilities of a similar standard located across the municipality."*

*"... will comprise a minimum of two ovals .... "*

A majority of the 71 recommended new ovals - approximately 52 - should be developed as 'District' level facilities to accommodate the 'headquarter' role of the tenant club.
2. Neighbourhood Level Facilities
 

*"...will primarily cater for junior competition and training and may be capable of hosting a low grade of senior sport. Facilities at this level will be of a lower standard and smaller scale than all other higher order facilities."*

*"Neighbourhood level facilities may include school facilities being used as joint-use facilities with the community, Council facilities co-located with school sites, or community facilities constructed by property developers .... "*

*".... will comprise a minimum of one oval .... "*

Some of the new ovals - approximately 19 - will be developed as 'Neighbourhood' level facilities and be used primarily as overflow grounds for cricket matches.

This study is proposing the following two amendments to the *Outdoor Sports Facility Development Guidelines (2009)* and one inclusion, based on stakeholder feedback, cricket trends and 'good practice' facility design.

#### Amendments

1. Page 6 (Table 1): Synthetic Wicket      Delete: *"An 'all-seasons' product will be used for synthetic wickets"*.
 

Rationale: Several cricket associations have now withdrawn their support for the 'all-seasons' synthetic surface and do not consider them an appropriate surface for junior and senior matches. The key issue for cricketers playing on wickets laid with 'all-seasons' product is the dangerously high bounce being achieved by fast bowlers. Related is the fact that spin (or slow) bowlers can very rarely bowl batsmen out as balls pitched on a good length will in nearly every case bounce high over the stumps. Put simply, the 'all-seasons' product does not provide an artificial surface with like-for-like characteristics of a turf wicket.
2. Page 6 (Table 1): Practice Wickets/Nets      Delete: *"3 Practice wickets (2 locked/1open)"*, and replace with *"4 Practice wickets (3 locked/1open)"*.
 

Rationale: Four nets will allow 2 - 3 teams to train simultaneously for a one and a half hour training session. Given that two training sessions are available each evening (1st session: 4.30–6.00pm, 2<sup>nd</sup> session: 6.00-8.00pm) from Monday to Thursday, this converts to a maximum of 24 sessions. So a club with 5 - 6 senior teams training twice a week will require up to 12 sessions, which still allows 12 sessions to accommodate 10 - 12 junior teams to train once a week.



### Additions

3. Page 6 (Table 1): Practice Wickets/Nets      Add: "Install a power bollard adjacent to the front opening of one side of the practice net".

Rationale: Power is required to operate a bowling machine, which today is a commonly used training aid by cricket clubs.

**It is recommended that Council adopt the proposed three amendments to the Outdoor Sports Facility Development Guidelines relating to cricket facility provision.**

The *Outdoor Sports Facility Development Guidelines (2009)* do not provide direction for the provision of a 'Regional' level cricket facility. The minimum facility requirements for a Premier Cricket Club facility are outlined in the Cricket Victoria reference document, *Criteria Assessment for Premier Clubs (December 2009)*, and include:

- Two ovals with turf pitches, which shall be available for each scheduled home match on the scheduled day of play.
- Turf practice facilities.
- Main oval (1sts and 2nds ground) must have sightscreens.
- Main oval must have a scoreboard displaying, as a minimum, the individual batsmen's names and scores, bowler's name and details, as well as a progressive match score and number of overs.
- A pavilion comprising as a minimum, a home and an away change room each with showers, a separate change room for the umpires, a room to provide afternoon tea for teams, umpires and officials, and a separate sheltered area for the match scorers.
- Seating must be available for players and spectators.

The key requirement here is the provision of two turf ovals available for all scheduled matches. This almost certainly precludes the option for the two ovals to be shared cricket / football ovals, as the condition of the outfield must be in very good condition by the first week of October and the centre wicket prepared. The time required to prepare a first class centre wicket is 4 – 6 weeks, depending upon the prevailing weather conditions and the condition of the centre wicket at the time of the commencement of the turf wicket preparation.

Other barriers to co-locating with football on the main oval of a Premier Cricket club venue, include:

- The need for the Premier Cricket club to have access to the oval for pre-season training from as early July (for fitness training and fielding practice).
- The desire to have 1 – 2 practice matches in late September on the main oval.
- The opportunity to accommodate other cricket clubs, regional activities, and pathway program activities during the pre-season period.

Currently, only four of the 18 Premier Cricket clubs have their main ovals also used by an elite level football club, and these clubs are all at inner city venues where options to create exclusive-use ovals are very limited due to a lack of greenfield sites. For this reason, Wyndham City Council has a tremendous opportunity to plan for a sustainable and long-term solution for a dedicated Premier Cricket club facility at a new site, which will also maximise the use of the facilities for other activities relating to game development and the pathway programs without the challenges of balancing the needs of a football club.

In relation to potential locations in Wyndham City for a Premier Cricket club facility, the following criteria needs to be considered:

1. Central within the municipality to ensure buy-in and support from the broader Wyndham City cricket sector.
2. Land size of a minimum area of 8 hectares to ensure sufficient space to place two ovals and the associated off-field infrastructure, including pavilion, car parking, training nets, maintenance shed and regional administration and training facilities. (Although desirable, it is not mandatory that the two ovals are co-located, but again, Wyndham City has the ideal opportunity to plan for an integrated cricket facility that can accommodate two high-class turf ovals).
3. On or close to main roads to maximise exposure and profile of the club, and to ensure ease of access for players and officials travelling to and from the venue, and to ensure local cricket stakeholders can readily access the facility.
4. Within or close to a commercial precinct to maximise exposure and marketing potential.

Chirnside Park Oval was one venue considered due to its central location, its history and tradition as the City's current elite cricket facility, and the availability of the good quality turf wicket and other supporting infrastructure. However, as outlined in Sections 7 and 8, the recommended direction for Chirnside Park Oval is to consolidate it as the City's premier football and events facility.

A second option also considered early during the study was a site in the western area of the Werribee Employment Precinct (now referred to East Werribee Employment Precinct) adjacent to the Princes Highway. One of the attractions of this location identified during preliminary assessments was the potential opportunity to integrate any new cricket facility with the major wetlands and open space corridor being incorporated within the structure plan. This potential site is no longer a possibility as insufficient land for a Premier Cricket facility has been set aside within the current draft East Werribee Precinct Structure Plan.

A possible site for the establishment of a new Premier Cricket venue and Cricket Academy is at a greenfield site in Tarneit West. The site is a 113 hectare parcel of land located at 1160 Sayers Road, Tarneit. Council purchased the land in 2010 and it is a significant site as it lies within the Urban Growth Boundary. The purchase was a strategic decision by Council to assist with the future provision of open space in the northwest area of Wyndham City – one of the areas to experience extensive residential activity during the next 40 years.

The Tarneit West site will also provide opportunities for Wyndham City to develop both local and regional community facilities, including sporting facilities for a number of codes. The land is strategically situated in an optimum position for future growth and has the potential to be accessed from three existing roads as well as the proposed Armstrong Road that will cross the property. The Regional Rail Link (RRL) will also cross the property and the land is located close to a proposed railway station and future Major Activity Centre.

The site meets most of the key site criteria previously outlined for a new Premier Cricket venue and Cricket Academy.

A second possible site, and one available in the short-term, is to expand and upgrade the cricket facilities at Lawrie Emmins Reserve in Laverton North. Similar to the Tarneit West site, Lawrie Emmins Reserve is located on the edge of the municipality, however, it is formed and has the capability to be upgraded to meet the site and facility criteria for a Premier Cricket venue in the short-term.

## 6.4. Turf Wicket Policy

A review of Council's current *Turf Wicket Policy (2006)* was a requirement of this study. A recommended new Policy is attached as Appendix 7.

The updated Turf Wicket Policy has been prepared after consideration of the proposed directions contained in this report, and includes the following cricket matters within its scope:

1. Total provision of turf wickets within Wyndham City.
2. Provision of turf wickets at reserves.
3. Provision of turf practice wickets.
4. Responsibilities for the installation and maintenance of turf wickets.

Council's current Turf Wicket Policy was adopted by Council in January 2006, and states:

- That the provision of turf wickets and the cost of their construction be the responsibility of cricket clubs and will not be funded by Council.
- That the management and maintenance of turf wickets be the responsibility of cricket clubs and will not be funded by Council.

The current policy as outlined above is not the current practice. Two clubs are operating within the broad parameters of the policy, whilst three clubs vary in their capabilities to successfully undertake all maintenance tasks associated with the preparation of quality turf wickets. The common reasons from the clubs unable to adhere to the policy requirements are:

- That they do not have the manpower and/or the expertise within their membership to prepare and maintain good quality turf wickets.
- That they do not have sufficient revenue to enable them to 'buy in' professional maintenance services from private contractors.

The result is that Wyndham City Council is now providing (and funding) turf wicket maintenance services for some clubs and not others. Further, other considerations have emerged since the adoption of the current policy, including:

1. The significant increase in the projected population of Wyndham City and the likely demand for additional cricket facilities.
2. The need for Council to clearly understand the nexus between turf wickets and synthetic wickets in relation to the cricket participation and the sport development pathway (covered in this report).
3. The continuing trend of decreasing volunteerism in community sport and the capability and capacity of sporting clubs to achieve required standards of provision and management.
4. An acceptance that regional cricket tournaments and events held in Wyndham City are beneficial for the development of cricket within the municipality, and for the municipality generally, however, such tournaments require the ovals and turf wickets being used to be at an acceptable standard.

The following key directions for the new policy have been prepared with consideration of these issues and in a context that Wyndham City become recognised as a leader in the provision of facilities and support for the cricket pathway program, in line with stakeholder aspirations and the projected population growth of the municipality. The policy and the recommendations in Sections 6.2 and 6.3 for the number and type of new cricket ovals also provide a clear statement in limiting the growth of turf cricket within Wyndham City to levels that will be sustainable and which will provide an appropriate balance between the provision of synthetic wickets and turf wickets.

Policy Area	Proposed Policy Direction
Policy Statement	<i>Council will develop a fair and equitable partnership with cricket clubs and relevant stakeholders for the installation and maintenance of turf cricket wickets, inclusive of both centre wickets and off-field practice wickets.</i>
Turf wickets will only be permitted for clubs affiliated with these associations *	<i>Premier Cricket Victorian Sub-District Cricket Association Victorian Turf Cricket Association Williamstown and District Cricket Association (but not all clubs in this competition)</i>
Turf wicket and synthetic wickets	<i>The main oval used by a turf cricket club will have a turf (only) centre wicket. For a Premier Cricket club, and clubs affiliated with the VSDCA and the VTCA, the second oval will have a turf centre wicket. For clubs affiliated with the VSDCA and the VTCA, the second oval will have a turf centre wicket, and where space permits within the total confines of the oval, a synthetic wicket may be provided (however, will not form part of the turf table). (Refer Section 6.6 for more information) Clubs affiliated with the WDCA, and which have a turf wicket on their main oval, the oval designated as the second oval will have a synthetic centre wicket (not a turf wicket).</i>
Provision of turf wickets	<i>Cricket clubs approved to have turf wickets will be responsible for the full capital cost associated with the installation of the turf wickets, except the proposed Premier Cricket club, which will be exempt from this policy direction. Cricket clubs and Council will equally share the cost of the supply of maintenance equipment and for the provision of a permanent maintenance shed that may be required.</i>
Maintenance of turf wickets	<i>Council will maintain all turf centre wickets on Council ovals. Cricket clubs will be responsible for rolling and preparing wickets on weekends, unless varied by separate agreement with the club or where wickets are required for regional cricket events or tournaments approved by Council. Cricket clubs will be required to pay 50% of the total cost of maintaining the turf wickets at their allocated reserve(s) during the period 1st September – 31st March, including 50% of the cost of maintaining plant and equipment directly associated with the maintenance of the turf wickets.</i>

\* Turf wickets will only be approved to clubs affiliated with these associations and to a maximum of 18 turf wickets across Wyndham City.

The operational terms of the updated Turf Wicket Policy represent a significant 'sponsorship' of cricket in the municipality by the Wyndham City Council, and is consistent with the future commitment by Council to proactively facilitate and support the growth of cricket in Wyndham City, including the provision of an effective cricket pathway for residents.

The responsibility for the maintenance of turf wickets differs between local government areas. In some municipalities, the council undertakes all tasks and levies clubs a fee, which is typically based on a percentage of the return of the full cost of maintenance. Other councils require clubs to maintain their turf wickets, whilst others have the responsibility shared between the council and the clubs. The key considerations for recommending the change in Wyndham City's policy position of requiring clubs to maintain their turf wickets include:

- The specialist skills required to maintain turf wickets, and the unrealistic expectation that such skills are available within community clubs, or will be in the future.
- The impact from decreasing volunteerism, and the prospect that this will continue to be a challenge for existing and emerging clubs as the population continues to grow. Turf wicket preparation requires a minimum of 10 hours per week.
- Council would have direct control over risk management, ensuring safe playing standards throughout the year.
- General uniformity across the municipality of the standard and quality of the playing performance of turf wickets.
- Improved capacity of Council to ensure turf wickets are brought up to an acceptable standard when required for cricket tournaments approved by Council.
- The desire of a majority of clubs that currently have turf wickets to pass over the maintenance responsibility to Council.

The estimated cost of maintaining a turf wicket is approximately \$12,000 per season, made up of an estimated \$8,000 for labour and materials, and \$4,000 for plant and machinery. Generally, one curator can maintain and care 3 – 4 turf tables in a cluster, with the actual number dependent upon whether two turf wickets are located at the same reserve and the closeness of the grounds under the curator's care.

There are currently seven turf wicket tables within the municipality. Based on the estimated annual cost of maintaining turf wickets and the proposed 50% levy on turf wicket clubs, the direct cost to Council of maintaining seven turf wickets would be approximately \$42,000. Working up to the proposed maximum number of turf wickets in Wyndham City of 18 (refer Section 6.3), the net cost to Council would increase to \$108,000 (in today's dollars).

This would represent a significant 'sponsorship' of cricket in Wyndham City by Council, but one justified on the basis of:

- The high popularity of the game (projected 2,500 – 4,000 people will be playing cricket in Wyndham City in 2050).
- The specialist skills required to prepare turf wickets compounded by the decrease in volunteerism.
- The need to have good quality turf wickets as a critical component within the cricket pathway framework being advocated within Wyndham City.

**It is recommended that Council adopt the proposed Turf Wicket Policy (refer Appendix 7).**



## 6.5. Construction of Practice Wickets

As previously indicated in Section 6.4, this study is recommending that four practice wickets be provided at the main (or headquarter) ground of a club, with three locked and one remaining open. By securing some of the nets, there is reduced risk of vandalism and wear and tear to the surface or netting of the three secured nets. The open net provides unrestricted access to the public for informal training and recreational cricket use.

Council is one of the councils that have begun installing the fully enclosed practice nets (see photo right). This design significantly reduces the risk of injury to other reserve users, caused by being hit with errant cricket balls whilst cricket practice is progress. In addition, the design provides a flexible, all-weather training / activity space for other sports, e.g. soccer and football.



Enclosed practice nets are justified at some reserves, particularly where space is at a premium, or reserves where there is likely to be regular conflict with other users, i.e. reserves that attract a lot of walkers or dog walkers, or where there are other regular user groups using the surrounding area concurrently. However, it is suggested that this option should not become the template for all new reserves where sufficient land is available to separate activities likely to conflict with cricket practice.

The key constraint of enclosed practice nets, such as at Soldiers Reserve and Glen Orden Reserve, is that fast bowlers are restricted to 8m - 10m run-ups and spin bowlers are limited in how high they can 'throw-up' a ball. Further, enclosed practice nets are bulky and impact somewhat on the landscape amenity. The safety issue of open nets is a consideration but can be ameliorated by:

- careful placement of practice nets into areas of reserves that are less popular for other users,
- orientating nets that hit out onto an oval – the traditional siting of practice nets (however, the proliferation of bowlers' 'goat tracks' and their impact on the oval surface during football season is a legitimate issue), and
- the installation of short length fences to trap errant balls (see right photo).



Practice nets orientated to ovals still have a place but they must be sited correctly to ensure that the distance between the oval and the nets is sufficient to prevent bowlers' goat tracks impacting upon the quality and evenness of the playing surface. A good example of well sited practice nets are those available at Overport Park in Frankston South (see Appendix 8). Its features are:

- All nets are open to the public.
- The nets are orientated to the oval and away from paths, the pavilion and any likely 'high-use' areas.
- The distance between the bowlers' release point and the playing surface of the oval is 10m for the northern net and 19m for the southern net (allowing for a 4m boundary line) – ample options for a fast bowler with a long run.

- The section of oval perimeter fence immediately adjacent to the oval is removable (taken out in summer but put back in place in winter).
- The nets are placed on the 'second' oval, so in some instances there may be no perimeter fence anyway, and if there were any wear and tear the immediate impact on the capacity of the reserve to hold senior football competition would not be impacted.

It is recommended that Council continues to install practice nets as traditional open-ended facilities at reserves where sufficient space is available and the correct orientation is possible (north-south), but opt for the fully enclosed configuration where space and safety are issues or where a co-tenant might be significantly advantaged from the availability and use of the enclosure for training activities.

## 6.6. Synthetic Wickets Adjacent To Turf Wicket Tables

In the interests of maximising the use of turf wicket grounds for junior use or training, there is increasing advocacy for the installation of a synthetic wicket to one side of a turf table. Synthetic wickets next to turf tables is not a new concept - it occurs quite regularly in England on County Cricket grounds where the synthetic wicket is placed on the extreme edge of the turf table and used by juniors. Its application in Australia is largely currently restricted to warmer regions, such as Western Australia and Northern Territory, where the risk of damage to prepared turf wickets from players running on them after they are dampened by rain is reduced due to the prevailing warm temperatures.

Cricket Victoria does not have a specific policy position on the issue, however, does support it in the right application based on the benefits of increasing the use of the turf oval (say for a junior match on the synthetic wicket on a Friday evening), the resultant increase in cricket participation, and more flexible use of the centre wicket area, e.g. for training mid-week.

Donvale Cricket Club has been the key case study where they have a synthetic wicket installed on their second turf wicket oval (see Appendix 9). The Cricket Victoria website has a summary of some of the issues that need to be considered, after feedback and input from the Donvale Cricket Club:

- Ensure the wicket is level with the surrounds – potentially a significant issue if balls striking an uneven edge of the wicket hit players fielding in the vicinity of the synthetic pitch.
- Donvale Cricket Club has only had U12 or low grade U14 teams utilise the synthetic wicket due to concern for wear and tear on the turf wicket. In the majority of matches this was not an issue and had no impact on the seniors game.
- Issues arise with not being able to put covers down when the weather is threatening and rain is present, however, not enough rain to force the junior teams from the ground.
- The club and curator must ensure they are all aware of who has control of the ground. In Donvale's case the curator (council appointed) has ultimate control and will determine whether covers should be placed even if this means an interruption to junior cricket. This works well if the curator is generally present for the majority of each weekend. A solution that proved quite effective for One-Day junior matches on Saturday mornings was that the covers were laid (or not removed from Friday night) and any ball struck onto and which remained on the covered area was automatically awarded 1 run.
- Senior players wearing spikes have generally had no issue with the synthetic wicket. The wicket is a standard synthetic wicket and no covering is applied for senior matches, and there has yet to be any damage caused by spikes or injuries to players as a result of slipping.
- As a positive, the synthetic wicket has given Donvale access to a synthetic centre wicket for training as well as a ground that can host junior finals/veterans games at home.

Ultimately, the addition of the synthetic wicket has been of benefit to the Donvale Cricket Club, however, as demonstrated in the points above, there are some issues that need to be addressed by any council / club looking at doing the same. On the balance of the information, it is recommended that Council not support the installation of synthetic pitches adjacent to turf tables. Where space permits on a second ground (perhaps one with an irregular shape), Council and the club should give consideration to installing a synthetic wicket in the outfield to create a second cricket oval within the larger playing surface of the second turf ground, one that may have capacity to accommodate junior matches.

In such a scenario, the main ground will continue to be a turf-only ground, in the interests of providing uncompromised playing conditions for the 1<sup>st</sup> and 2<sup>nd</sup> grade teams of a club, and to enable Council to be able to offer 'turf only' grounds for regional cricket tournaments and carnivals, where required.

**It is recommended that Council not support the installation of synthetic wickets adjacent to turf tables, but consider installing a synthetic wicket in the outfield to create a second cricket oval within the larger playing surface of the second turf ground, if adequate space permits.**



## 7. STRATEGIC DIRECTIONS FOR FOOTBALL

This section reviews the current football environment within Wyndham City, and outlines a strategic direction to guide the future provision of football participation opportunities under the following areas:

- Organisational structure for football.
- Football programs and services.
- Football facility provision and hierarchy.
- Other directions for football.

[Please note that due to the very strong synergy between the need, use and function of cricket ovals and football ovals, some of the research and analysis reported in Section 6: Strategic Directions for Cricket will be repeated in this section where it equally applies to the planning for football in Wyndham.]

### 7.1. Organisational Structure for Football

AFL Victoria is the peak body for the management of and support for all organised football activities and services in Victoria. Specifically, AFL Victoria is responsible for the football activities and services associated with Victoria's 11 Metropolitan Football Leagues, the Victorian Amateur Football Association, and the Victorian Country Football League (including its many affiliate leagues and associations). AFL Victoria is also responsible for the growth and development of football in this State, including umpire recruitment and development, and overseeing the management of over 500 Auskick clinics throughout metropolitan Melbourne and regional Victoria.

The elite (or highest level) of domestic football available in Victoria is also managed by AFL Victoria and comprises of the Victorian Football League (VFL) for elite senior players and the AFL U18 competition (TAC Cup) for junior players. AFL Victoria does not advocate an order or hierarchy of football leagues in Victoria based on the standard of football played, other than recognising the VFL and the U18 TAC Cup as the elite competitions for senior and junior players, respectively. In fact, the promotion and relegation system inherent in many metropolitan leagues actually creates its own hierarchy of football at a regional level, based on the standard of football played.

Wyndham City is fortunate in that it has a well established VFL club located within the municipality, being the Werribee Football Club (the 'Werribee Tigers'). Each VFL club has an alignment with one of the 12 U18 TAC clubs that exist throughout metropolitan Melbourne and regional Victoria. In the case of the Werribee Tigers, the U18 TAC club that it is aligned with is the Geelong Falcons, which services the catchment of South West Victoria. This alignment is widely acknowledged as an anomaly within the system of alignments between VFL clubs and TAC clubs, as Wyndham City is part of the current catchment that services the Western Jets U18 TAC club, which in turn is aligned with the Williamstown Football Club in the VFL.

AFL Victoria has indicated that it will continue to periodically review its regional boundaries to ensure they continue to meet its game development objectives and to ensure that in any proposed change the impact on all talent regions is considered. Further, the opportunity to expand the Western Jets program to provide a greater presence within Wyndham City is something that AFL Victoria has indicated that it is interested in pursuing with football stakeholders within Wyndham City, including the Werribee Tigers and Council. For a full overview of the history of the development of the AFL U18 competition, and the subsequent reviews which considered population changes in the western region, refer Appendix 10.

At the municipal level, the representatives from local football clubs interviewed and other football stakeholders generally agree that no obvious football hierarchy exists between the leagues and associations with whom the local clubs are affiliated, and that the promotion / relegation system implemented by the leagues effectively nullifies the need for it. For the purposes of this strategy, the hierarchy (or order) of football competitions has been divided into two levels – 'Elite Football' and 'Community Football'. The overlay of this suggested hierarchy across the existing football associations and senior clubs that service the Wyndham municipality is shown on the following page.

<b>LEVEL ONE</b> Elite Football	<b>VICTORIAN FOOTBALL LEAGUE</b> <b>AFL VICTORIA U18 TAC CUP</b>	Werribee Football Club No current provision
<b>LEVEL TWO</b> Community Football	<b>SUBURBAN LEAGUES</b> Western Region Football League Victorian Amateur Football Association Geelong District Football League VicMetro Superules Football Integration Development Association <sup>25</sup> Victorian Women's Football League	Hoppers Crossing Football Club Wyndham Vale Football Club Glen Orden Football Club Point Cook Football Club Old Westbourne Football Club Werribee Districts Football Club Werribee Centrals Football Club Werribee Masters Wyndham All Abilities Football Club

Table 15 shows the current distribution of Wyndham City senior football clubs within each league / association for the 2010 season, and notes the approximate number of teams and players for each club. The information shows that Wyndham City currently has a relatively even distribution of clubs throughout the three main regional football competitions servicing Wyndham City, being the Western Region Football League (WRFL), the Victorian Amateur Football Association (VAFA), and the Geelong District Football League (GDFL).

League / Association	Senior Competition		Junior Competition	
	Clubs (No. of Senior Teams)	Approx. No. of Players	Clubs (No. of Junior Teams)	Approx. No. of Players
VFL	Werribee Tigers (2)	613	NA	39
AFL U18 Competition	Nil	Nil		
Western Region Football League	Hoppers Crossing FC (2) Wyndham Vale FC (2) Glen Orden FC (2)	419		
Victorian Amateur Football Association	Point Cook FC (3) Old Westbourne FC (3) Werribee Districts FC (3)	487		
Geelong District Football League	Werribee Centrals FC (2)	145	Little River FC (4)	100
VicMetro Superules	Werribee Masters FC (2)	130		
FIDA	Wyndham All Abilities FC (1)	21		
Western Region FL			Glen Orden FC (5) Hoppers Crossing FC (15) Old Westbourne FC (7) Point Cook FC (15) Werribee Districts FC (13) Werribee Centrals FC (11) Wyndham Vale FC (9)	1,922

(Source: Wyndham City Council, 2011)

Table 15 – Football Clubs, Teams and Players by League / Association (2010)

<sup>25</sup> The Football Integration Development Association is an all-ages and all gender football competition for people with special needs.

It is important to note that AFL Victoria has commenced a review of the existing structure of football in the western and north western regions of Melbourne. This review is called the *Western and North West Regions Future Directions Project* and will develop recommendations around the best structure for football competitions in these high growth regions of Melbourne. Notwithstanding this review and the implications for the future planning for football in Wyndham City, the *Wyndham Cricket and Australian Rules Football Strategy* can only utilise the information currently available to inform the strategy development process for football in Wyndham City.

The WRFL is likely to become the major regional football competition in Wyndham City and will continue to absorb a higher proportion of the new and emerging clubs projected to form as the population increases. The WRFL will achieve this due to it currently being and continuing to be the dominant junior football competition servicing Wyndham City, so there will likely be a natural progression for new (junior) clubs to develop into senior clubs with the WRFL. Whilst the VFA currently has an equal number of senior clubs affiliated with it compared to the WRFL, the VFA is a Melbourne metropolitan-wide competition and so is expected to be less appealing to a majority of the new clubs when compared to the western region based option of the WRFL. It is a similar situation with the GDFL, and this league should not be considered as a football league to receive future new clubs from Wyndham City for two main reasons:

1. Consolidating football participation opportunities at the grass roots level within Wyndham City and the broader western region will have the benefit of retaining the player pool locally which will strengthen the effectiveness of local pathway programs, and
2. The Armstrong Creek growth area south of Geelong<sup>26</sup> will likely become an emerging area for new clubs for the GDFL. This will have an effect of pushing further south the nucleus of the League, so geographically, the GDFL will increasingly become a less attractive competition for Wyndham City residents based on travel time alone.

As previously mentioned, Wyndham City does not presently have an U18 TAC club, with the closest one being the Western Jets, which is based at Crofts Reserve in Altona North and plays a majority of its home matches at Burbank Oval (the Williamstown Football Ground). The Werribee Tigers and local football stakeholders all support the future establishment of a formal junior football academy (pathway) program based in Wyndham City.

Whilst AFL Victoria is unlikely to support a stand-alone U18 TAC club in Wyndham City in the foreseeable future, it recognises the opportunity to expand the Western Jets program to provide a greater presence within Wyndham City as something that AFL Victoria would be very interested in pursuing. This approach is consistent with AFL Victoria's former *Strategic Plan (2007-2009)*, which contained a significant commitment to fostering local talent pathways:

#### Objective 2: Capture and Develop Talent

##### Relevant Key Strategies:

- *Support all VFL clubs to achieve high performance standards on and off the field.*
- *Capture and develop talented youth footballers, particularly multi-talented athletes, to maximise their opportunity to progress through high performance pathways to the AFL and VFL.*
- *The U18 TAC Cup recognised and supported by all stakeholders as an essential component of the talented player pathway.*
- *The U18 TAC Cup to be at the leading edge of all sport youth talent development programs.*

In the absence of a locally based U18 TAC club, the Werribee Tigers has established a junior academy of sorts as part of its junior development program and its commitment to forging links and relationships within the Wyndham City community. Its academy is offered during October and November as a four week program and is designed to not only identify emerging talented footballers but to also improve the skills of

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<sup>26</sup> *Armstrong Creek consists of 2,500 hectares of developable land, and is one of the largest growth fronts in the country. Its total projected population is 55,000 to 65,000 people. (Source: City of Greater Geelong website, 2012).*

the pool of footballers aged 17 – 20 years within the municipality. A significant limitation to the effectiveness of this program is the lack of access to a suitable elite football facility all year round.

**It is recommended that Council, the Werribee Tigers and other football stakeholders within Wyndham City continue to work closely with AFL Victoria to plan for the provision of football at all levels, including the talent and development level.**

(Additional discussion on this proposal is contained in Section 7.2)

This strategy recommends that in the long-term as the population of Wyndham City exceeds 400,000 people, that an additional 49 football / cricket ovals are required to supplement the 44 existing and planned Council-managed ovals for a total of 93 ovals (refer Section 4.3). An average sized football club will typically comprise of 2 – 3 senior teams, an Auskick program, and between 8 – 12 junior teams. Clubs with 10 – 12 senior and junior teams will require access to two ovals to ensure the quality of the playing surfaces of each oval can be maintained to a satisfactory standard during winter, whilst clubs with 13 teams or more will require access to at least three ovals. The ideal scenario for provision of ovals is that all ovals are co-located and are Council-managed.

Wyndham City currently has seven combined senior-junior clubs, one junior only club, one elite senior club (VFL), one older adults' football club, and one club for people with special needs servicing a population of over 170,000 (or a total of 10 clubs, if the VFL club and the junior only club are counted as one club). Given that the population is expected to increase by 130% to over 400,000 people by 2050, it can be predicted with some surety that the equivalent of an additional 12 – 13 football clubs will be required to meet the future competition football needs of the municipality.

In addition, it can be expected that the number of people wanting to play competition football from specific population sectors (i.e. older adults, females, people with special needs, and primary-aged children) will also increase as the population continues to grow and diversify throughout all areas of the municipality. Currently, there are no female-only clubs or teams located within Wyndham City, however, female football is the fastest growing category of football participation<sup>27</sup>. There has been a successful move over the past two years to integrate youth girl's football into the existing community football league and club network, and it is AFL Victoria's aim that such integration continues into the future. In fact, the integration of population sector teams into community clubs will likely be expanded to also include older adults (masters) and all-abilities' teams – with the outcome being the establishment of several football clubs that will be 'Clubs for Life'. This model of provision is recommended to be embraced in Wyndham City as Council continues to plan for new clubs and new facilities.

As a guide, the estimated number of teams to service the needs of specific population sectors for Wyndham City as its population increases to more than 400,000 people (and which such teams should be integrated with existing and future community football clubs), is:

- 8 - 9 female football teams (currently no teams).
- 6 – 8 older adult football teams (currently two teams).
- 4 – 5 all abilities' teams (currently one team).
- 20 Auskick centres (currently nine centres).

Whilst the ground requirements for Auskick centres can generally be accommodated on ovals also being used for senior and junior competition football due to the low intensity of use, older adult teams, female teams and all-abilities' teams should generally be allocated one oval for up four teams due to the combined load from training and competition use.

In the absence of any outcomes and directions from AFL Victoria's *Western and North West Regions Future Directions Project*, Table 16 on the following page recommends a suggested club to league / association organisational framework for Wyndham City using the current framework or model of provision as a guide. The additional teams projected for the respective specific population sectors of females, older

<sup>27</sup> Source: Interview AFL Victoria's Infrastructure Planning Manager (January, 2012).

adults and all abilities have been allowed for in selected WRFL, VAFA and GDFL clubs, and are called 'Club for Life' clubs. These clubs have been allocated up to four ovals to accommodate the 16+ teams anticipated under the model of 2 – 3 senior men's teams, 10 - 12 junior teams, 2 - 3 specific population sector teams, and an Auskick program. (It should be noted specific population sector teams should not be restricted to just the 'Club for Life' clubs).

The approach outlined in Table 16 reflects a balanced approach for the future provision of ovals that will reduce the likelihood of them being overused and subsequently providing a degraded playing surface. (Notwithstanding the directions in the table, it is acknowledged that Council has no jurisdiction or power to direct existing or new clubs into specific football leagues).

Hierarchy Level	League / Association	No. of Clubs Affiliated with League	Total No. of Ovals Required
One	VFL	1	1
One	Western Jets / Tigers' Academy	1	1
Two	Western Region FL	7	14
	Clubs with 10-12 teams	4	12
	Clubs with 13-15 teams	2	8
Two	Victorian Amateur Football Association		
	Clubs with 10-12 teams	3	6
	Clubs with 13+ teams	1	3
	'Club for Life' clubs	2	8
Two	Geelong District FL* 'Club for Life' clubs	1	4
	<b>Sub-Total (Clubs / Ovals)</b>	<b>22</b>	<b>7</b>
NA	Auskick Centres (incorporated into clubs)	20	5#
	<b>Total (Clubs / Ovals)</b>	<b>22</b>	<b>62</b>

\* Reflects the current GDFL affiliate, being the Werribee Centrals FC.

# Assumes that most Auskick centres will utilise ovals also being used by other football teams.

Table 16 – Projected Number of Clubs and Ovals per Football Group or League / Association

**It is recommended:**

**That Council support the integration of specific population sector teams with community football clubs, that is, teams providing for older adults, females, people with special needs, and primary-aged children.**

**That the Western Region Football League be the main football competition to absorb a majority of the new football clubs to become established in Wyndham City in the future (pending the outcome of AFL Victoria's Western and North West Regions Future Directions Project).**

(See Section 7.3 for the recommended distribution of ovals throughout Wyndham City).

The total number of ovals required for football in the future (estimated 62) is less than the number estimated for cricket (93). This is due mainly to the different way the two sports' matches are played, that is, a cricket club generally requires the use of one oval for every two teams for matches whilst football clubs can typically have several teams allocated to use the same oval.

Under this scenario where there will likely be an excess of football/cricket ovals during winter, this will enable some of the ovals to be used for other winter field sports, such as soccer, lacrosse, baseball, gridiron, rugby league, rugby union, and softball.

## 7.2. Football Programs and Services

Football participation and development programs currently available to Wyndham City residents within the municipality can be summarised as follows:

Introductory Level	Intermediate Level	Senior Level	Elite Level
Auskick	Junior coaching (club)	Senior coaching (club)	Interleague (AFL Vic*)
School sport (primary)	Junior competition (club)	Senior competition (club)	AFL Vic Pathway#
	School sport (secondary)	Coaching accreditation	
		Umpire training and accreditation	

\* The Western Region Football League and the Geelong District Football League enter representative teams into the Metropolitan and Country league championships (seniors and U18 or U19).

# AFL Victoria Pathway programs consist of a series of programs and competitions for talented U16 and U15 footballers in training squads within the respective U18 TAC clubs. The program culminates each season with the U18 and U16 Vic Metro and Vic Country Championships.

The range of programs and services delivered by AFL Victoria are extensive. The programs are designed for all levels of participants in football from young children through to adult coaches, young female footballers to volunteers, and also the 'high achievers' or talented junior and senior footballers of both genders.

A summary of AFL Victoria's Development Department program segments is outlined below.

Auskick	the introductory football program for children aged 5 to 12 years underpinned by a strong culture of parent participation.
Coaching	a range of coaching programs are offered from beginner to more advanced coaches, backed up by the Victorian branch of the Australian Football Coaches Association.
Community Football	comprises the programs and support services available for league and club administrators and volunteers.
Indigenous Program	promotes participation in football for indigenous people, as well as creating awareness around life-skill development.
Multicultural Program	comprises the programs and support services available for people from diverse communities who may not have previously been exposure to football.
Female Football	comprises the range of opportunities that are available for young girls and women to be involved at community and school level.
AFL Player Appearances	comprises AFL clubs and players being involved in supporting grass roots football.
Primary Schools	comprises football activities and resources to promote football both in the classroom and in school playgrounds.
Secondary Schools	comprises match programs, coach education and curriculum resources under the umbrella of the "G Footy" program.



Recreational Football	comprises programs specifically designed for football enthusiasts seeking to participate in a safe, non-contact and social physical activity.
Umpiring	comprises development programs available to leagues, umpiring groups and schools.

Wyndham City is within the catchment of the Western Region and its Regional Development Officer coordinates a majority of the programs previously outlined in conjunction with the respective football leagues and associations servicing the region. AFL Victoria has recently established a new role (North West Planning Manager) to specifically work with councils and football stakeholders in the northwest growth corridor of Melbourne. A key focus of the role will be to work with Councils to help populate new football facilities with new clubs that are established out of the local community. This position will work closely with the Auskick District Manager who has a focus on establishing and supporting new Auskick centres.

The Western Region is currently aligned with the Western Jets U18 TAC Club, which in turn is aligned with the Williamstown Football Club. Similar to cricket it will be important to establish a local development and pathway program that is Wyndham City based and focused as the population continues to expand. Whilst AFL Victoria acknowledges the need and merit to expand the Western Jets program to provide a greater presence within Wyndham City, an outcome of any expanded program should not only assist the development of talent for the Western Jets, but where possible, also benefit the Werribee Tigers as the elite football club (and playing opportunity) within the municipality. The Western Region Football League (WRFL) as the main regional football league based in Wyndham City should also assume a role in game development through a partnership with the Werribee Tigers.

As previously mentioned, there is support from Wyndham City football clubs and other stakeholders to have a football academy-style program located within the municipality. Some of the likely direct benefits to local football from establishing an academy will include:

- Football's domestic pathway program would be further enhanced within Wyndham City (from Auskick through to the VFL).
- Likely to stimulate additional interest and participation in football as a result of promotions and clinics involving the elite junior players from the Western Jets (many of whom will be local youth) and from the Werribee Tigers.
- Any new academy facility (incorporating an exclusive use football oval) would likely become a 'hub' for the development of football participation, training, development and support, in conjunction with the Werribee Tigers and with the WRFL. An academy could provide a dedicated football training venue for use by talent squads and which also could be available for use by local clubs both within and outside of the gazetted football season, e.g. for summer training and pre-season practice matches. Training facilities could include specialist indoor health and fitness spaces, video analysis facilities, and other specialist training and educational services.

Any proposed new academy facility should complement the broader Western Jets program, but ideally have a profile and location aligned with the Werribee Tigers to ensure it can become the base from which the game of football will grow and develop in Wyndham City.

**It is recommended that any proposal to formalise a football academy program in Wyndham City be complementary to the Western Jets program and also linked to the Werribee Tigers and the WRFL as the co-key football stakeholders within the municipality.**



As the main introductory program for football, the **Auskick program** has two main outcomes in relation to football club development:

- To provide an ongoing pool of potential players for established football clubs.
- To provide the opportunity to form new clubs in those areas where there is no club presently based (typically new growth areas).

The first outcome is critical to the continued sustainability of football clubs, unless there is an alternate 'feeder' providing an ongoing supply of potential players, such as the role that a school may have for an 'old boys' football club. For this reason, it is important that Council and local football leagues and associations continue to encourage established clubs to offer an Auskick program, ideally at the headquarter oval or reserve at which the club is based. Notwithstanding this direction, it is noted that some Auskick centres in Wyndham City are community or school-based (such as Bellbridge Auskick), and non-club programs should continue to be equally encouraged, especially in growth corridors where clubs may not have been established.

The second outcome is linked to a broader and more important objective of Council to stimulate community development in new areas by facilitating social networking, relationship building, and community capacity and leadership. Establishing new sporting clubs in growth areas is one means that is available to Council to forge a sense of belonging, cohesion and local identity between residents within new communities. Assisting new communities to establish an Auskick program will help achieve some of the broader community development objectives described above, but will also provide the foundation from which a new football club can be formed – most likely initially comprising of only junior teams, but in time including senior teams as the community and club 'matures'. Council's role in this process is outlined in its draft *Recreation and Sports Club Development Framework*.

The Werribee Tigers' Development Manager currently plays a key role in Auskick delivery within Wyndham City, as does the recently established AFL Victoria position, the North West Planning Manager. Both positions work closely with the Auskick District Manager who has a focus on establishing and supporting new Auskick centres. The combined outcome from this pro-active approach by these parties in nurturing existing Auskick centres and establishing new ones is that it will help counter the emergence of 'super clubs' in Wyndham City. 'Super clubs' by virtue of their geographic spread into areas beyond their indicative neighbourhood catchment begin to lose their impact as important community hubs for local residents. The catchment for an 'average sized' football club comprising of 2 - 3 senior teams and 8 junior teams and requiring two ovals (refer Section 6.1) would be approximately 10,000 people. (Calculated by the provision ratio of one oval per 4,000 people).

In some instances, and where demand is evident, it may be appropriate to establish a new club via junior teams and/or senior teams. New clubs that have an Auskick program, junior teams and senior teams should be the long-term goal, however, the demand in some locations could determine a different starting point.

The other issue created by 'super clubs' impacts junior sporting competitions. Leagues generally agree that it is preferable to have 8 or 10 teams from different clubs playing against each other in any particular grade of competition, rather than 2 - 3 teams from the same 3 - 4 clubs.

**It is recommended:**

**That Council strongly encourages all established senior / junior football clubs in Wyndham City to organise and conduct an Auskick program each season, or partner/support an existing community Auskick centre.**

**That Council works with new communities of projected populations of in excess of 10,000 people to establish an Auskick centre and/or junior or senior teams as the strategy to create new football clubs at new reserves in growth corridors.**

### 7.3. Football Facility Provision and Hierarchy

This strategy provides Council, local football clubs, and the relevant regional football leagues and associations with the ideal opportunity to not only plan for new football facilities, but to 'drill-down' to the type, function and distribution of facilities across the municipality.

Section 4 has quantified the need for new football and cricket ovals and Section 7.1 has outlined an indicative hierarchy of provision for existing and planned football ovals. Table 17 below, outlines the distribution of existing and planned football ovals throughout Wyndham City by planning areas, and by league / association. The main aim of this analysis is to achieve a relatively even distribution of clubs across the municipality and within the different levels of football competition / type. The estimated five 'Club for Life' clubs that incorporate teams for females, older adults and people with all abilities are noted below. (See pages 57 & 58 for more information explaining these clubs).

The desired outcome is that there will be good access for all residents to a local community football club, and that these clubs will collectively feed up elite junior players to the Western Jets program, and feed up elite senior players to the Werribee Tigers, which will ideally be centrally located within the municipality. Wyndham City football clubs will also support the Werribee Tigers' football academy program.

Planning Area	League	No. of Senior Clubs	No. of Ovals Req'd	Total No. of Ovals by Planning Area
Central Area	VFL	1	1	13
	WRFL	3	6	
	VAF#	1	2	
	GDFL (Club for Life)	1	4	
Point Cook	WRFL	2	5	10
	VAF# (Club for Life)	1	4	
	Auskick*	-	1	
Wyndham Employment Precinct	WRFL	1	3	3
Wyndham North	Western Jets / Tigers' Academy	1	1	20
	WRFL	3	8	
	WRFL (Club for Life)	1	4	
	VAF#	2	5	
	Auskick*	-	2	
Wyndham West	WRFL	1	2	14
	WRFL (Club for Life)	1	4	
	VAF#	1	2	
	VAF# (Club for Life)	1	4	
	Auskick*	-	2	
Balance (Werribee South / Little River areas)	WRFL	1	2	2
<b>Total (Clubs / Ovals)</b>		<b>22</b>	<b>62</b>	<b>62</b>

\* Auskick centres to be auspiced to football clubs, however, an allowance has been made for five centres to be community-based centres operated from ovals not utilised by clubs.

# Werribee Districts FC is using Soldiers Reserve in the Central planning area and Price Reserve in the Balance planning area.

Table 17 – Distribution of Existing and Planned Dual-Use Ovals by Planning Area and Football Group / League

Table 18 summarises the information contained in the above table relating to the proposed number of senior clubs per league or association. It confirms that the recommendation to Council and the football sector is that the Western Region Football League (WRFL) be the main beneficiary of the majority of the projected new senior football clubs.

Hierarchy Level	Football League	Current Number of Senior Clubs (2010)	Proposed New Senior Clubs	Total Senior Clubs
One	VFL	1	0	1
One	Western Jets / Academy	0	1*	1*
Two	Western Region FL	3	10	13
Two	Victorian Amateur Football Association	3	3	6
Two	Geelong District FL	1	0	1
Two	VicMetro Superules	1#	Up to 8 teams integrated with WRFL, VAFA and GDFL clubs	
Two	FIDA	1#	Up to 5 teams integrated with WRFL, VAFA and GDFL clubs	
Two	Victorian Women's FL	0	Up to 9 teams integrated with WRFL, VAFA and GDFL clubs	
	<b>Total</b>	<b>10</b>	<b>14</b>	<b>22</b>

\* Not a club, but a training group.

# The teams associated with these two clubs are assumed to integrate in the future with other community clubs, and the two clubs disband

Table 18 – Projected Number of New Senior Football Clubs by Hierarchy and League

**It is recommended:**

**That Council adopts as a guiding framework the ultimate provision of up to 62 football ovals.**

**That Council introduces a framework for the provision and allocation of football facilities that is guided by the following hierarchy: VFL, followed by the WRFL, the VAFA, and the GDFL (with these three competitions all supporting a range of competition standards which are inherent within their respective promotion and relegation systems), all accommodating approximately 22 football clubs and 20 Auskick centres.**

**That Council works with AFL Victoria and relevant regional football leagues and associations to distribute existing and new clubs between each of the football competitions using the recommended hierarchy in this report as a guide (pending consideration of the recommendations produced by the AFL Victoria's Western and North West Regions Future Directions Project).**

**That Council works with AFL Victoria and relevant regional football leagues and associations to continue to recognise the role of the Werribee Tigers in the football pathway, including expansion of their junior development program (or academy).**

New ovals and associated supporting facilities will be provided in accordance with Council's hierarchy of outdoor sports facilities, as outlined in Council's *Outdoor Sports Facility Development Guidelines (2009)*. The key elements of these guidelines that relate to football oval development are:

1. District Level Facilities
 

*"... will be capable of hosting a senior level of competition and training for local sporting associations, clubs and schools."*

*"Facilities at this level will be of ..... a higher standard and larger scale than that provided at the 'Neighbourhood' level. There will be multiple facilities of a similar standard located across the municipality."*

*"... will comprise a minimum of two ovals ...."*

Forty-three (43) of the recommended 44 new football ovals should be constructed as 'District' level facilities to accommodate the 'headquarter' role of the tenant club. The 44<sup>th</sup> oval is the new oval recommended for the proposed football academy-style facility and should be constructed as a regional standard facility.
2. Neighbourhood Level Facilities
 

*"...will primarily cater for junior competition and training and may be capable of hosting a low grade of senior sport. Facilities at this level will be of a lower standard and smaller scale than all other higher order facilities."*

*"Neighbourhood level facilities may include school facilities being used as joint-use facilities with the community, Council facilities co-located with school sites, or community facilities constructed by property developers ...."*

*"... will comprise a minimum of one oval ...."*

It is recommended that none of the new football ovals be developed as 'Neighbourhood' level facilities.

This study is proposing the following three amendments to the *Outdoor Sports Facility Development Guidelines (2009)*, based on stakeholder feedback, football trends and 'good practice' facility design.

#### Amendments

1. Page 6 (Table 1): District Car Parking
 

Delete: *"Sealed car parking for 80 cars, ...."*, and replace with *"Sealed car parking for a minimum of 120 cars, ....."*.

Add a second sentence, "Council to provide some security lighting within the sealed area of the car park".

Rationale: Senior and junior football clubs attract well in excess of 80 cars for matches, so it is necessary to increase the minimum provision off-street.

Security lighting in car parks is important to improve the safety of people walking through car parks in darkness after training or other activities at the reserve, and will also assist people to locate their cars in the darkness.
2. Page 6 (Table 1): District Floodlighting
 

1<sup>st</sup> sentence, Delete: *"... main oval."*, and replace with *"... second oval, at reserves where the second oval has been constructed to a senior size"*.

2<sup>nd</sup> sentence Delete: *"... 2<sup>nd</sup> oval."*, and replace with *"...main oval"*.

Rationale: As a strategy to further protect the quality of the playing surface of the main oval, the use of the second oval as the preferred training venue for senior and junior teams should be maximised.

3. Page 6 (Table 1): District Spectator Area      Add a second sentence, "*Council to provide undercover spectator standing area for up to 120 people at the main oval, either by incorporating appropriate sized verandahs in front of pavilions or stand-alone shelters in other locations adjacent to the oval.*"

Rationale: As a strategy to further encourage spectators to attend football matches, and to provide an appropriate amenity for spectators at grounds where there is no (or only limited) around-the-ground car parking.

**It is recommended that Council adopt the proposed three amendments to the Outdoor Sports Facility Development Guidelines.**

The *Outdoor Sports Facility Development Guidelines (2009)* do not provide direction for the provision of a 'Regional' level football facility. The minimum facility requirements for a VFL venue are outlined in the AFL reference document, *AFL Preferred Facility Requirements (2006)* and the AFL Victoria reference document, *Victorian Football League Minimum Standards (2011)*. The key minimum facility requirements for a VFL venue include:

- One oval of dimensions 150m long x 125m wide.
- A pavilion comprising of a home and an away change room each of a minimum of 55sqm, and a separate amenities area, a coach's meeting room with capacity for 30 players / officials, a medical room, and a massage area with capacity to accommodate a minimum of four tables.
- An umpires' change room of a minimum of 30sqm with associated amenities area and a separate race to players for access to the ovals.
- Covered grandstand and seating for at least 500 spectators.
- Various rooms / boxes with good viewing and access to the oval to accommodate the following match-day personnel: coaches and other team staff, umpires' observers, club statisticians, VFL personnel, media, and timekeepers.

Chirside Park Oval presently meets most of the key criteria, however, as reported in Section 8.5, the quality and functionality of much of the available infrastructure is unsatisfactory for a VFL football venue.

As previously mentioned in Section 6.3, the co-location of elite cricket (either Premier or Sub-District) and VFL football is problematic from a cricket perspective – the same is the case from a football perspective for the following key reasons:

- The turf centre wicket area creates a safety issue for footballers, particularly when the turf is either very dry or very wet, and the lack of a good even grass cover across the turf table in winter exacerbates the safety risk.
- The lack of opportunity to fully utilise the oval for football training prior to the conclusion of the cricket season significantly restricts the capacity of the Werribee Tigers to conduct training activities and player development (squad) training at Chirside Park Oval. The effect of this is that pre-season training is often conducted on sub-standard playing surfaces at other venues, and the players and medical staff do not have ready access to the ancillary services and equipment located at Chirside Park Oval, such as the gymnasium, medical rooms, rehabilitation aids, and off-field coaching aids.
- The inability to utilise the oval for practice matches and intra-club matches prior to the conclusion of the cricket season.
- The inability to access the player change rooms and other indoor spaces prior to the conclusion of the cricket season.
- The lack of opportunity to accommodate other football clubs, regional football activities, and pathway program activities prior to the conclusion of the cricket season.

The alignment of the Werribee Tigers with the North Melbourne Football Club (NMFC) adds an additional constraint to the joint-use of Chirnside Park Oval with the Werribee Cricket Club. The alignment provides the opportunity for the NMFC to utilise the Werribee Tigers to get 'game time' into its inexperienced young players and players who do not make the senior team, and to also allow players returning from injury or suspension to gain match fitness. The AFL now requires all of its match day venues to be free of turf centre wicket tables due to the inherent risk of injury to footballers and umpires. It is likely that this condition will in the future also become a conditional requirement of all VFL venues as long as the AFL continues to have a strategic partnership with the VFL by supporting AFL-VFL club alignments and endorsing the inclusion of AFL reserves teams from those AFL clubs that stand-alone.

As noted in the cricket strategy section of this report (Section 6.3), Wyndham City Council and relevant stakeholders from each sport have the opportunity to plan for a sustainable and long-term solution for a dedicated VFL venue and a dedicated Premier Cricket club facility. This will ensure the use of such facilities can be maximised for other activities relating to game development and the pathway programs without the challenges of balancing the needs of both football and cricket at the same venue.

In relation to a dedicated elite football facility in Wyndham City, Council identified two options for consideration during this study:

1. Chirnside Park Oval.
2. Greenfield site in Tarneit West.

A comprehensive description of Chirnside Park Oval follows in Section 8.

The Tarneit West site is a 113 hectare parcel of land located at 1160 Sayers Road, Tarneit. Council purchased the land in 2010 to assist with the future provision of open space in the northwest area of Wyndham City. (A more detailed description of the Tarneit West site can be found on page 47 in Section 6.3).

The strengths and weaknesses of each site as a preferred future venue for the Werribee Tigers, as the City's premier regional football facility, are outlined in Table 19 on the following page.

Site	Strengths	Weaknesses
<p><b>Chirside Park Oval</b></p>	<p>Traditional home of the Werribee Tigers, and is well regarded by current patrons (refer Section 5.5 for patron survey results)</p> <p>Presently centrally located within Wyndham City, and will continue to be relatively central in relation to the projected population distribution to 400,000 people</p> <p>Existing infrastructure is significant both in value and in relation to meeting VFL standards</p> <p>The Werribee Tigers' social venue is located in Hoppers Crossing, so would have little connection with a venue located in northwest Tarneit</p> <p>The club name creates a direct association with the Werribee suburb</p> <p>The close location to Werribee City Centre, given the confirmation that it will be redeveloped as the regional hub for Wyndham City and will comprise infrastructure and services supporting commercial, retail, employment, educational, cultural and social activities</p> <p>The bush setting and generally well established landscape setting of Chirside Park adds to the overall amenity of the venue</p> <p>Good access to main roads and public transport (Werribee Station 800m away)</p> <p>Many of the established sponsors and corporate supporters of the Werribee Tigers are located in the Werribee and Hoppers Crossing suburbs</p>	<p>Much of the available football infrastructure is of a quality and condition below the requirements for a VFL venue</p> <p>The width of the oval does not conform with the minimum dimension prescribed by the AFL Vic (118m compared to minimum preferred of 125m)</p> <p>The size of the overall footprint of Chirside Park Oval will provide some constraints on the scale of any future infrastructure</p> <p>Whilst there is significant onsite car parking available in Chirside Park and on Watton Street adjacent to the oval (total of approx. 300 car spaces), some of this provision is also required to service users of the other sporting and recreational facilities in Chirside Park</p>
<p><b>Tarneit West</b></p>	<p>Opportunity to construct a new regional football venue to meet all required standards and conditions for a VFL venue, and would incorporate the latest design trends</p> <p>Opportunity for the Werribee Tigers and any future football academy-style facility</p> <p>Site could capitalise on available and planned commercial and transport linkages</p> <p>Opportunity to grow a new supporter base within the new residential community in the northwest area of Wyndham City</p>	<p>Timing of any development at the site is a minimum of five years away</p> <p>There would likely be little support infrastructure and residential presence in the short to medium term if the facility was constructed in the next 5 – 7 years, which will impact somewhat the capacity of the Club to develop a strong culture and presence for the Werribee Tigers' brand in this area</p> <p>The northwest site will locate the facility towards one edge of Wyndham City, which may impact upon the level of support for the Werribee Tigers from those people who live centrally and to the eastern and southern sections of Wyndham City</p>

Table 19 – Comparative Assessment of Chirside Park Oval and Tarneit West as a VFL Venue



On the balance of the comparative assessment, the low-risk option for the future sustainability of the Werribee Tigers is to remain at Chirnside Park Oval, and to work with Council and other relevant stakeholders, such as the AFL and AFL Victoria, to redevelop the existing facility to meet all current and future standards required for a VFL venue. The compelling arguments to remain are:

- The history and tradition of the Club at the site, and the inherent risks associated in relocating into a new and emerging area of the City and having to build-up the local spectator and commercial support.
- The close location (walking distance) of Chirnside Park Oval to Werribee City Centre. The close geographic relationship creates opportunities for the Werribee Tigers to promote matches (particularly Friday night matches) as 'walk-up' events for patrons who might be socialising pre-game along the City Centre Riverwalk. In addition, the close location of Werribee City Centre will continue to generate commercial partnerships and sponsorships from businesses based within the precinct. The latter is particularly important given the plans to significantly redevelop and expand the City Centre precinct as a commercial, retail and employment hub.
- Most of the current infrastructure deficiencies at Chirnside Park Oval can be rectified through redevelopment, the cost of which would have to be met at a greenfield site if a new Regional level football facility had to be established. (AFL Victoria has confirmed that the less than preferred width of the oval is more than offset by its above minimum length - 170m compared to a minimum preferred length of 150m).
- The concern about the adequacy of the car parking at Chirnside Park Oval does not appear to be shared by patrons (refer Section 5.5), and the initial planning for the redevelopment of Werribee City Centre allows for additional car parking provision within close proximity to Chirnside Park Oval.
- The central location of the venue in the City, which not only assists with promotional activities for match day spectators, but also ensures that all Wyndham City-based football clubs should have a similar perception as to the accessibility of the facilities and equipment for their occasional use.
- The Werribee Tigers' administration, when planning for their future, will have more surety at Chirnside Park Oval in relation to broad timeframes and capital investment imperatives, compared to the somewhat lengthy timeframes for any initial development of the Tarneit West site and the adjacent residential and commercial areas and other associated infrastructure, such as roads, rail and community facilities.

Preliminary discussions with the Werribee Tigers' administration and with AFL Victoria support the direction for the Werribee Tigers' to consolidate their long-term future at Chirnside Park Oval, pending the outcome of the investigations being undertaken during this study to determine the capacity of the facilities to be upgraded to meet and exceed minimum VFL venue standards. AFL Victoria supports an upgraded football-only facility as it has potential to then provide a number of opportunities for additional uses. These include the capability to host other football events such as U18 TAC Cup matches, State and National Championship matches for juniors (both male and female), and to support the growth of women's football by hosting future women's matches, or as a venue for other football related programs, such as AFL 9's, could also be conducted at the venue during the off-season.

**It is recommended that Chirnside Park Oval be the venue that Council, the Werribee Football Club and other football stakeholders develop as Wyndham City's Regional level football facility for the long-term.**

This direction creates the trigger for a number of other decisions to be made about the future provision of cricket and football facilities in Wyndham City, including:

1. An alternate venue is required to relocate the Werribee Cricket Club to, and this venue would also become the new headquarter facility for the Club. As a minimum, this facility must provide a turf wicket oval to meet the standard required for a Victorian Sub-District Cricket Association 1<sup>st</sup> and 2<sup>nd</sup> XI match, a District level pavilion, practice nets, and other associated infrastructure, e.g. car parking and storage. (It is preferred that the new venue also has provision for a second turf wicket oval to accommodate the 3<sup>rd</sup> and 4<sup>th</sup> XI matches).

Whilst Soldiers Reserve is the oval currently used for matches by the Club's 3<sup>rd</sup> and 4<sup>th</sup> XIs, the reserve does not presently meet the minimum standards for a venue to accommodate a VSDCA club headquarter ground. Therefore, if the Club was relocated to a venue with two turf ovals, Soldiers Reserve could have a changed use and/or different summer tenant.

Options available to consider for the relocation of the Werribee Cricket Club are as follows.

Soldiers Reserve (if upgraded) plus a second oval

An option for the second oval is one of the ovals within the Alfred Road Estate (Werribee).

New reserve comprising two ovals

An option to develop a new two-oval reserve for the Club the new sports reserve planned within the Alfred Road Estate (Werribee).

If the Werribee Cricket Club no longer required Soldiers Reserve, the centre wicket could be converted to a synthetic wicket and the reserve could become the designated headquarter venue for the Werribee Junior Cricket Club in summer.

2. An alternate venue is required at which to relocate the Werribee Auskick Centre. Given that this Centre is servicing the central area of Werribee, and in keeping with the directions of this study that recommend Auskick be offered in partnership with senior / junior football clubs, it is recommended that the Werribee Auskick Centre be relocated to Soldiers Reserve in a partnership approach with the Werribee Districts Football Club or to the new reserve in the Riverwalk Estate.
3. An alternate venue is required at which to relocate the Werribee Masters Football Club and this venue would also become the new headquarter facility for the Club. Options to accommodate the Club could be Dunnings Road Reserve after the Point Cook Football Club relocates to Saltwater Reserve, or to one of the ovals at Galvin Park following their redevelopment in accordance with an approved master plan, and where they could form an alliance with the Werribee Centrals.
4. Subject to Council approved funding arrangements from relevant sporting codes, stakeholders and project partners, the Tarneit West site should be master planned to incorporate a future dedicated football facility to accommodate a satellite football training facility for the Western Jets (potentially U16 squad and the Youth Girls High Performance Academy). The facility should be planned and designed to meet VFL minimum facility requirements. The facility could also become the preferred optional training venue for the Werribee Tigers when the Chirnside Park Oval is not available due to ground maintenance or the conduct of an event.

It is not proposed that the Tarneit West venue host VFL or U18 TAC matches – these will be scheduled to be played at Chirnside Park Oval as the priority.

It will be important that the above-mentioned options for the relocation of the listed groups are further discussed with all stakeholders, including the affected groups.

**It is recommended that Council considers and further investigates the feasibility of the above-mentioned options for the relocation of the Werribee Cricket Club, the Werribee Auskick Centre and the Werribee Masters Football Club from Chirnside Park Oval in consultation with the three groups.**

The direction to consolidate Chirnside Park Oval as Wyndham City's Regional football venue also creates an opportunity to consider options to expand the Oval's role and function to incorporate other sporting, recreational and community uses, as well as becoming the 'hub' for football in Wyndham City. The hub role will ensure the facility is available to be utilised by community football clubs and football groups, and not just the Werribee Tigers. Roles and functions of Chirnside Park Oval to support community football could include:

- Home of the Wyndham Football Academy auspiced and coordinated by a partnership that could include the Werribee Tigers, AFL Victoria (and its local Regional Manager), the Western Region Football League, and Wyndham City Council. The outputs could include specialist football coaching (squads), coaching accreditation, umpire recruitment and accreditation, club development programs, youth training, football medical training programs, leadership courses for local football club captains / leadership groups, and the coordination of Wyndham City Auskick centres and activities.
- One-off training sessions for community clubs utilising the resources, equipment and personnel of the Werribee Tigers.
- Practice match venue for community clubs. This will help mitigate conflicts that sometimes arise between cricket and football clubs that co-exist at reserves when the football club wants to schedule practice matches at the reserve prior to the cricket season concluding.
- New headquarters for the Western Region Football League (WRFL) administration and continued use of the oval as the League's main finals venue. This partnership is particularly relevant given the expected expansion of the WRFL from the many new football clubs that will be established as the population grows towards 400,000 people.

Preliminary feedback from the WRFL is that the group is interested in engaging in further discussions regarding this direction, provided that there was capacity to accommodate all office/meeting needs (requires approximately 250 - 300m<sup>2</sup>). The WRFL claims it would bring a direct economic activity of an estimated \$2M - \$3M per annum (outside of the impact of its clubs), and employment for 6-10 staff<sup>28</sup>.

The idea that Chirnside Park Oval become Wyndham City's major outdoor events venue is based on the planned extensive redevelopment of the Werribee City Centre and the potential to adapt much of the required VFL standard football infrastructure for alternate sporting, cultural and community uses, such as the playing surface, the grandstand, the social areas, the vending booths, and terraces. Where the planned redevelopment of the Werribee Railway Station is the eastern edge of the planned new Werribee City Centre, Chirnside Park becomes the western edge, or 'western bookend'.

Non-football events and activities could include:

- One-off summer sporting events and matches, such as A-League practice matches (Melbourne Victory and Melbourne Heart), Big Bash cricket practice matches through use of drop-in wicket technology (Melbourne Stars and Melbourne Renegades), and Super Rugby practice matches (Melbourne Rebels).
- Concerts and festivals.
- Expos and trade shows.
- Family fun days.
- Council sponsored events, such as Carols by Candlelight and Australia Day.

The viability and options for non-football uses of Chirnside Park Oval are further explored in Section 8.

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<sup>28</sup> Source: Submission by AFL Victoria's Infrastructure Planning Manager June 2012).

## 8. CHIRNSIDE PARK OVAL DEVELOPMENT PLAN

### 8.1. Scope of the Development Plan in this Section

The Chirnside Park Oval Development Plan completes the work undertaken by Brand Architects and Simon Leisure Consulting to identify a strategic direction for the future provision of cricket and football facilities in Wyndham City. The Plan is the second part of the two part study which:

1. examines and provides recommendations for the provision of facilities at Chirnside Park Oval and options for the future provision of elite level football and cricket facilities at this and potential new location/s in Wyndham City.
2. develops a design brief and architectural concept plans for the upgrade of Chirnside Park Oval, to meet short to medium term needs for football and cricket at the venue, and ensuring the viability of the facility for existing or new users in the long term.



Figure 8 – Chirnside Park Oval Pavilion



## 8.2. Overview of the Chirnside Park Oval Development Plan (CPDP)

A number of factors contribute to the need to redevelop Chirnside Park Oval:

1. the growth in population of the City of Wyndham,
2. the practicalities of elite and local level cricket and football clubs sharing the Oval,
3. the future strategic provision of cricket and football facilities in Wyndham City,
4. the need to upgrade the facilities at Chirnside Park Oval to meet current standards and expectations, and
5. the potential to expand the range of activities hosted at Chirnside Park and the level of community and business involvement.

Sections 1 - 7 of this Study Report cover the first three factors above and set out in detail the consultations and methodology that have informed the Chirnside Park Oval Development Plan (CPDP). This section presents the CPDP and addresses the last two factors.

A guiding principle underpinning this study is the City of Wyndham's aspiration and undertaking that quality community infrastructure be provided in a timely manner in line with its population growth .....

- *Plan for the timely provision of infrastructure to meet the needs of its communities*
- *Design its infrastructure to best practice standards to achieve asset longevity*
- *Manage the construction of infrastructure to ensure it complies with the approved designs and specifications*
- *Manage and maintain its assets to optimise their life cycle*

[Source: Wyndham City Plan (2011 - 2015)]

### ***Football and Cricket***

Chirnside Park Oval is currently the only regional level cricket and football facility in Wyndham City. It comprises of one oval, a multifunctional pavilion, a wooden grandstand, various other associated buildings, and a car park. It is currently the home ground of the Werribee Tigers, the Werribee Cricket Club, the Werribee Auskick Centre and the Werribee Masters Football Club.

Section 7.3 of this Study Report recommends that:

1. Werribee Tigers consolidate their administration and football activities at Chirnside Park Oval.
2. Werribee Cricket Club, the Werribee Auskick Centre, and the Werribee Masters Football Club relocate from Chirnside Park Oval to other appropriate facilities within Wyndham City.
3. Chirnside Park Oval become Wyndham City's main outdoor events venue with elite football (Werribee Tigers) the anchor tenant.

Important background material relating to the Chirnside Park precinct and the Chirnside Park Oval in particular is outlined in Sections 8.3 and 8.4. The remainder of Section 8 deals with the following issues.

### ***Existing Facilities (Section 8.5)***

The facilities at Chirnside Park Oval are currently deficient with respect to current standards and expectations in relation to:

- compliance with current safety and building standards,
- the physical condition of buildings,
- functionality, and
- current benchmark facilities.

These deficiencies provide an imperative for development or upgrade works at Chirside Park Oval. Other factors also require consideration when planning the future of Chirside Park Oval, and these are summarised below.

### ***Parking***

Significant parking currently exists within the Chirside Park precinct. Car park usage is at capacity in the summer months when the outdoor pool, and the bowls and tennis facilities are in full use. During winter, football finals and other signature football games generate increased parking demand. Whilst the developments proposed in this report may not significantly add to a parking demand during peak times, the issue of parking will inevitably arise in connection with any development proposals at Chirside Park.

### ***Benchmarks and Standards (Section 8.6)***

Benchmark facilities and guidelines have been identified that provide quantitative and qualitative standards for contemporary facilities, such as those proposed for Chirside Park Oval.

### ***Heritage (Section 8.7)***

Chirside Park as a whole has a heritage listing in the City of Wyndham's Planning Scheme (it is not registered with Heritage Victoria). The wooden grandstand at Chirside Park Oval is mentioned in the heritage citation and it is the only building of historical significance on the site.

The future of the grandstand in a redeveloped Chirside Park Oval will need to be comprehensively addressed. It will be important to engage in an appropriate consultation process with the relevant authorities and stakeholders to achieve the best outcome.

### ***Werribee City Centre (Section 8.8)***

The proximity of Chirside Park Oval to the Werribee City Centre requires that the relationship between them be considered in any future development proposal for Chirside Park Oval. This is especially relevant given the considerable population growth that is predicted in Wyndham City and the level of development planned for the Werribee City Centre precinct in the coming years. The development of Chirside Park Oval should be considered in this context.

### ***Design Concepts (Section 8.9)***

Two design concepts have been developed for Chirside Park Oval: Option A and Option B. The concepts represent, in a drawn form, optional 'briefs' for further development and as such, they are indicative of the scope of development. Further consultation will be necessary with key stakeholders to refine the detail of the building plans to ensure that they meet requirements at the detailed level.

Option A is the more extensive redevelopment option. It provides additional 'commercial' space when compared to Option B, which essentially provides for the minimum suite of facilities required for the venue to host VFL club training and match day activities. Business cases will need to be developed to support the commercial space options. That work is outside of the scope of this study.

### ***Estimated Costs (Section 8.10)***

Cost Plans are provided for Option A and Option B. The total project cost estimates for each option are:

- Option A \$7.35M + options
- Option B \$4.6M + options

The remainder of this Section of the Study Report deals with these issues in detail.

### 8.3. Chirside Park Precinct

Chirside Park Oval lies within the 7.3 hectare Chirside Park precinct, which is south of the Werribee River and between 250m – 600m west of the Werribee City Centre. A tree lined riverside path links Chirside Park to the Werribee Town Centre (see Figure 9).

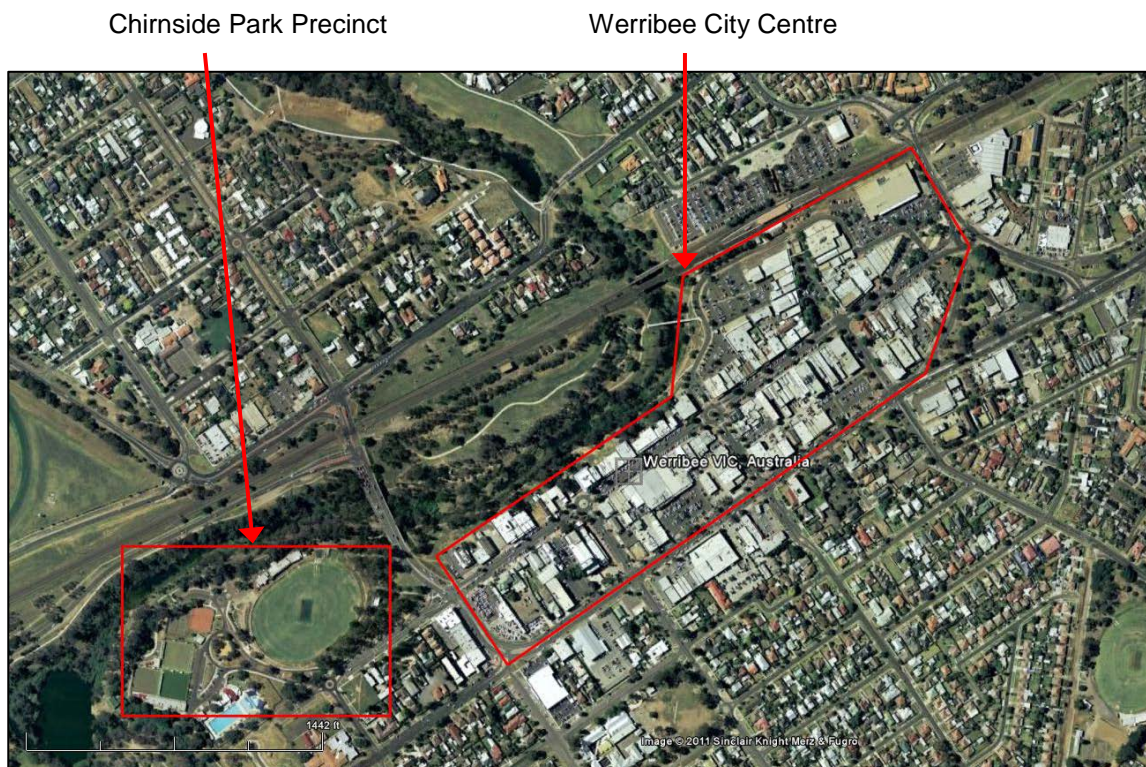


Figure 9 – Chirside Park Precinct and Werribee City Centre

Chirside Park was established as a recreation reserve in 1870 and developed quickly as a venue for public events. It includes the Werribee Olympic Outdoor Pool, the Werribee Bowls Club, the Werribee Tennis Club and parking for approximately 200 car parks (see Figure 10). The park precinct is open to the public at all times, including Chirside Park Oval when matches are not being played.

The sports and leisure facilities, riverside setting, proximity to Werribee City Centre and the long tenure of the various sporting groups at Chirside Park make it a significant entity in the cultural life of Werribee and the broader Wyndham City community.



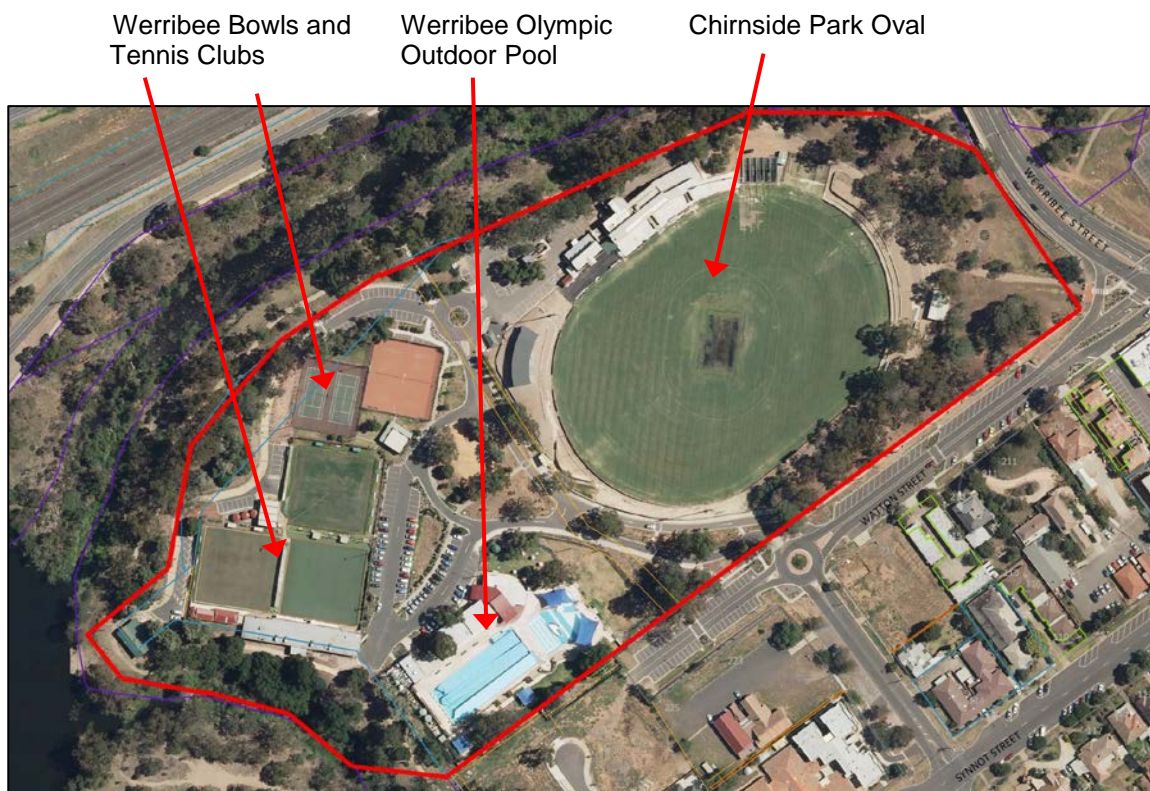


Figure 10 – Chirside Park Precinct

#### 8.4. Chirside Park Oval

Chirside Park Oval was established around the turn of the 20<sup>th</sup> Century and has since developed into its current layout. The original pavilion building was completed in 1924. The western end of the pavilion building was built in the 1960s, with the upper floor (which currently houses the social facilities) being added in the early 1980s. The eastern wing of the pavilion was then added in the 1990s to provide improved changing facilities for the Werribee Tigers. Numerous smaller alterations have also occurred over the years.

A number of rudimentary buildings, containers and shelters are scattered around the oval. Coaches boxes were installed in 2006 and a spectator shelter and associated landscaping improvements were completed in 2010. Other changes to the ground infrastructure have been recently completed, including upgraded floodlighting, the installation of a new scoreboard and ground signage, and improvements to the oval drainage and the player interchange area on the north side of the oval.

Principal facilities are located on the north side of the oval and include (see Figure 11):

- Wooden grandstand incorporating the Werribee Tigers' administration offices and the players' gymnasium / umpires room on the ground floor beneath the seating.
- Pavilion building.
- Kiosk (temporary).
- Covered spectator area.
- Stores.
- Cricket practice nets.
- Public toilet blocks.
- Turnstiles.

A schedule of the existing building areas is shown in the following table.

Room	Area \ Existing (sqm)
Social Room	234
Bar	12
Flexible Store Area	27
Function Room (Cricket)	71
Clubhouse (1 <sup>st</sup> floor)	25
Timekeeping	5
Office/ Admin	30
Medical	11
Kitchen	26
Store to Kitchen and Bar	8
Other Store	11
Cool Room	22
Third Umpire's Room	5
Change Room 1 (Home)	96
Physio	36
Coach's Room	28
Change / Locker	31
Amenities Area (Home)	27
Change Room 2 (Away)	72
Team Room	12
Coach's Room	12
Change / Locker	26
Store	5
Amenities Area (Away)	27
Gymnasium / Umpires' Change	55
Covered External Viewing Area	150
Team Room	17
Public toilets (excl separate block)	29
Home Stats box	8
Home Coach box	9
Media box	7
Announcer box	5
Away Coach Box	7
Away Coach Box	7
<b>Total Floor Area</b>	<b>1,153sqm</b>

(Source: Woodhead Building Condition Assessment Report 2009)

Table 20 – Schedule of Functional Spaces within the Pavilion

### **General Observations**

Chirnside Park Oval has developed over at least a 100 year time span. The facilities that occupy the site today reflect this long period of development and vary in age and quality accordingly. The following sections address the condition and functionality of the existing facilities when measured against contemporary standards and benchmarks.





Figure 11 – Chirnside Park Oval Existing Facilities

## 8.5. Chirnside Park Oval: Existing Conditions and Functionality

This section provides a summary of the physical condition of the existing buildings at Chirnside Park Oval and also identifies shortcomings in the functioning of the buildings. The *Woodhead Building Condition Assessment Report (2009)*, undertaken by for Wyndham City Council (the *Woodhead Report*) has been referred to for descriptions of the physical condition of the existing facilities.

The Woodhead Report identified four key issues with the existing facilities:

- Views from the grandstand are obstructed by the Away team's coach's box.
- The lack of passive surveillance to the rear (north side) of the site.
- Possible non-conformance of the building with Building Code of Australia requirements (BCA, now the National Construction Code). Of particular importance are fire egress, disabled access, natural light and ventilation.
- Poor condition of the facilities throughout the complex.

Three recommendations were made which apply to different parts of the existing building stock:

1. Upgrade all existing facilities to ensure compliance with BCA requirements.
2. Retain existing concrete structure of Building 6 (the pavilion building).
3. Complete rebuild of facilities.

### *Existing Conditions*

A room by room schedule of the existing conditions of key spaces is provided in the Woodhead Report. It is not proposed to repeat that detail in this report but a summary of key issues raised in the report is outlined below. Figures 12 to 18 illustrate the existing conditions.

- Circulation inside the pavilion is inefficient and natural light and ventilation levels are poor.
- Storage is inadequate. Landings and corridor spaces are used for storage and external storage sheds are scattered around the oval in an ad-hoc and untidy manner.
- Social spaces are in fair condition.
- Home and Away team change facilities are in very poor (Home) to fair (Away) condition.
- Coach's / team meeting rooms are in poor condition.
- Amenities (toilets and showers) are generally in poor to very poor condition. The design, services and fittings in these spaces are out dated and do not meet current standards (including BCA) in terms of water efficiency, safety, ventilation, access and egress. Major maintenance and repair is required to most amenity spaces.
- It is likely that asbestos is present in the building. An asbestos audit should be undertaken as soon as is practical.
- There are no disabled facilities or access on the first or second floors. The disabled facilities provided do not generally comply with the current minimum requirements of the BCA or the Disability Discrimination Act 1992.
- The Werribee Tigers' administration offices (beneath the grandstand) are overcrowded.

*Note: The Apex kiosk described in the Woodhead Report no longer exists, refreshments are currently served from a caravan in a temporary arrangement.*





View of Existing Pavilion and Grandstand from South



View of Grandstand Temporary Kiosk and Cherry Picker in the foreground



Pavilion and tiered seating

Figure 12 – Chirside Park Existing Conditions



Side view of the grandstand (west façade) and storage container in foreground



Rear of the pavilion, and external entry to the social room

Figure 13 - Chirside Park Existing Conditions



Interchange bench area



Gymnasium under the grandstand



Public Toilets to southeast of the Oval

Figure 14 - Chirside Park Existing Conditions



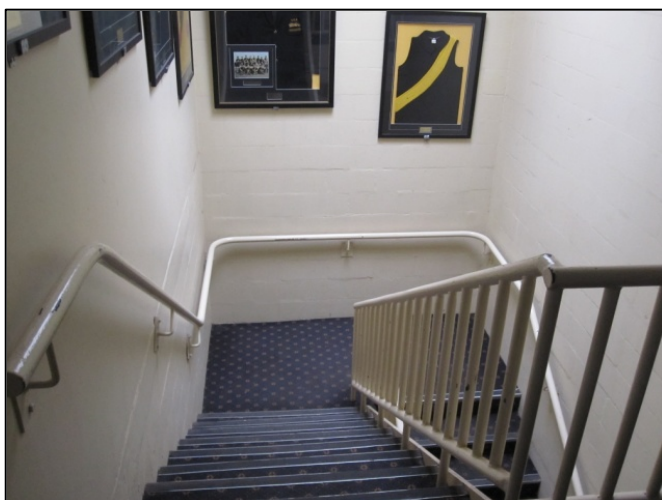


Social room

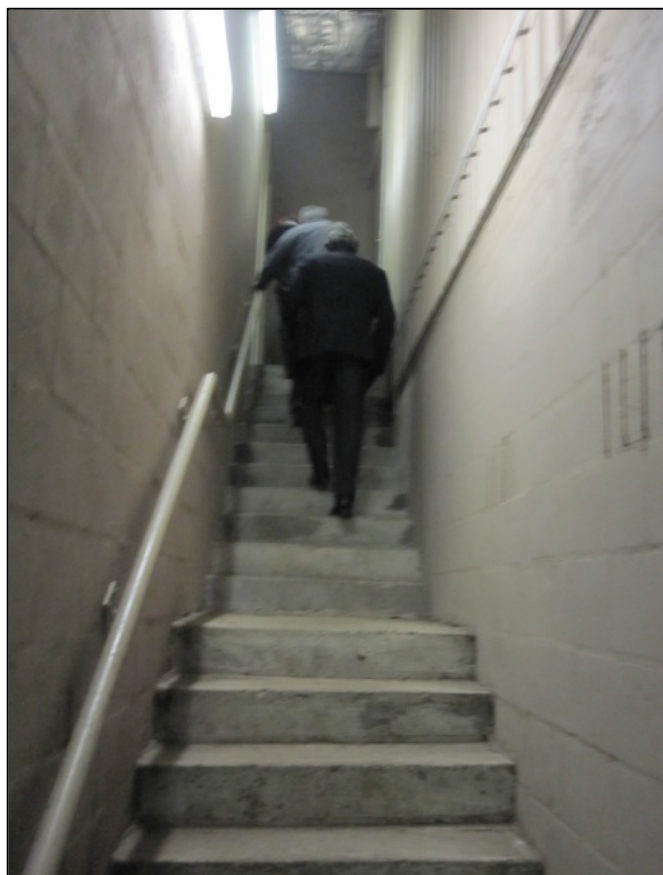


Covered spectator area

Figure 15 - Chirside Park Existing Conditions



Internal circulation stairs

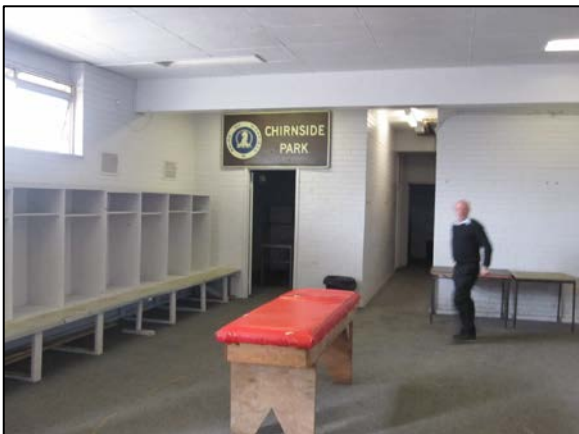


Internal circulation stairs

Figure 16 - Chirside Park Existing Conditions



Home team change / warm-up room



Away Team change room



Medical room



Home Team coach's / player's room

Figure 17 - Chirnside Park Existing Conditions



Tigers' administration area under the grandstand



Gymnasium / Umpire's amenities



Home team showers



Social room kitchen

Figure 18 - Chirnside Park Existing Conditions

### *Heritage*

Following a heritage analysis of Chirnside Park Oval, the Woodhead Report concluded that the existing timber grandstand is of historical significance and that the heritage values of Chirnside Park Oval should be considered in any future planning for the site, and that in any development scenario the grandstand should remain. The Woodhead Report also identifies serious deficiencies in the function of the grandstand as it presently exists.

Detailed options for the grandstand have not been formally pursued at this stage, however, a number of possibilities have been discussed, including retaining, upgrading or relocating it. Further discussion with the appropriate authorities and interested parties should be undertaken to ensure the heritage values of Chirnside Park Oval are appropriately respected whilst the quality of the facilities relative to contemporary standards are not compromised.

### *Functional Issues*

Further investigations were undertaken in the preparation of this report, including several walks around the site and consultation with the Werribee Tigers' administration staff and with representatives from the Werribee Cricket Club. The findings from these investigations are generally consistent with and support the conclusions outlined in the Woodhead Report. Other functional issues raised include:

- Public entry to the main pavilion, including the social room is poor and presents a poor image for the clubs.
- The absence of a lift to the first floor social room prevents access by people with poor mobility or other disability and makes deliveries to the first floor problematic.
- The social facilities are not served by disabled access or disabled toilet facilities.
- There is no direct access from the spectator terrace to social room.
- The gymnasium facilities are inadequate and sub-standard, and they double-up as inadequate umpires' change rooms.
- Separation of the gymnasium from Home team change room / warm-up rooms does not allow for an integrated use.
- The Home team players' warm-up area is inadequate in terms of finishes.
- Interchange benches require upgrade: they currently block spectator viewing and the drainage in their vicinity is poor (artificial turf and the lowering of the benches has just recently been completed).
- The Away team coach's and players' room (with tiered seating) is not efficiently used as it is disconnected from other player spaces.
- There is no permanent kiosk. A caravan is currently used as a temporary kiosk facility.
- There is insufficient storage for large items, such as the Werribee Tigers' cherry picker and box trailers.
- The timber grandstand is out dated and non-functional. The seating is in poor condition and views of the Oval are impeded by columns and the adjacent coach's box.
- Ticketing and turnstile facilities are inadequate.
- Temporary ice-baths only (wheelie bins) are available in the Home team area and are stored in the shower area.
- Home team coaching room lacks AV equipment.
- The showers and toilets in both player change rooms are in extremely poor condition.



- The recently installed covered spectator area is ineffective on windy days in providing weather protection.
- Werribee Tigers' memorabilia is displayed on the walls in the function room, which diminishes its potential for use as a 'neutral' venue for other non-football events or functions.

Further issues were noted that arise from the co-location of football and cricket at Chirnside Park:

- Significant wearing of the Oval's playing surface in front of the cricket practice nets caused by bowlers' run-ups.
- Access and use of the Oval and its associated facilities by the football and cricket clubs is a problem either side of the respective clubs' seasons.
- Werribee Tigers' would like to implement more development and coaching activities, particularly for promising local junior players and young adult players, however, co-tenancy with the cricket club means facilities and the Oval are generally not available for use outside of the designated 6 month winter season.

### **General Observations**

The facilities at Chirnside Park Oval date back to the 1900s. Improvements to the facilities have been made over time and are ongoing. The result is a piecemeal development. The existing facilities do not meet current standards and expectations in terms of their compliance with the appropriate codes and with respect to the condition of the buildings themselves. Significantly, there is also a range of functional shortcomings evident that diminish the potential for Chirnside Park Oval to operate effectively as venue for elite sports.

*The non-compliance of the existing buildings with current codes and standards with respect to significant safety and discriminatory issues should be given urgent consideration. While it is not mandatory for existing buildings to comply retrospectively with new codes and standards, as long as deficiencies exist with respect to safety and equality then risks arising from accident and liability also exist.*

The following section identifies benchmarks against which new facilities at Chirnside Park Oval may be measured.

## 8.6. Models, Precedents and Benchmarks

The previous section identified a number of areas in which the existing facilities at Chirnside Park Oval are sub-standard when compared to current 'best practice' and expectations.

It should be noted that Wyndham City Council's *Outdoor Sports Facility Development Guidelines (2009)* does not include facility descriptions and standards for sporting facilities classified as 'Regional'. The Guidelines advise that the development of such facilities require careful planning and feasibility assessment, the involvement of a number of stakeholders and funding partners, and a long-term perspective on the demand for the facility. Sections 1 - 7 of this report outline the consultation and assessment process that has been undertaken to date on this project.

A number of benchmark facilities can be used to gauge the quality and guide the development of Chirnside Park Oval as an elite football facility in terms of its functionality, and the opportunities it can offer for the playing, promotion and engaging in sport, more generally.

### *AFL Preferred Facility Requirements (2006)*

The AFL Preferred Facility Requirements (2006) provides minimum preferred space standards for State / Regional (VFL), District and Local level football facilities. It also provides generic building layout plans for such facilities. Table 21 on the following page shows the comparison of the areas of the existing facilities at Chirnside Park Oval with the AFL preferred standards for a VFL venue.

The comparison shows that generally the area of the existing facilities at Chirnside Park Oval is in excess of the AFL minimum standards. However, the AFL minimum standards reflect core facilities for a single oval arrangement catering for one home and one away team. They do reflect other competition formats, such as regional football league finals, where more than one home and one away team may be using the facilities concurrently.

In addition, a simple comparison of spaces by area does not consider the quality, condition and functionality of the Chirnside Park Oval buildings. A number of new VFL venues demonstrate the importance of enhanced facilities that provide flexibility and support wider social activities and community engagement.

### *Highgate Reserve Pavilion*

Highgate Reserve pavilion and grandstand building, home of the Coburg Tigers VFL club, was designed in 2008 and constructed the following year. The design includes a number of notable features, including:

- The Away team change room can be subdivided into two smaller home and away change rooms. This permits hosting of additional games without interfering with the principal team's facilities.
- The facility also has an enhanced social space, including external deck, kitchen facilities, and undercover seating. These facilities add to the spectator experience and community potential of the facility for its tenants.

### *Casey Fields Development*

The Casey Fields pavilion and grandstand building, home of the Casey Scorpions VFL club, was completed in 2006 and provides a similar complement of facilities to the more recent Highgate Reserve facility. The floor areas of the key rooms are in excess of the AFL minimum standards, and facilities include tiered seating with a first floor social facility with external deck.

The change rooms are configured again to permit the Away change room to be subdivided into a smaller pair of home and away rooms. The facilities are fully equipped with disabled access arrangements including a lift to the first floor.



Area / Facility	AFL (VFL) Standard	Area / Facility	Chirnside Park Existing
Social Room	164	Social Room	234
		Bar	12
		Flexible Store Area	27
		Function Room (Cricket)	71
		Clubhouse (1 <sup>st</sup> floor)	25
Timekeeping	12	Timekeeping	5
Office / Admin	25	Office / Admin	30
First Aid	15	Medical	11
Kitchen	40	Kitchen	26
Storage	25	Store to Kitchen and Bar	8
		Other Store	11
		Cool Room	22
Third Umpire's Room	15	Third Umpire's Room	5
Umpire's Room	30	Umpires' Room (see Gymnasium)	
Utility/cleaners	5		
Change Room 1 (Home)	55	Change Room 1 (Home)	96
Massage	16	Physio	36
		Coaching Room	28
		Change / Locker	31
Amenity 1 (Home)	35	Amenity (Home)	27
Change Room 2 (Away)	55	Change Room 2 (Away)	72
		Team Room	12
		Coach's Room	12
		Change / Locker	26
		Store	5
Amenity 2 (Away)	35	Amenity (Away)	27
Massage Room 2 (Away)	16		
Gym	35	Gym / Umpire's Change Rooms	55
Covered External Viewing Area	150	Covered External Viewing Area	150
Kiosk	40	<i>(Temporary caravan)</i>	
		Team Room	17
Public Toilets	45	Public toilets (excl. separate blocks)	29
Timekeeping / Scorers Box			
Coaches Boxes (6 x 1.2sqm)	7.2		
		Home Stats box	8
		Home Coach box	9
		Media box	7
		Announcer box	5
		Away Coach Box	7
		Away Coach Box	7
	<b>821sqm</b>		<b>1,153sqm</b>

(Source: Woodhead Building Condition Assessment Report 2009)

Table 21 – Comparison of Key Chirnside Park Oval Existing Areas to AFL (VFL) Minimum Standards

### ***Arden Street Complex North Melbourne Football Club***

The Arden Street Oval Complex is the home of the North Melbourne Kangaroos Football Club (with whom the Werribee Tigers are aligned). While this is an altogether different level of facility than Chirnside Park Oval there are some significant and innovative strategies on display that can be considered in the context of a second tier football facility, such as Chirnside Park Oval.

Co-location and sharing of Club and community facilities, such as the gymnasium and the swimming pool, help foster the relationship between the North Melbourne Football Club and the community, and they provide a commercial benefit.

There is also a modern and innovative educational and community facility embedded within the Arden Street complex, the 'Huddle'. While such a facility will likely be beyond the scope of a redevelopment of Chirnside Park Oval, it nevertheless points to a philosophy of wider engagement with the public for the long term benefit of the Club and the local community.

While it is not suggested that such initiatives are directly feasible at Chirnside Park Oval, they illustrate a model that seeks to maximise commercial benefit and community involvement in the future of the football Club and the sport in general.

### ***General Observations***

Together these facilities and the AFL facilities' guidelines set a standard for a new generation of facilities and suggest some future trends. Contemporary facilities provide:

- An enhanced patron experience for players, members and spectators, alike.
- An equitable experience for all groups of the community.
- A safe, comfortable and pleasurable experience through compliance with current codes and levels of amenity.
- Commercial opportunity through appropriate social spaces that can be used for a range of public activities and events beyond club use.
- Flexibility in change rooms that allows teams other than the major tenant to use the facility.

The inclusion of these characteristics and others will allow such facilities to address the needs of the widest possible section of the community and maximise opportunity, whilst still carrying out their core function as a sports pavilion.

## 8.7. Town Planning Context

### *Town Planning*

Chirside Park Oval is part of the larger Crown land reserve of Chirside Park, and is zoned *Public Park and Recreation*. There is a Heritage Overlay HO104 on the site, and this classification stipulates that a Planning Permit will be required to construct or alter buildings within the designated area. The following documents are attached in Appendix 11:

- 43.01, Heritage Overlay (Wyndham Planning Scheme).
- Heritage Overlay Schedule HO104.
- Chirside Park Citation from City of Wyndham Heritage Study.

As noted in Section 8.4, the Chirside Park Oval, including the timber grandstand (Figure 19) appears in the Schedule to the Heritage Overlay. Any works to the Oval will have to address the heritage dimension of the Town Planning process. A heritage planning consultant should be appointed as part of the consultant team to prepare an appropriate assessment and strategy for its future use.

Figure 19 – Timber Grandstand



### *Conservation Heritage Management Plan (CHMP)*

A CHMP is a report recommending measures to be taken to protect Aboriginal cultural heritage affected by a development or use of land. It presents a project specific framework for complying with the Aboriginal Heritage Act 2006.

Due to the location of Chirside Park in an area of cultural sensitivity a Mandatory Cultural Heritage Plan will be required. An appropriately qualified archaeologist should prepare this plan.

### *General Observations*

The preparation and processing of a Town Planning application will take some months and will involve a degree of consultation and communication with stakeholders and the public at large. Many people and groups feel some 'ownership' of Chirside Park and Chirside Park Oval. It is likely that parking and heritage issues will feature prominently in the process, therefore it is important that appropriate consideration and expertise are applied to these areas.

## 8.8. Werribee City Development

The population of Wyndham City is forecast to grow to around 320,000 people within the next 20 years and then in excess of 400,000 people by 2050. Werribee is set to become the regional capital city that will serve this community.

Key components in the development of Werribee City Centre include mixed-use areas with a special focus on improving the relationship of the townscape with the Werribee River (see Figure 20 on the following page). A number of public infrastructure projects will underpin the redevelopment Werribee City Centre, including the Wedge Street Plaza, the Wyndham Park and Riverbend mixed-use development<sup>29</sup>. (See Figure 21).

Chirnside Park Oval, approximately 400m to the west of the Wedge Street Plaza, occupies a significant location relative to the Werribee City Centre precinct development. The potential influence of the projected growth in population, the increased level of commercial, retail and cultural activities, and improved car parking provision in the Werribee City Centre precinct were recognised during the investigative stages of this study as positive future influences on the usage and profile of Chirnside Park Oval.

In August 2011, the project consultant team conducted meetings with Wyndham's Place Manager to discuss possible synergies between the Chirnside Park Oval redevelopment and the Werribee City Centre precinct. Presentations were made to Council officers and to Councillors in which these opportunities and the Chirnside Park Oval redevelopment project, in general, were discussed. A number of ideas were raised during these discussions, including the potential for Chirnside Park Oval to be considered as an 'outdoor events venue' for Wyndham City with football as the major tenant activity. Enhancements to the range of activities that could be offered at Chirnside Park Oval, including commercial opportunities were also considered. Option A in the design concepts (see Section 8.9) incorporates extra commercial space for a range of additional functions.

The Werribee City Centre Precinct Parking Plan sets out a network of public parking facilities to serve the developing City centre, including a number close to Chirnside Park that will enhance parking availability for VFL football match patrons and other large-scale events (see Figure 22).

### *General Observations*

The development of Chirnside Park Oval should be considered in the context of the projected growth in population, the new commercial, retail and other activities, and improved parking provision within the Werribee City Centre precinct. The proximity of Chirnside Park Oval to the City Centre precinct is likely to deliver commercial benefits to the operation of the Werribee Tigers. It could also link the attendance of football match to a broader leisure and lifestyle experience involving the riverside path and amenities.

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<sup>29</sup> *Werribee City Centre Structure Plan and Precinct Parking Plan, 2010.*

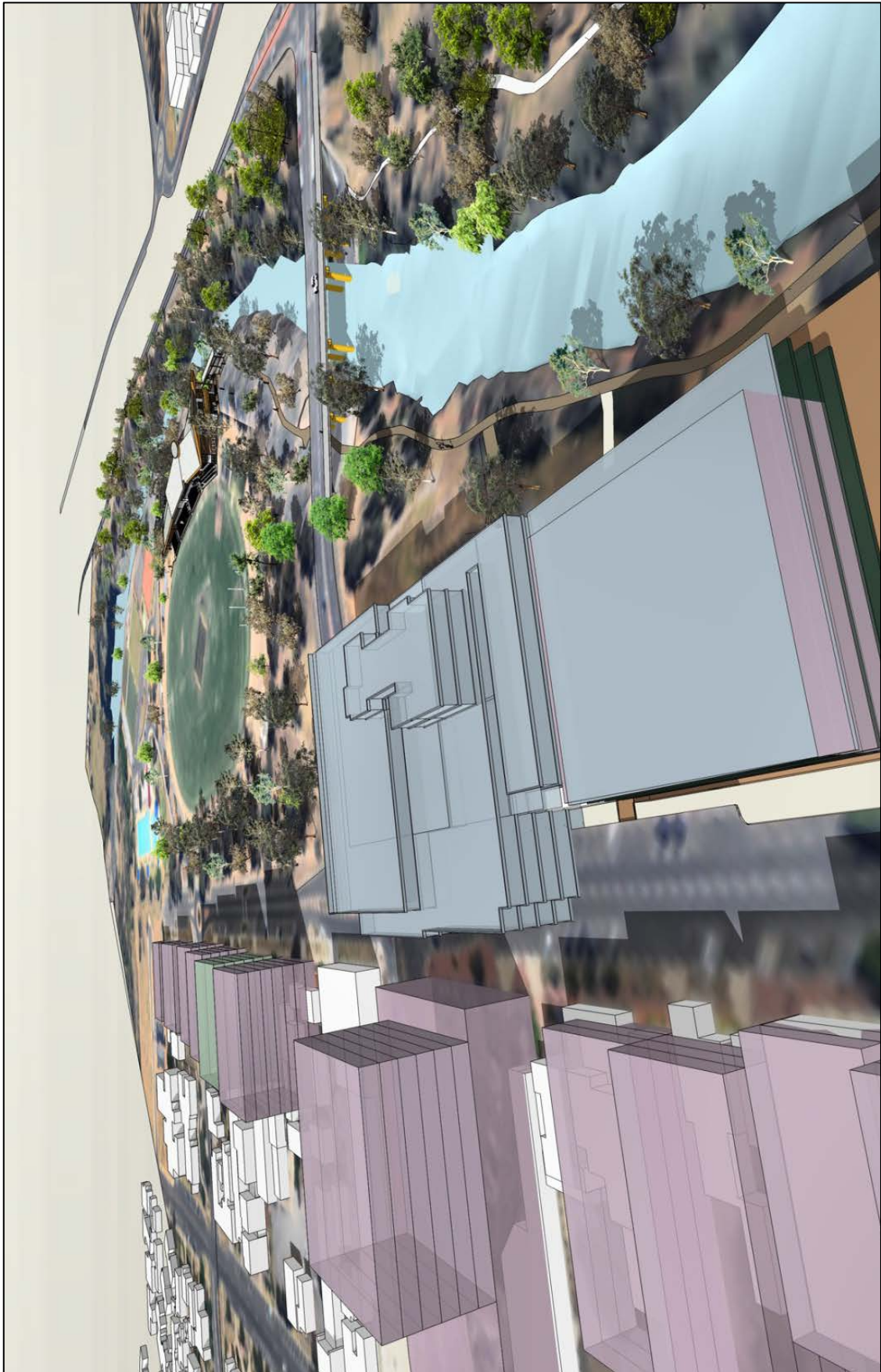


Figure 20 – Proximity of Chirnside Park to Werribee City Centre Development





Figure 21 – Key Proposals Within the Werribee City Centre Redevelopment Plan (2010)



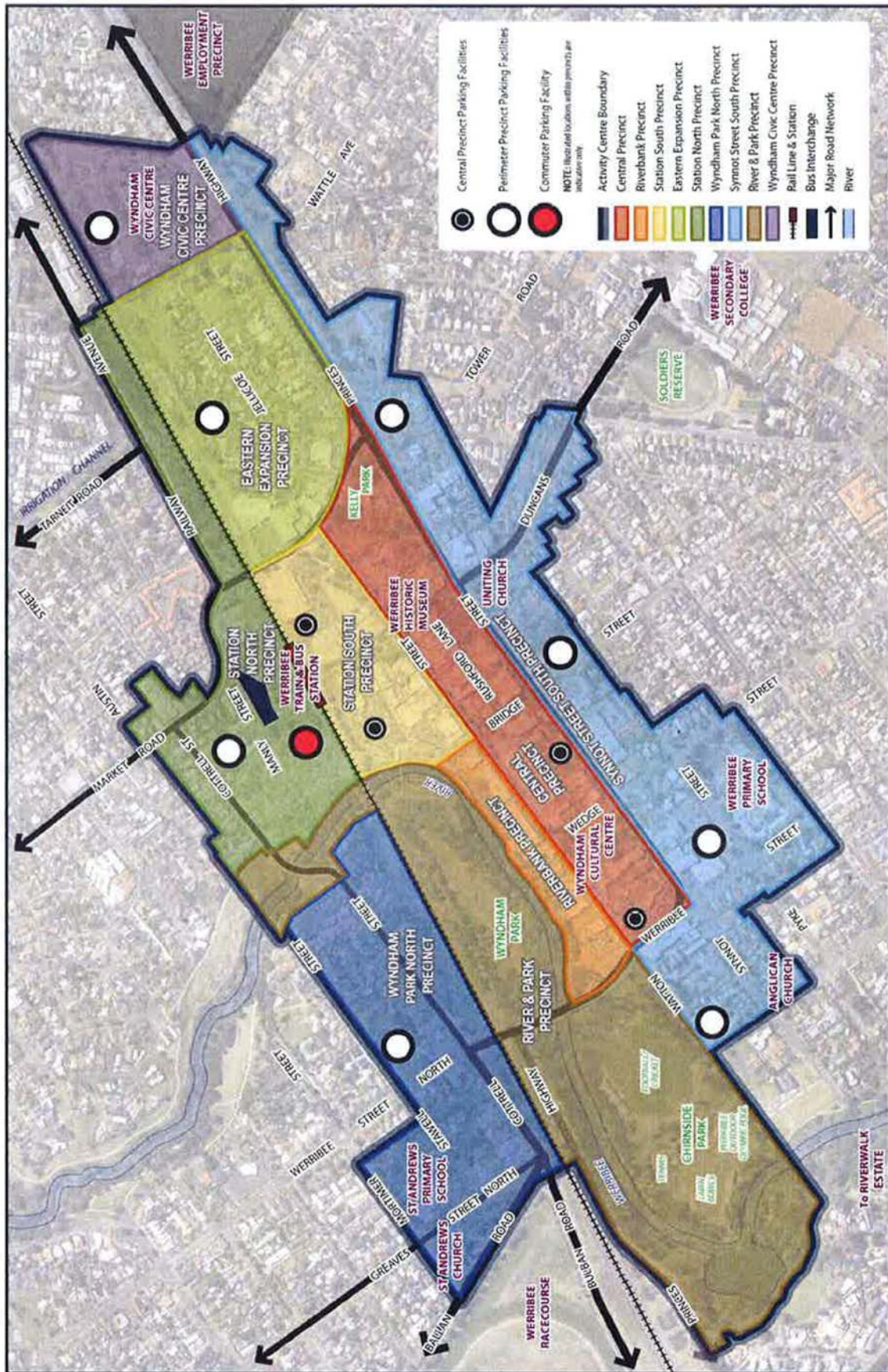


Figure 22 – Werribee City Centre Precinct Parking Plan

## 8.9. The Concept Plans

Ideas about the future of Chirside Park Oval as a venue for football and cricket have shifted during the course of this study.

Initial thinking was that football would move from Chirside Park Oval in the long-term to new venue off Sayers Road, Tarneit West. Since this was a long-term pathway, it necessitated a short-term stopgap solution that would allow the Werribee Tigers to continue to operate at Chirside Park Oval for the next 5 - 10 years. The short-term solution would have to address the current sub-standard, inequitable and risk creating facilities at Chirside Park Oval.

During the course of the study it became apparent that Chirside Park Oval could still offer significant opportunity for the long-term future of the Werribee Tigers, and that appropriate development could secure the future of Chirside Park Oval as the historic and now future home of football in Wyndham City, whilst cricket could be relocated to an alternate venue. The logic of this underpinning strategy is described in detail in Section 7.3.

This section deals specifically with the Chirside Park Oval buildings and the development of a venue, which meets contemporary standards and expectations as a VFL football venue, and capitalises on strategic and historic opportunities.

Two alternative plans are presented:

1. Option A  
The more extensive scheme and includes additional commercial spaces.  
(See Figures 23 and 24)
2. Option B  
Provides a conforming football-focused venue.  
(See Figures 25 and 26)

Costing for both Options are presented in Section 8.10.

Both options:

- exceed minimum VFL venue standards in terms of area,
- provide functional areas equivalent to or greater than those of the existing facilities at Chirside Park Oval, and
- align with current benchmark facilities (Casey Fields and Highgate Reserve) in terms of area, layout, flexibility and amenity.

Further, both options:

- occupy the same location on the north side of the oval as the existing pavilion building,
- open the facility to the Riverside Walk,
- provide a new pavilion car park and forecourt arrangement on the Werribee River side of the pavilion,
- assume some demolition and some re-use of existing concrete structures, however Option A requires the removal of the timber grandstand from its current location,
- optimise the south facing view across the oval for spectators, and
- minimise the impact on trees and the surrounding parkland in general.

The accommodation schedule for both options follows in Table 22.

Area / Facility	Option A (revised)	Option B
Home Change	55	55
Home Warm Up	100	120
Home Showers/Ice Bath/WC	50	50
Coaches office (in change area)	12	12
Massage	24	20
Medical Room	15	15
Coaches Briefing / Lecture Room	30	30
Property Store	12	12
External Store	35	-
Umpire Change	50	30
Away Change (2)	55	75
Away Warm Up / Change (3)	55	75
Away Showers / WC (2 and 3)	60	45
Away Massage (2)	15	15
Away Massage (3)	15	15
Away Coaches Briefing / Lecture Room (2)	30	30
Away Coaches Briefing / Lecture Room (3)	30	30
Storage		
Cleaner	5	5
Time Keeper	6	6
Statistics	6	6
Media	6	6
Third Umpire	6	6
Away Coach	12	12
Home Coach	18	18
Announcer		
Office	15	90
Tigers' Reception /Gallery	30	-
Tigers' Administration	45	-
Meeting / Conference	15	-
Gymnasium		70
Community Gym	90	-
Aerobics Room	90	-
Gym Change and WC (M and F)	50	-
Access WC	10	-
Social Room / Function Centre	200	165
Public Toilets	70	50
Foyer	60	70
Bar and Standing	50	30
Kitchen	40	40
Cool Room / Store	10	10
WC Access	10	-
Café	100	-
Café Kitchen / Stores	30	-
Cleaner	10	5
External Bin Store		20
Refreshment Kiosk		
Sports Medicine Consultation Suites x 6	80	-
Storage	20	-
Public Toilets (M and F and access)		-
Waiting	15	-
Cleaner's Cupboard	3	-
Sports Administration Suites	100	-
<b>Total Net Area</b>	<b>1,845sqm</b>	<b>1,238sqm</b>
<b>Gross (add 15%)</b>	<b>2,122sqm</b>	<b>1,424sqm</b>

Table 22 – Chirnside Park Oval Pavilion Accommodation Schedule



### 8.9.1. Option A

Option A combines a contemporary State (VFL) level football facility with additional commercial space. It comprises ground and first floor levels. Its principle features are described below.

(See Figures 23 and 24 for the plans, and Figures 25 – 27 for perspectives of the pavilion building).

#### *Activating the River Frontage*

A major objective of the new pavilion building is to create a positive and active relationship with the Werribee River corridor and to eliminate the experience of the north side of the building as an unpleasant and unsafe backwater.

A new Forecourt is proposed on the north side of the new pavilion building leading into a glazed, double height entry Foyer. The entry foyer leads directly to commercial space that would be ideal for a public Café operation, or similar. The commercial space has access to an outdoor area that connects directly to the Riverwalk. At the upper level, a Function Room and Deck overlook the Werribee River.

More commercial space is provided off the foyer. It is envisaged that this space could house a Public Gymnasium or Fitness Centre. This space has views to the east and there is potential for direct external access to the oval, the outdoor area, and the Home team warm-up space.

Public toilets and change facilities are located off the foyer and are sufficient to support activities that could occupy the commercial space. The new Forecourt will replace the degraded parking space that currently exists. The Foyer and commercial spaces that connect to it will help to activate and provide passive supervision of this area.

#### *Football Facilities*

The main football facilities are arranged in a wing running east-west on the site of the existing pavilion building. The Home team change rooms are immediately adjacent to the Foyer and may be accessed from it or from a separate entry located between the Home team and Away team change rooms. The Home team change rooms are divided by a roller door and will have the capacity to operate as a single change facility or as two smaller Home and Away change rooms.

The Warm-Up Room has retractable seating, allowing coaching activities for coach's briefings and team meetings. A dedicated Coach's Room is proposed with fixed tiered seating, a Coach's Office and Medical and massage spaces. The wet areas would include toilets, showers and an ice bath.

The Away team change facilities incorporate a similar set of facilities as the Home team rooms, including the capacity to be divided into two smaller change rooms. When operating as a single change room, one of the smaller change room spaces could be used as a warm-up space. The oval may be accessed directly from the change rooms.

The flexibility of the change room configuration allows up to four teams to be changing at the same time, thus allowing back to back games or training sessions to take place. The Home team and Away team change rooms may be accessed from a separate central entry. This also provides the opportunity for separate access to the upper floor rooms and access to the oval itself.

Additional storage, public toilets and a Kiosk would be located at the western end of the pavilion building.

### ***First Floor Facilities***

Whilst football facilities are planned for the ground floor, the first floor incorporates a mixture of administration, social and commercial space.

The main public stairs and lifts lead to an upper level Foyer from which the Function Room, the commercial space, the Werribee Tigers' administration and the match-day boxes are accessed. Public toilets serving the Function Room and other upper level spaces are located off the upper Foyer.

### ***Function Room***

The Function Room has the capacity to seat 100 people in a dining arrangement or approximately 180 people in a casual cocktail-style format. It is serviced by a separate Bar and Kitchen and has access to an external Deck to the east, which looks back towards the Werribee City Centre and the Werribee River, and a smaller Deck overlooking the oval. The Function Room would be glazed affording views of the oval, the Werribee City Centre precinct, and the Werribee River corridor. A dumb waiter and stairs would serve the Kitchen and associated stores from ground level service area below.

### ***Tigers Administration***

A suite of rooms dedicated to the Werribee Tigers' administration is provided immediately to the west of the upper Foyer. These include administration, conference and office facilities. There is also an opportunity to enhance the Foyer and approach to the administration area with a 'gallery' space leading from the upper Foyer to the administration area. This provides space to display football memorabilia, merchandise and other marketing or brand material.

### ***Match-Day Boxes***

The match-day boxes for coaches, umpires, media, timekeepers, etc. face the oval and are accessed from the main Foyer or the other central stairway.

### ***Commercial Space***

There are two other opportunities for commercial space built into the design at the upper level:

- the space immediately to the north of the match-day boxes, which are currently indicated as 6 individual rooms, would lend itself to small offices or consulting suites, and
- the space to the west of the central stair, which is indicated as open plan office, is approximately 100sqm and the opportunity exists for considerably more than this should the demand exist.

New undercover-tiered seating for 500 people has been incorporated at the front of the pavilion building. The Function Room may be accessed from the upper level of the tiered seating. Additional space to house storage, a set of public toilets and a Kiosk are proposed at the western end of the pavilion building.



Figure 23 – Option A Site Plan



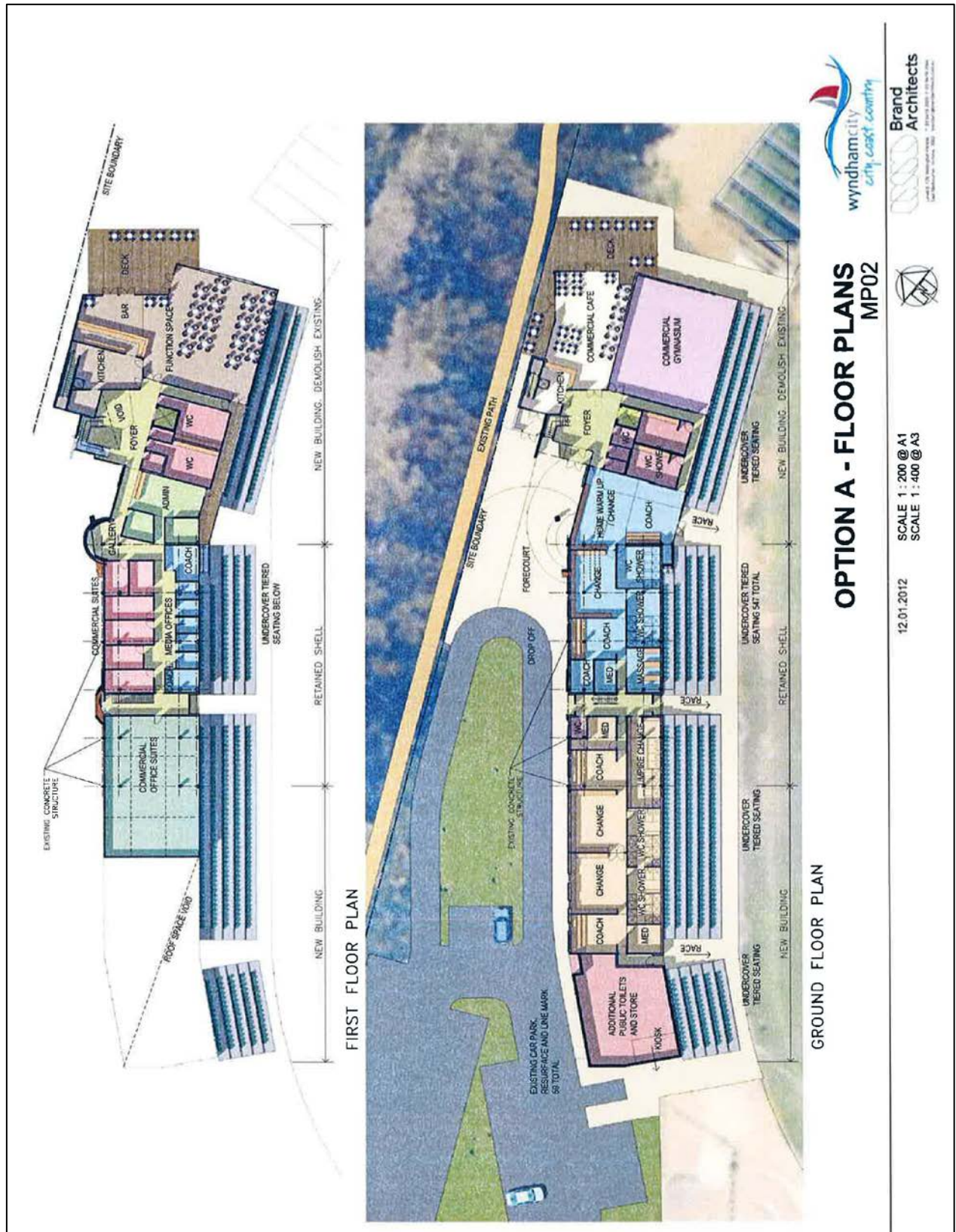


Figure 24 – Option A Floor Plans

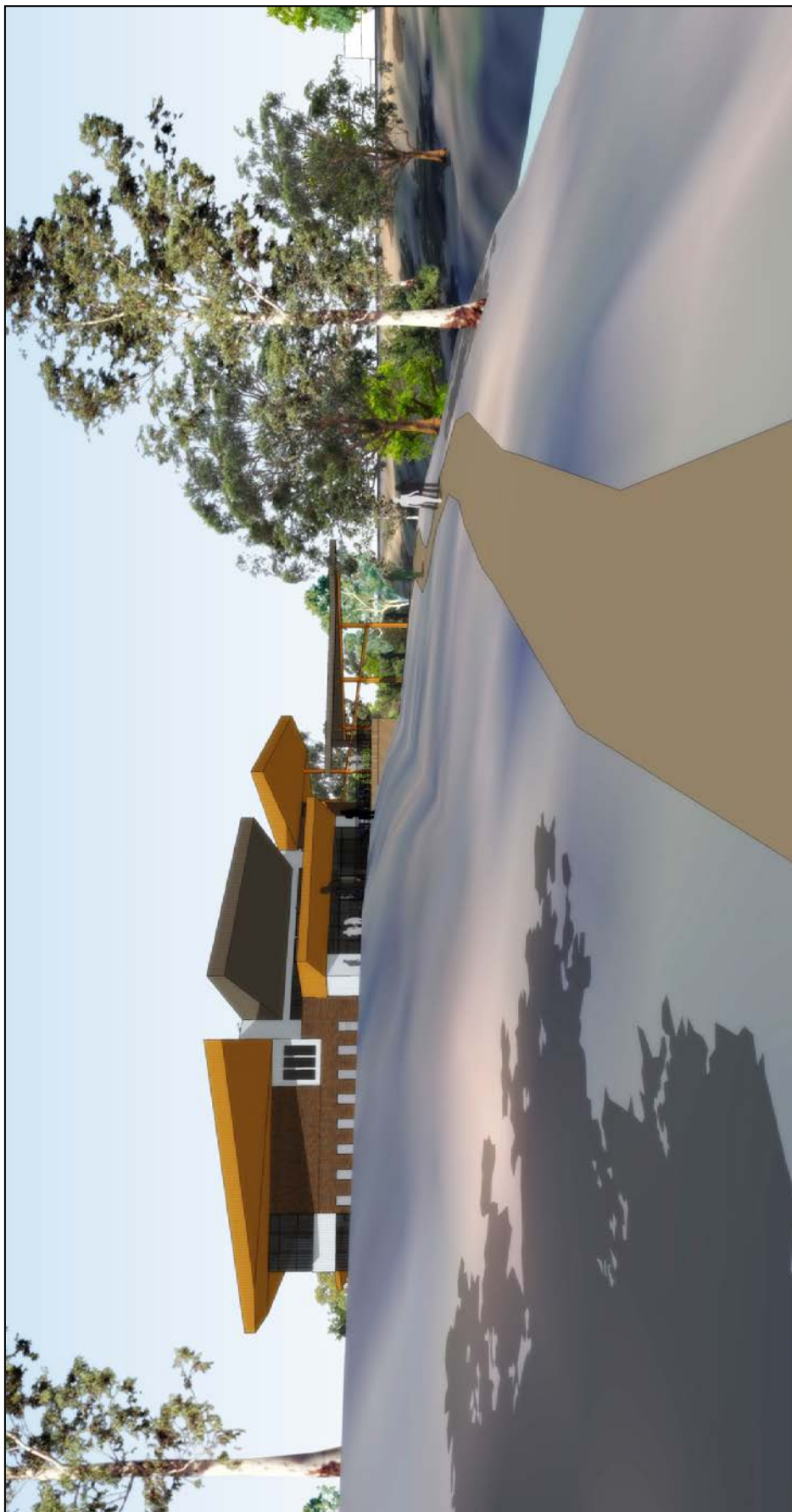


Figure 25 – Option A Perspective Looking West into the Foyer Arriving from the Riverwalk Approach



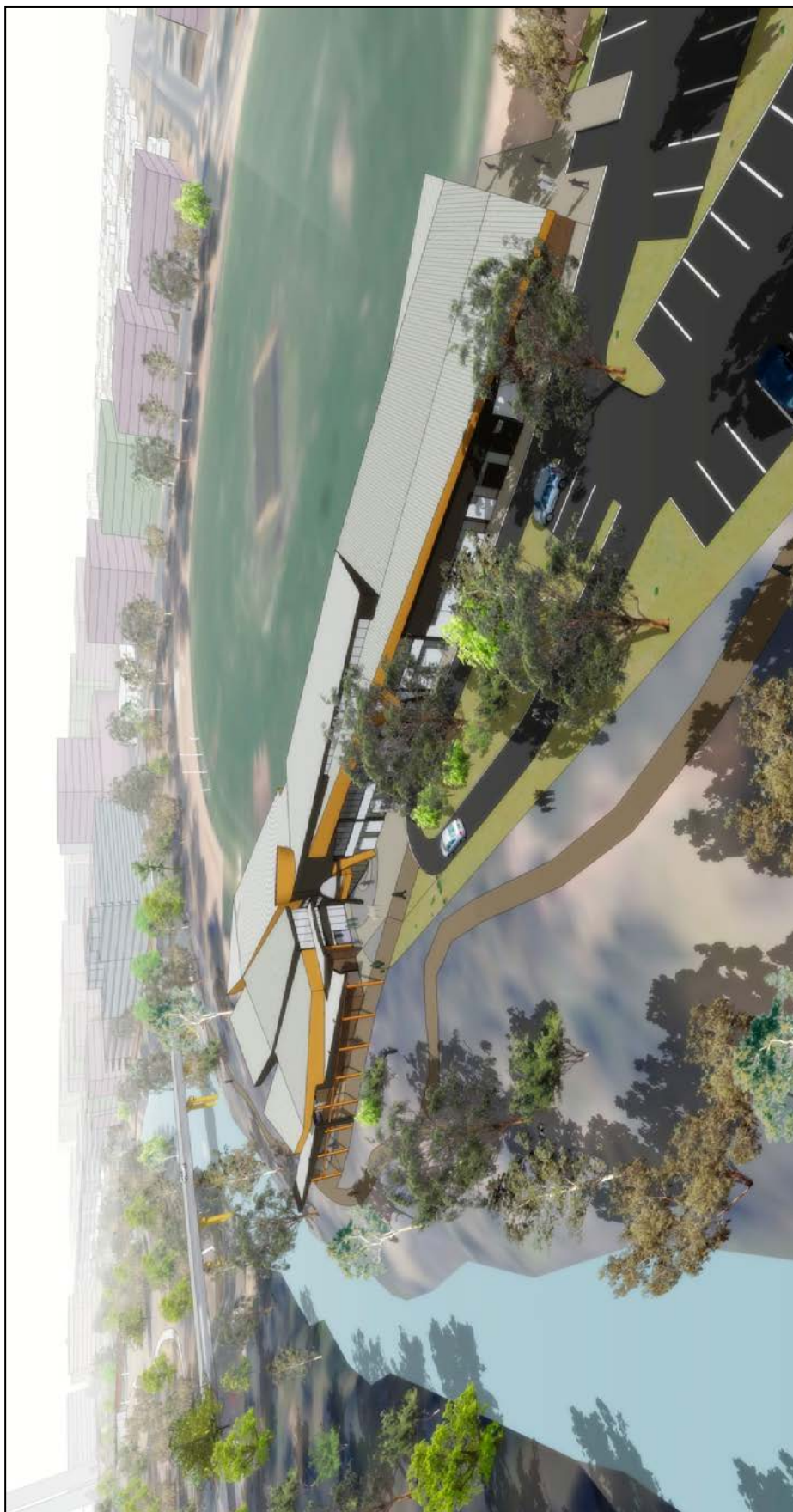


Figure 26 – Option A Perspective Looking Towards the Werribee City Centre Over the New Pavilion



Figure 27 – Option A Perspective Looking North Towards the New Grandstand

## 8.9.2. Option B

Option B is smaller in area than Option A, however, provides a football facility comparable with contemporary State (VFL) level football facility benchmarks. The Option B scheme does not provide for additional commercial space. (See Figures 28 and 29)

The orientation and siting of Option B is similar to that in Option A.

A new Forecourt will be established on the north side leading to the new glazed entry Foyer, which is in the centre of the building. The entry Foyer leads directly to the change room facilities either side of it. The Foyer also incorporates a stair and lift leading to the first floor facilities.

### *Football Facilities*

The football change facilities are arranged either side of the Foyer and occupy the entire ground floor. Both the Home team and the Away team change rooms have the capacity to operate as a single change facility or a pair of smaller change rooms. A dedicated Warm-Up Room, and a Coach's Room with fixed tiered seating, a Coach's Office and Medical and massage spaces is proposed. It is envisaged that wet areas would include toilets, showers and an ice bath.

The Away team change facilities incorporate a similar set of facilities as the Home team rooms, and the capacity to be divided into two separate change rooms, separated by a roller door. When operating as a single change room, one of the smaller change room spaces could be used as a warm up space. The oval may be accessed directly from the change rooms.

The flexibility of the change room configuration allows up to four teams to be changing at the same time, thus allowing back to back games or training sessions to take place.

### *First Floor Facilities*

The main public stairs and lifts are located in the main Foyer and lead to an upper level Foyer. The Function Room, the Werribee Tigers' administration and the Match-Day Boxes are accessed from the upper Foyer.

Public toilets serving the Function Room and other upper level spaces are located in the upper Foyer.

### *Function Space*

The Function Room has the capacity to seat 80 people in dining arrangement or 150 people in a cocktail-style format. It is serviced by a consolidated Bar and Kitchen and has access to an external Deck to the east, looking back towards the Werribee City Centre and the Werribee River, and access to an external viewing deck over the oval. The Function Room would be glazed, affording views of the Werribee City Centre precinct, the oval and the Werribee River. A dumb waiter and stairs would serve the Kitchen and associated stores from the ground level service area.

### *Tigers Administration*

A suite of rooms dedicated to the Werribee Tigers' administration is provided immediately to the west of the upper Foyer. These include administration, conference and office facilities.



### ***Match-Day Boxes***

The match-day boxes for coaches, umpires, media, timekeepers, etc. face the oval and are accessed from the main Foyer or the other central stairway.

New undercover-tiered seating for 500 people has been incorporated at the front of the pavilion building. The Function Room may be accessed from the upper level tiered seating. Additional space to house storage, a set of public toilets and a Kiosk are proposed at the western end of the pavilion building.



# OPTION B - SITE PLAN MP03

09.01.2012    SCALE 1 : 333 @ A1  
SCALE 1 : 666 @ A3

Figure 28 – Option B Site Plan



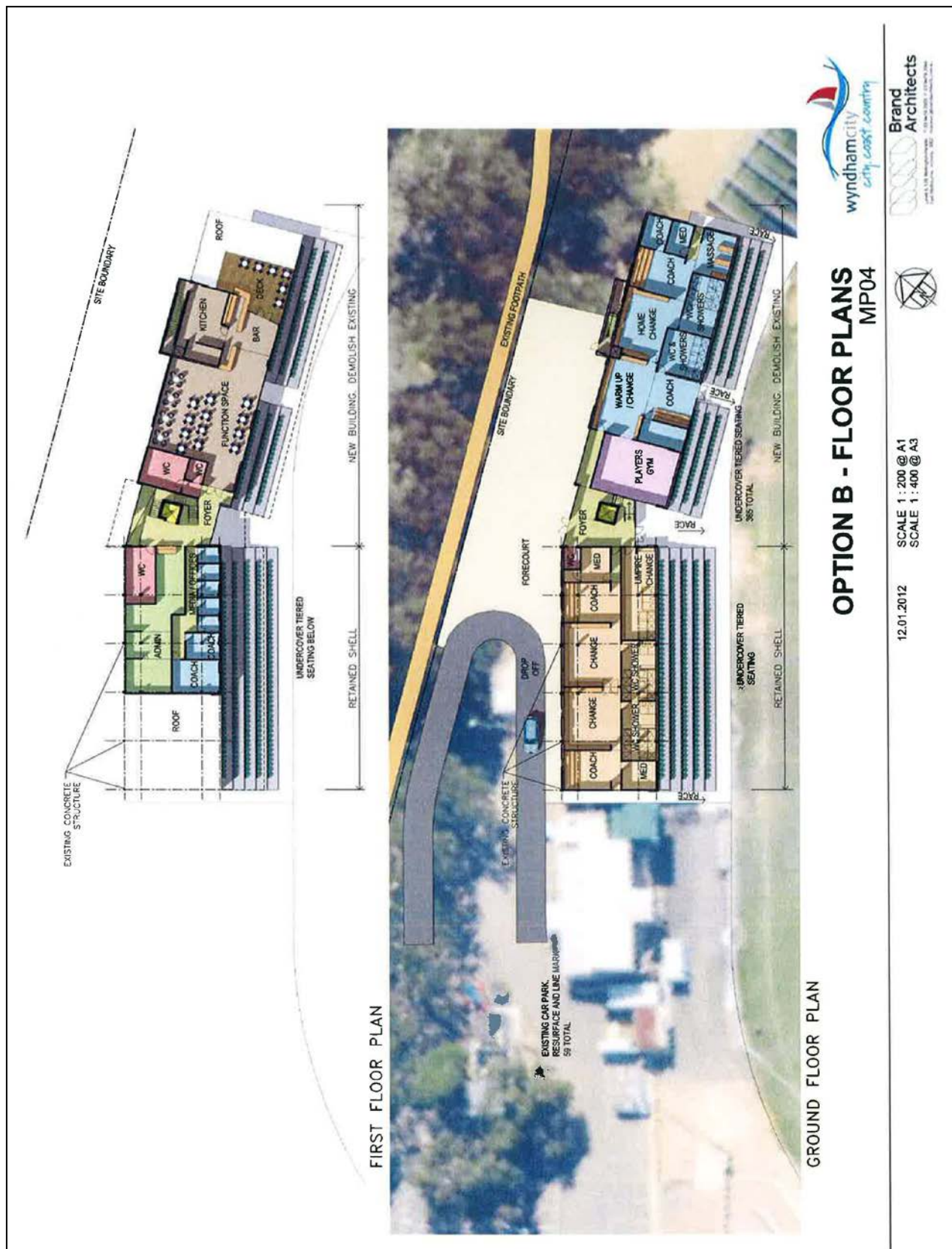


Figure 29 – Option B Floor Plans

### ***Car Parking (relevant for both Options)***

Preliminary traffic and parking advice and commentary has been sought from Cardno (Traffic Engineers), the Wyndham City Council and patrons of Chirside Park Oval. This advice is set out below.

There are approximately 200 car parking spaces within the Chirside Park precinct and 100 car spaces on-street in Watton Street, adjacent to Chirside Park. Additional overflow parking is available in surrounding streets. Anecdotal evidence suggests that peak parking occurs during the summer months when the swimming pool, the bowls club and tennis club are in full use. During the winter season, major VFL match days can generate significant parking demand.

(Formal surveys of current parking demand and provision are not available, however, should be undertaken as part of the detailed planning and design process for any proposed redevelopment of the pavilion building).

Data and research relating to the provision of car parking show that:

- The proposed changes to Chirside Park Oval identified in both Option A and Option B would provide facilities that would be used by the same number of people currently using the facilities at Chirside Park Oval. Consequently, there is unlikely to be a significant increase in the demand for parking from its current levels on days of high match attendance.
- Option A, with the enhanced Function Room facility, may attract additional patrons to matches. The Function Room is also likely to be used more frequently at other times. Consideration should be given to additional patronage on match days and additional patronage generated by functions on days / evenings other than match days (refer Table 23).
- The patron survey undertaken on 24 July 2011 at the VFL match between the Werribee Tigers and the Williamstown Seagulls (traditional rivals) provides useful data regarding the mode of transport used by patrons on match-days and patrons' satisfaction ratings with the current provision:
  - 94% of patrons travelled to the ground by car,
  - Patrons ranked 'close car parking' as only equal fifth as important facilities to be available when attending a VFL match, and when asked to rate Chirside Park Oval's (CPO) performance of providing 'close car parking', 66% rated CPO 'good', with only 11% rating this aspect 'poor'.
  - When asked to identify up to three improvements that they would like to see at CPO, patrons ranked 'more/close car parking' only sixth.

(It should be noted that the scope of the works in this study was limited to upgrading existing facilities, and as such is unlikely to influence the core attendance at VFL football matches).

- Increased demand for car parking within the site will result from an increase in the size and frequency of functions and activities held in the commercial and social spaces. These are unlikely to coincide with peaks in demand generated by the Werribee Tigers. Therefore, it can be concluded that the proposed developments associated with both Option A and Option B are unlikely to significantly add to the peak demands for car parking at Chirside Park Oval.
- Patronage generated by the Function Room will likely generate demands at a rate of 0.35 car spaces per patron. To estimate the likely increase in parking attributable to the upgraded Function Room (in either Option A or Option B) the rate of 0.35 spaces per patron should be applied to any additional floor area only when compared to existing floor area.
- Parking generated by public use of the proposed commercial spaces will occur primarily on weekdays before or after normal business hours.
- Parking generated from the use of the commercial spaces may vary from space to space. However, the figure of 0.8 spaces per patron will provide a conservatively high estimate of peak parking demand that can be expected from this component of the development.

- The Werribee City Centre Structure Plan and Parking Precinct Plan (2010) proposes a network of large easily located and evenly distributed public parking facilities, including some that are within walking distance of Chirside Park Oval. Such facilities would be available for use by football patrons during peak football demand times.
- Consideration should also be given to the impacts on the parking availability from additional patronage to the other facilities in the Chirside Park precinct, such as the tennis club and the bowls club.
- Surveys should be undertaken on a day when Werribee Tigers have a significant home game at Chirside Park Oval in order to quantify the total parking accumulation in the vicinity of Chirside Park under such conditions. The objective of such a survey would be to provide, within an agreed radii of Chirside Park, a quantified inventory of public parking availability and usage during peak times.

In summary, the parking demand generated by the developments will occur at times other than those when the VFL matches are played at Chirside Park Oval. Therefore, the current parking situation on match days at Chirside Park Oval is unlikely to change significantly as a result of the proposed development.

Notwithstanding this, the demand for car parking will increase at other times and this will be generated from the proposed additional commercial facilities in Option A. However, this is unlikely to compromise the current parking availability within the vicinity of Chirside Park Oval outside of football match times.

Room	Area (m2)	Max Occupancy	Parking spaces per occupant	New Parking Demand (spaces)	Existing Parking Demand (based on existing areas)	Increase in Parking Demand
Function Room and Bar	250	250	0.35	88	82	+6
Café	100	100	0.35	35	-	+35
Consulting Suites	80	6	5	30	-	+30
Public Gym	180	66	0.8	53	-	+53
Commercial Office Suites	100	10	0.8	8	-	+8
<b>Total</b>	<b>710</b>	<b>432</b>		<b>214</b>	<b>82</b>	<b>+132</b>

Note: the figures reflect maximum occupancy. The total figure (132) reflects maximum occupancy of all the additional facilities at the same time.

Table 23 – Theoretical Maximum Increase in Parking Demand Based on New Facilities at Chirside Park Oval



### ***Environmentally Sensitive Design***

The creation of sustainable living patterns is one of the great challenges facing humanity. New public buildings present a major opportunity to improve the efficiency of the built environment as a whole. Almost all public building projects now include an environmental agenda.

The opportunities and constraints will vary for each project, however, a key principle applies to environmental buildings:

*Successful environmental buildings balance the consideration of:*

- ✓ *People (well-being).*
- ✓ *Environment (impact).*
- ✓ *Economy (the budget / value for money).*

It is important that possibilities are examined and an appropriate environmental agenda be set for any redevelopment of the pavilion building at Chirnside Park Oval. The agenda should be derived from the specific conditions of the Chirnside Park Oval project. Some options to consider are outlined in Table 24.

Some issues will come to the fore because of the building type and its functions, e.g. effective harvesting of rainwater for irrigation of the oval should be considered. Similarly, the pattern of occupancy for many sports buildings is intermittent, that is, short periods of high usage and relatively long periods in between of low occupancy. Therefore, heating, lighting and hot water storage systems should be geared to reflect this.

People	Environment	Cost
Safety	Passive design: orientation, insulation, shading, thermal mass, natural ventilation and light	Positive Cost benefit
Equity for all community sectors	Energy-efficient systems and controls	Capital payback
Uplifting experiences	On-site generation (PVs), solar hot water	Low running costs
Natural ventilation and light	Rainwater harvesting (irrigation and flushing), efficient fittings	Long life / durability
Healthy materials (low VOC)	Grey water / blackwater	Flexibility / adaptability
	Low impact materials	

Table 24 – Examples of Sustainability Measures

## 8.10. Estimated Costs

Aquenta Consulting (Quantity Surveyor) has prepared cost plans for Option A and Option B.

For each Option there are a number of 'Optional Items' that have been costed. The Optional Items indicate the possibility of adjusting the scope and therefore the cost of the project. The summary of the overall project costs for each option and the Optional Items are:

Option	Area	Cost
Option A (Hub)	2,122sqm	\$7.35m +options
Option B (Base)	1,486sqm	\$4.6.m +options

### *Optional Items*

1. External public toilets / store / kiosk	\$394,000
2. Relocate grandstand	\$135,000
3. Extra tiered seats (for 500)	\$801,000
4. New car park (100 spaces)	\$174,000
5. Upgrade to playing surface	\$268,000

The detailed cost plan for each option is shown in Appendix 12.

An outline of the projected maintenance and life cycle costs have also been prepared by Aquenta Consulting for each option and are shown in Appendix 13.

### *General Observations*

Option A and Option B represent two positions on a continuum from a base level facility requirement (in accordance with the standards and conditions outlined in the *AFL Preferred Facility Guidelines*) and a multi-functional elite football and community venue.

Option A includes some multipurpose community and commercial components to the facility, whilst Option B is a base level Regional level football facility predominantly. The capital and maintenance costs reflect this difference. The Optional Items permit further flexibility in the scope and cost of both options.

Neither concept represents an extreme position on the continuum, but rather a considered view based on the information available about what might be useful starting points in a development plan for Chirside Park Oval.

Further work will be required to refine the composition of the facility and, if 'commercial space' is included, to establish the viability and nature of business involvement and how it might be managed and ultimately contribute to or influence the composition of the facility. Specifically, this further work could include:

- Additional operational input from the Werribee Tigers to refine the planning and layout of spaces.
- Further detailed technical analysis of the existing buildings and site conditions.
- Further analysis of the potential heritage, parking and other planning constraints.
- The development of business models / partnerships in relation to the operation and management of the proposed commercial opportunities in Option A.

# Appendix 1

## Summary of Key Reference Reports

## Wyndham City Plan: 2011 - 2015

The *Wyndham City Plan: 2011 – 2015* forms the basis of Wyndham City's policy development, decision making and community accountability. The City's Vision statement is....

*"Our people, one community, our future"*

This Vision proclaims that the City will achieve its collective Vision by working together for the good of the community.

The City's Mission Statement recognises the City's role in planning for the future as well as managing for today .....

*"We will create a healthy, safe, vibrant, proud and harmonious community, while respecting our environment"*

Wyndham City is committed to effective values based corporate and community planning. The values place special emphasis on engaging with all sectors of the community, acting with integrity at all times and advocating strongly on behalf of the Wyndham community.

The six values are 'community focus', 'integrity', 'respect', 'commitment', 'leadership' and 'teamwork'.

The City Plan outlines the Strategic Outcomes for Wyndham City over the next four years, and these are grouped under the following seven themes:

1. **Sense of Community**  
Our community is rich in social, cultural, leisure and lifelong learning opportunities, having regard for the needs of all members of the community.
2. **Economic Prosperity**  
Our City will attract new businesses while generating local employment and services.
3. **Sustainable Growth**  
The City will plan and resource for the future growth in the community. The City will be seen as an exciting place to live, work and invest.
4. **Environment**  
We will promote environmentally sustainable development.
5. **City Image**  
Our City will be attractive and be a source of pride for residents and an appealing and safe place to visit and invest.
6. **City Infrastructure**  
We will provide the best facilities and infrastructure possible to meet the needs of community in an economically efficient and sustainable way.
7. **Organisational Excellence**  
We will provide strategic leadership that provides the best outcomes for the community.

## Wyndham Active Open Space and Recreation Facilities in Growth Areas Report

The *Active Open Space and Recreation Facilities in Growth Areas Report* provides a planning tool to assist Council in its future planning for active open space and recreation facilities in the City's growth areas. A key function of the report is to assist Council with future negotiations with land developers in order to provide quality community sporting infrastructure in the growth areas.

The report focused on the three major urban growth fronts within the municipality – Point Cook, Wyndham North and Wyndham West – and identifies facilities required to meet the sporting and recreational needs of the residents within each of the growth areas to 2016.

The study used provision ratios as the key tool for determining the quantity of sporting facilities required in each growth area. Of relevance to the *Cricket and Australian Rules Football Strategy* is the use of the provision ratio of 1 oval per 4,000 people for determining the future requirements for football and cricket ovals.

The study assessed that the following number of ovals are required for each planning area by 2016:

- Point Cook: 10 football/cricket ovals
- Wyndham North: 8 football/cricket ovals
- Wyndham West: 5 football/cricket ovals

The report concludes that Council will need to continue to secure land for sporting facilities that will be required beyond 2016, as the population of Wyndham continues to grow.

## Wyndham Social Infrastructure Planning - 2040

The *Wyndham Social Infrastructure Planning - 2040* study was commissioned to plan early for the future infrastructure requirements in the three growth areas within Wyndham City. The objectives of the study were to:

- Draw together information from previous reports.
- Determine the range and type of infrastructure required in the three growth areas.
- Assess community infrastructure provision requirements using the recently prepared *Planning for Community Infrastructure in Growth Areas (2008)* report.
- Consult with relevant government and non-government agencies.

Growth area councils have learnt much from the management of urban growth locations over the past decade or more, including the importance of setting aside sufficient land parcels for the range of community infrastructure required by new and emerging communities. In addition, councils aim to ensure that growth areas are sufficiently supplied with community infrastructure, that the infrastructure is distributed equitably, and that the infrastructure has the flexibility to change to continue to meet the changing needs of a community over time.

This report investigates and recommends a range of community infrastructure for the three key growth areas in Wyndham City, including the following recommendations relevant to the *Cricket and Australian Rules Football Strategy*.

### Wyndham North

- Council needs to identify appropriate locations to establish the equivalent of 26 Level 1 active recreation reserves (8ha parcels of open space for sporting uses) across this growth area.
- Council is encouraged to explore the provision of two additional 'higher order' active recreation reserves (up to 30ha parcels), one in the northwestern section of the area and one in the southwestern corner.



### Point Cook

- Council needs to identify appropriate locations to establish the equivalent of 9 Level 1 active recreation reserves across this growth area.
- The report notes that Council was in the process of negotiating the purchase of an 18ha active recreation reserve in the southeast corner of Point Cook (now being developed as Saltwater Reserve) and second large site within the Werribee Employment Precinct.

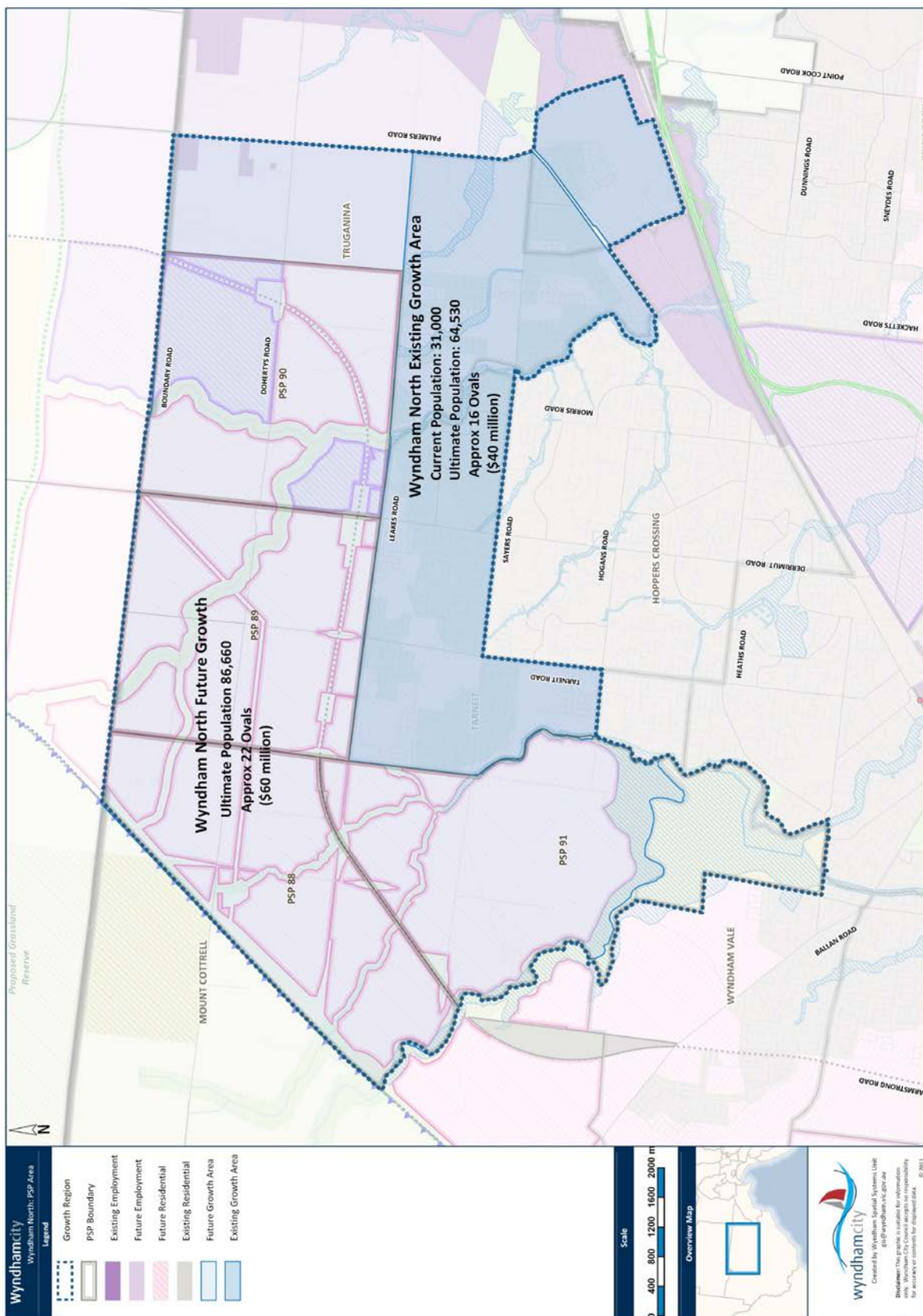
### Wyndham West

(This area is divided into three sub-areas: Wyndham Vale, Werribee North and Werribee West)

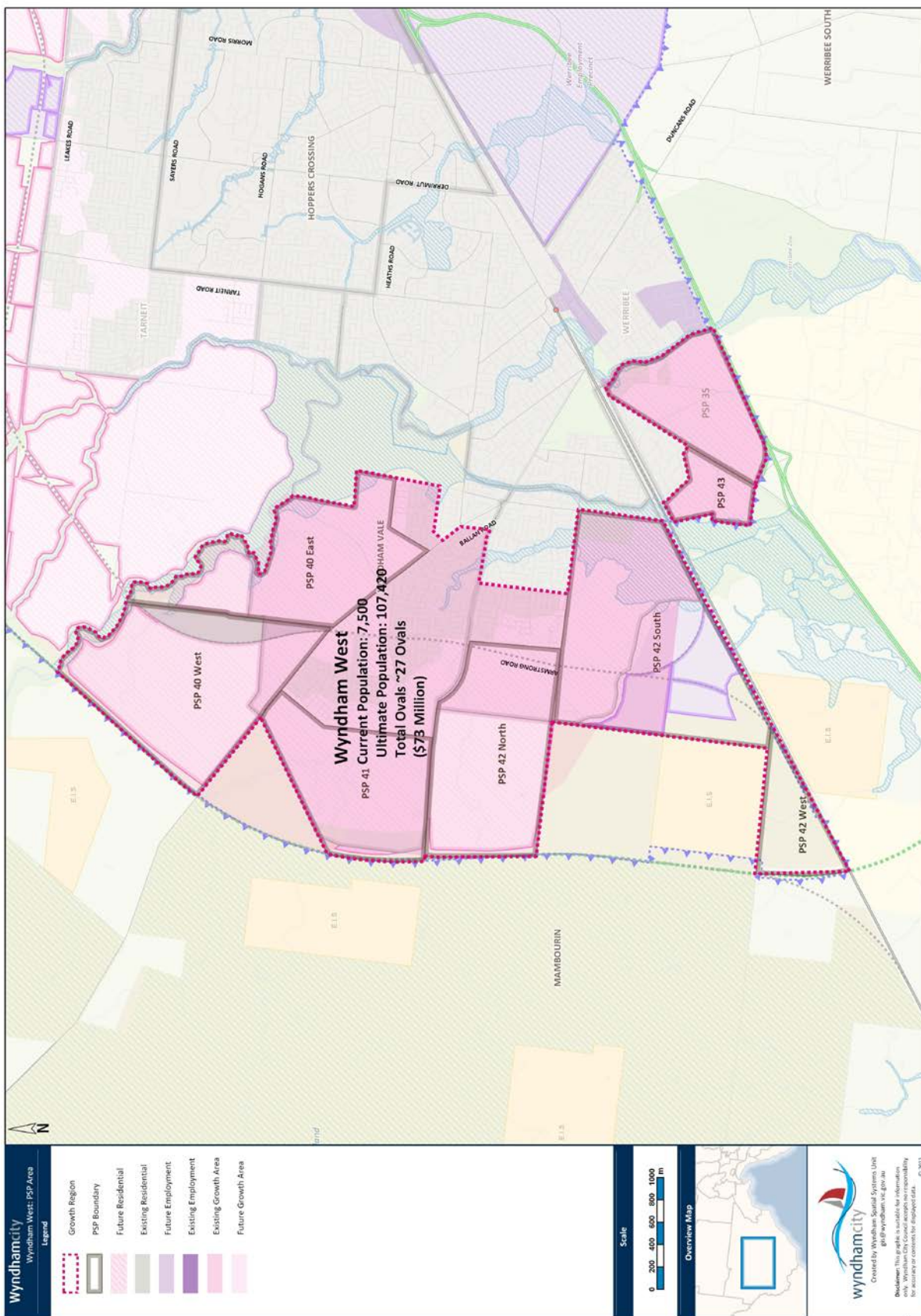
- Wyndham West overall – 13 Level 1 active recreation reserves.
  - Wyndham Vale: in addition to the one existing reserve (Wyndham Vale Reserve) and three planned active recreation reserves, establish an additional six 8ha Level 1 active recreation reserves.
  - Werribee North: retain facilities at Ballan Road.
  - Werribee West: investigate the possibility of enlarging current proposed active recreation reserve for Riverwalk to 8ha, and explore the establishment of a second 8ha Level 1 active recreation reserve.
- Council is encouraged to identify an appropriate site for 30ha 'higher order' active recreation reserve in Wyndham West.

## Appendix 2

### Maps Identifying the Location and Extent of the Growth Corridor Planning Areas

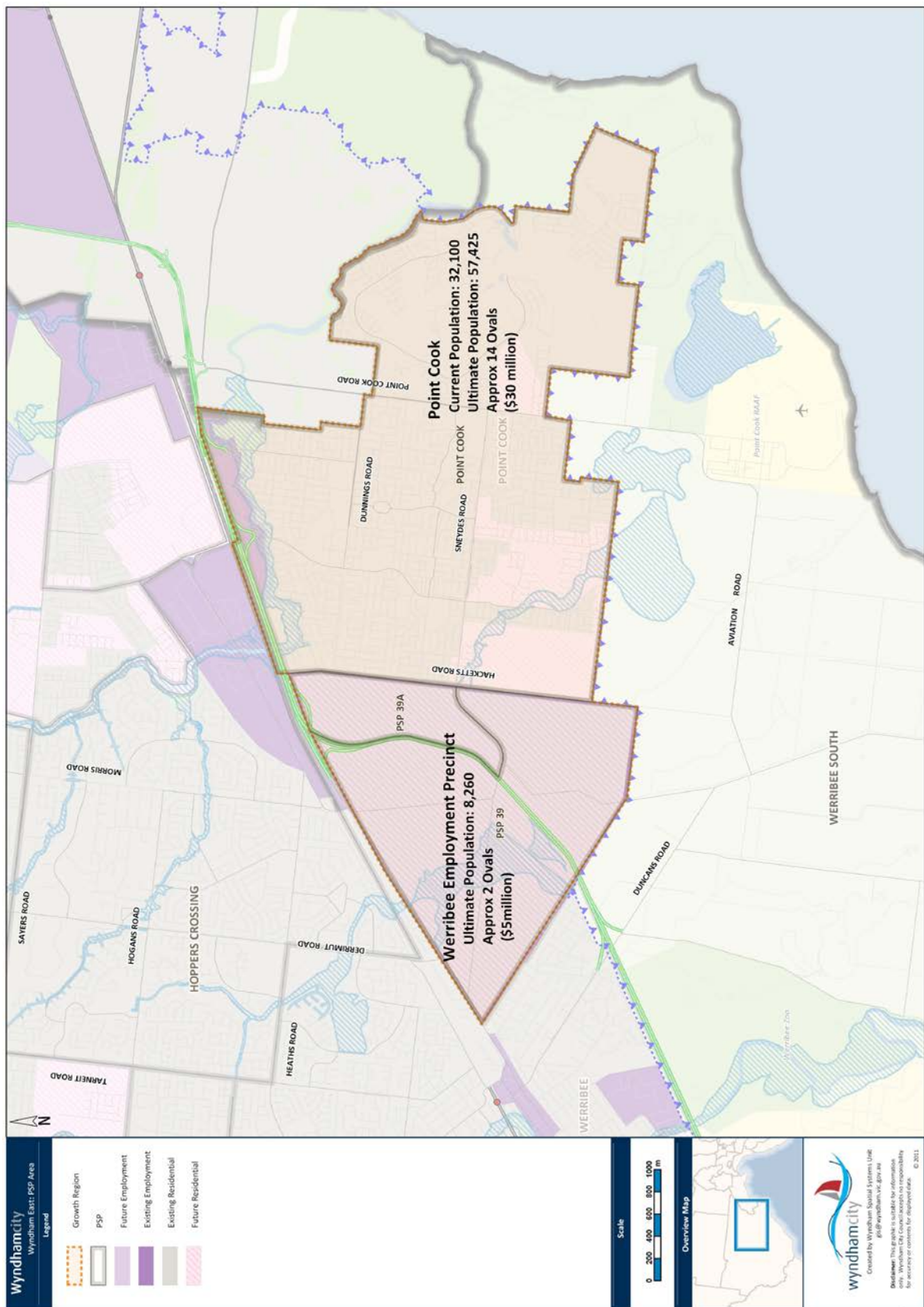


Wyndham North growth corridor



Wyndham West growth corridor





Point Cook and the Werribee Employment Precinct growth corridors



## Appendix 3

### Inventory of Existing Cricket and Football Facilities

## Inventory of Existing Cricket and Football Facilities which are Council-Owned / Managed

Reserve Name / Location	Facilities Available	User Group(s)	Comments
<b>Dual Football / Cricket Ovals</b>			
<b>Chirnside Park Oval</b> Watton Street, Werribee	1 football / cricket oval (turf wicket, floodlit) 5 synthetic and 9 turf practice wickets Pavilion Fixed spectator seating and shelters Wooden grandstand Scoreboard (electronic)	Werribee Tigers Football Club Werribee Masters Football Club Werribee Auskick Werribee Cricket Club	Oval and facilities are built and maintained to support elite football and cricket Change rooms and some other support facilities are in average to poor condition Wooden grandstand only provides restricted views to ground
<b>Soldiers Reserve</b> College Road, Werribee	1 football / cricket oval (turf wicket, floodlit) Enclosed synthetic cricket practice facility (x 4 pitches) Pavilion	Werribee Junior and Amateur Football Club Werribee Cricket Club Werribee Junior Cricket Club	Car parking surface in poor condition Reserve is Crown land managed by Council Commercial kitchen in the Pavilion
<b>Galvin Park</b> Shaws Road, Werribee	Oval 1: 1 football / cricket oval (turf wicket, floodlit) Oval 2: 1 football / cricket oval (synthetic wicket, floodlit) 4 synthetic practice wickets 2 Pavilions Scoreboard	Werribee Centrals Football Club Werribee Centrals Auskick Werribee Centrals Cricket Club	A significant facility both in scale and condition Master Plan supports the conversion of the soccer fields west of the pavilion to a new (4 <sup>th</sup> ) junior football / cricket oval
<b>Glen Orden Reserve</b> Kookaburra Avenue, Werribee	1 football / cricket oval (synthetic wicket, floodlit) Enclosed synthetic cricket practice facility (x 4 pitches), plus 1 open pitch Pavilion	Glen Orden Football Club Wnnbay Football Club (Reclink) Glen Orden Sports Club (Cricket Section)	Extensive car parking upgrade in progress
<b>Warringa Reserve</b> Warringa Crescent, Hoppers Crossing	1 football / cricket oval (synthetic wicket) 2 synthetic practice wickets Pavilion	Wyndham All Abilities Football and Cricket Club Hoppers Crossing Auskick Hoppers Crossing Cricket Club	Oval is junior size only for football and cricket
<b>Hogans Road Reserve</b> Hogans Road, Hoppers Crossing	Oval 1: 1 football / cricket oval (turf wicket, floodlit) Oval 2: 1 football / cricket oval (turf wicket, floodlit) 6 synthetic and 10 turf practice wickets Pavilion and licensed Sports Clubs Scoreboard	Werribee Centrals Football Club Werribee Centrals Auskick Werribee Centrals Cricket Club	A significant facility both in scale and condition Sports Club and pavilion are planned to be expanded and upgraded in the short-term
<b>Lawrie Emmins Reserve</b> Old Geelong Road, Laverton North	1 football / cricket oval (synthetic wicket) 2 synthetic practice wickets 2 Pavilions	Old Westbourne Football Club Point Cook Cricket Club	Isolated location Oval is junior size only
<b>Wyndham Vale Reserve</b> Honour Avenue, Wyndham Vale	Oval 1: 1 football / cricket oval (turf wicket, floodlit) Oval 2: 1 football / cricket oval (synthetic wicket, floodlit) 3 synthetic practice wickets Pavilion	Wyndham Vale Football Club Wyndham Vale Junior Football Club Wyndham Vale Cricket Club	Oval 2 is junior size only for football and cricket
<b>Little River Reserve</b> You Yangs Road, Little River	1 football / cricket oval (synthetic wicket, floodlit) 2 synthetic practice wickets Pavilion	Little River Football Club Little River Sports Club (Cricket)	

Reserve Name / Location	Facilities Available	User Group(s)	Comments
<b>Price Reserve</b> Beach Road, Werribee South	1 football / cricket oval (synthetic wicket, floodlit) 2 synthetic practice wickets Pavilion	Werribee Junior Football Club Werribee Junior Cricket Club	Pavilion in average condition
<b>Saltwater Reserve *</b> Point Cook Road, Point Cook	Synthetic Oval: 1 football / cricket oval (synthetic wicket, floodlit) Oval 1: 1 football / cricket oval (turf wicket, floodlit) Oval 2: 1 football / cricket oval (synthetic wicket) Pavilion	Point Cook Football Club Point Cook Cricket Club	Ovals 1 and 2 are currently under construction Enclosed synthetic cricket practice facility (x 4 pitches) under construction
<b>Dunnings Road Reserve</b> Dunnings Road, Point Cook	1 football / cricket oval (synthetic wicket, floodlit) Pavilion	Point Cook Football Club Point Cook Cricket Club	
<b>Alamanda Reserve</b> Prudence Parade, Point Cook	1 football / cricket oval (synthetic wicket) 4 synthetic practice wickets Pavilion	Point Cook Football Club Point Cook Auskick Point Cook Cricket Club Werribee Junior Cricket Club	Oval has no floodlights
<b>Featherbrook Oval</b> Windorah Way, Point Cook	1 football / cricket oval (synthetic wicket, floodlit) Pavilion	Point Cook Football Club Sanctuary Lakes Auskick Point Cook Cricket Club	

\* Ovals are not yet available for use (as at January 2012)

Cricket Only Ovals			
<b>Galvin Park</b> Shaws Road, Werribee	Galvin 3: 1 cricket oval (synthetic wicket)	Werribee Centrals Cricket Club	Master Plan supports the reconfiguration of the oval to support junior football in the winter
<b>Werribee Recreation Centre Oval</b> Off Ballan Road, Werribee	1 cricket oval (synthetic wicket)	Werribee Junior Cricket Club Wyndham Vale Cricket Club	Junior size oval
<b>Cambridge Reserve</b> Barber Road, Hoppers Crossing	Oval 1: 1 cricket oval (synthetic wicket) Oval 2: 1 cricket oval (synthetic wicket)	Hoppers Crossing Cricket Club	Limited access to the grounds, especially the southern field, and poor amenity provision, such as shade, public toilets and landscape Both ovals are junior size only
<b>Mossfiel Reserve</b> Heaths Road, Hoppers Crossing	1 cricket oval (turf wicket)	Hoppers Crossing Club Cricket Club	
<b>Arndell Park Reserve</b> Federation Boulevard, Truganina	1 cricket oval (synthetic wicket)	Truganina Cricket Club	Recently completed reserve Cricket field is overlaid onto two soccer fields

## Appendix 4

### List of People and Groups Consulted

## Members of Council's Project Management Group

Name	Position
Lois Binnie	Manager City Presentation, Parks and Recreation
Ken Chalmers	Coordinator, Recreation Planning
Sarah Sytema	Team Leader, Recreation Planning, Policy and Programs
Cindy Needham	Leisure Planning and Policy Officer

## Other Council Staff

Name	Position
Maurice Stabb	Director Infrastructure
Steven Lambert	Director Corporate Services
Tony Grech	Manager Building and Waste Management
Matthew Hill	Manager Major Projects
Susan Stanes	Landscape and Urban Design Coordinator
Digby Richardson	Open Space Planner
Elio Comello	Senior Strategic Planner
Bruce Hunter	Strategic Planning Coordinator
Kane Rogozik	Capital Works Project Officer – Leisure and Open Space
Mark Boyle	Parks Coordinator
Lewis Tuck	Sport and Recreation Officer
Steve Spencer	Building Maintenance Officer
Andrew Golikov	Buildings Engineer
Kathryn Pempel	Senior Legislative Officer

## Participants in the Football Stakeholders' Workshop (11 July 2011)

Name	Club / Group
Robin and Brendan Gray	Werribee Auskick (Thomas Chirnside Auskick)
Dean Stevens	Werribee Masters Football Club
Anne McKenzie	Hoppers Crossing Football Club
Les Dickson	Hoppers Crossing Football Club
David Cassano	Glen Orden Football Club / Glen Orden Auskick
Mark Bartlieti	Glen Orden Football Club
Kevin Johnson	Werribee Centrals Football Club
Shane Grigg	Werribee Centrals Football Club
Herb Gallina	Old Westbourne Football Club
Rod Harrington	Werribee Districts Football Club



### Participants in the Cricket Stakeholders' Workshop (12 July 2011)

Name	Club / Group
Steve McNamara	Hoppers Crossing Cricket Club
Deanne Trewin	Hoppers Crossing Cricket Club
Joe Polzella	Point Cook Cricket Club
Andrew Caithness	Point Cook Cricket Club
Geoff Vick	Werribee Junior Cricket Club
Joe Alifracco	Werribee Cricket Club
Travis Bean	Werribee Cricket Club
Scott Walker	Hoppers Club Cricket Club
David McCarthy	Wyndham Vale Cricket Club
Stuart Crowe	Wyndham Vale Cricket club
Ivo Havard	Werribee Juniors Cricket Club
Geoff Gook	Western Suburbs Uniting Churches Cricket Association

### Participants in the Football Peak Bodies' Workshop (20 July 2011)

Name	Group
Bob Tregear	Western Region Football League
Graeme Platt	Western Jets
Stephen Reaper	Victorian Country Football League
Dr Sonja Hood	North Melbourne Football Club
John Murphy	North Melbourne Football Club
Daryl Collings	AFL Victoria
Brian Woodhead	Victorian Amateurs Football Association

### Participants in the Cricket Peak Bodies' Workshop (27 July 2011)

Name	Group
Aaron Lord	Cricket Victoria
Mark Keating	Williamstown and District Cricket Association and Western Region Junior Cricket Association
Rod Patterson	Victorian Metropolitan Cricket Union
Steve McNamara	VTCA
Geoff Gook	Western Suburbs Uniting Churches Cricket Association

### Other Stakeholders Consulted

Name	Group
John Nichol	Werribee Football Club
Mark Penaluna	Werribee Football Club
Stuart Balloch	Werribee Football Club
Louis Tardrew	Werribee Cricket Club
Grant Williams	AFL Victoria
Ken Gannon	AFL

Donald McDonald	North Melbourne Football Club
Tony Dodemaide	Cricket Victoria
Duncan Harrison	Cricket Victoria
Jack Sheehan	Victorian Sub-District Cricket Association
Brad Frohnert	VicUrban

## Appendix 5

### Results of VFL Match Patron Survey (24 July 2011)

Patron Survey - Werribee v Williamstown on 24 July 2011		
Chirnside Park Oval		
Sample: Tigers Supporters who are also Club Members (14 people)		
1. Are you a supporter of the Werribee Tigers?		
Response	Frequency	Percent
Yes	37	61%
No	15	25%
An interest only	0	0%
I am here to watch the Kangaroo / Bulldogs AFL players	0	0%
Don't know / No response	9	15%
Total	61	100%
if Yes, .....		
Response	Frequency	Percent
number of members of the Werribee Football Club?	14	38%
number of sponsors of the Werribee Football Club?	2	5%
Not a member or sponsor	23	62%
Don't know / No response	0	0%
Total (multiple responses accepted)	37	NA
2. This year, how often have you attended VFL matches at Chirnside Park Oval?		
Response	Frequency	Percent
First Game	0	0%
1 - 3 Games	1	7%
4 - 7 Games	1	7%
More than 8 Games	12	86%
Don't know/ No response	0	0%
Total	14	100%
3. For those that replied 'First Game' or '1 - 3 Games' .... Why haven't you attended more matches at Chirnside Park Oval this year?		
Response	Frequency	% of total surveyed
Don't know/ No response	0	0%
Williamstown have only played four matches here	0	0%
Other things to do	0	0%
Didn't know when games were being played here	0	0%
Weather has been too bad	0	0%
No-one to go with	0	0%
Couldn't get here (transport)	0	0%
Can't afford it	0	0%
Other	1	100%
Total	1	100%

<b>4. What are the main reasons you attend VFL matches at Chirnside Park Oval?</b>		
<b>Response</b>	<b>Frequency</b>	<b>% of total surveyed</b>
Don't Know / No Response	0	0%
To support the Werribee Tigers	11	79%
To support the Williamstown Seagulls	0	0%
I prefer going to VFL matches over AFL matches	0	0%
I come with a group of mates	0	0%
Because you can get close to the action	0	0%
Can't afford to go to the AFL	0	0%
To socialise / drink beer	3	21%
It is close to home	2	14%
Other	8	57%
Total ( <i>multiple responses accepted</i> )	14	NA
<b>5. How did you travel to Chirnside Park Oval today?</b>		
<b>Response</b>	<b>Frequency</b>	<b>% of total surveyed</b>
By Car	13	93%
Walked	1	7%
Rode a Bike	0	0%
By Public Transport	0	0%
By Train	0	0%
Other	0	0%
Don't know / No response	0	0%
Total	14	100%
<b>6. Using a rating of 'Very Good', 'Good', 'Average', 'Poor' and 'Very Poor', how would you generally rate Chirnside Park Oval as a venue for VFL matches?</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Very Good	4	29%
Good	8	57%
Average	2	14%
Poor	0	0%
Very Poor	0	0%
Don't know / No response	0	0%
Total	14	100%
<b>7. Are you aware that patrons can use the Sports Bar upstairs on match days?</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Yes	11	79%
No	3	21%
Don't know / No response	0	0%
Total	14	100%
<b>if Yes, ..... have you ever used it?</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Yes	10	91%
No	1	9%
Don't know / No response	0	0%
Total	11	100%

8. Are you aware that patrons can use the Blue Room Bar located under the Stand on match days?					
Response	Frequency	Percent			
Yes	10	71%			
No	4	29%			
Don't know / No response	0	0%			
Total	14	100%			
if Yes, ..... have you ever used it?					
Response	Frequency	Percent			
Yes	8	80%			
No	2	20%			
Don't know / No response	0	0%			
Total	10	100%			
9. When you attend a VFL match, what facilities and services are important to you to be available?					
Response	Frequency	Percent	... how do you rate this at Chirnside Park Oval?		
			Good	Average	Poor
Don't Care	0	0%			
Good Spectator Viewing	5	36%	4	1	0
Seating	7	50%	0	5	2
Undercover Seating	10	71%	3	3	4
Food and Drink for Sale (non-alcoholic)	2	14%	2	0	0
Beer for Sale	1	7%	1	0	0
Good Access to Public Toilets	3	21%	2	1	0
Car Parking Close to the Ground	4	29%	4	0	0
Other	1	7%	0	1	0
Total ( <i>multiple responses accepted</i> )	14	NA	16	11	6

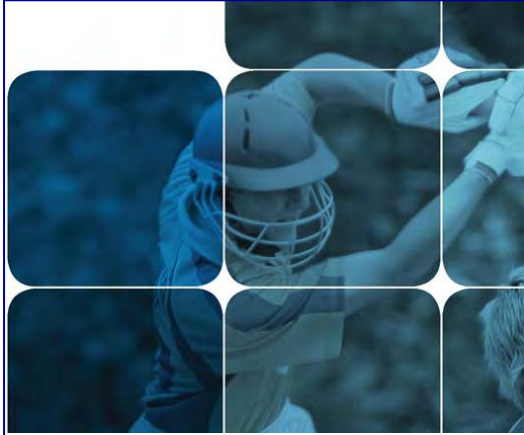


<b>10. If there were three improvements that you could make to Chirnside Park Oval, what would they be?</b>		
<b>Response</b>	<b>Frequency</b>	<b>% of total surveyed</b>
Nothing, its fine how it is	1	7%
More shelter	3	21%
Better canteen	2	14%
Better playing surface	1	7%
More / Closer car parking	1	7%
More seating around the ground	4	29%
More undercover seating / fix the grandstand	9	64%
Upgrade the Sports Bar / Social Room upstairs	0	0%
Remove the cricket nets	0	0%
Other	4	29%
Don't know / No response	0	0%
<b>Total (multiple responses accepted)</b>	<b>14</b>	<b>NA</b>
<b>11. Gender</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Male	9	64%
Female	5	36%
<b>Total</b>	<b>14</b>	<b>100%</b>
<b>12. What suburb do you live in?</b>		
<b>Response</b>	<b>Frequency</b>	<b>% of total surveyed</b>
Werribee	3	21%
Wyndhamvale	1	7%
Hoppers Crossing	1	7%
Williamstown	0	0%
Point Cook	1	7%
Newport	0	0%
Altona	0	0%
Laverton	0	0%
Tarneit	3	21%
Other	5	36%
<b>Total</b>	<b>14</b>	<b>100%</b>
<b>13. What is your age category?</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No response	0	0%
15-17 years old	0	0%
18-24 years old	1	7%
25-34 years old	0	0%
35-54 years old	11	79%
55-64 years old	2	14%
65+ years old	0	0%
<b>Total</b>	<b>14</b>	<b>100%</b>

## Appendix 6

### Cricket Victoria Pathway Program

(For more information refer to [www.cricketvictoria.com.au/page/cricket\\_victoria\\_pathway.html](http://www.cricketvictoria.com.au/page/cricket_victoria_pathway.html))



**4. How am I eligible to play for my region?**

- There is a playing age limit for each county and region.
- When the age restriction expires a player is eligible to play in any region in the state and country, and in a community cricket club.
- Each region is divided into counties and sub-counties.

**5. How do I register for my region?**

Each region is divided into counties and sub-counties. The registration process is managed by the relevant county or sub-county. For more information, please contact Cricket Victoria on 0633 1100.

**6. Future opportunities via the Commonwealth Bank Cricket Pathway Program**

- Once the State Championships have been completed, a number of Premier Clubs will invite players to be involved in their pre-season training program or to represent their county in the Premier Club.
- However, once you have played for a club, this ties you to that club. You then must apply for a clearance if you wish to move to a different Premier Club.
- The High Performance program at Cricket Victoria includes the Cricket Victoria Academy which focuses on further development of our underage Victoria representatives and the development of players who have performed well in Premier Cricket.

**7. Changes to Region Boundaries in 2011/12**

Beginning in the 2011/12 season, some metropolitan region boundaries will adjust slightly, as a result of Melbourne's changing population over the past 10 years. The boundary changes are inclusive of all club and community cricket, as well as a player's Pathway region eligibility. Specific information will be communicated to the relevant region. However, if you have any questions relating to region boundaries please contact Cricket Victoria on 0633 1100.

**1. What is the Commonwealth Bank Cricket Pathway Program?**

The Commonwealth Bank Cricket Pathway Program is a multi-year program designed to identify and develop the next generation of elite cricketers. The program is managed by Cricket Victoria and is supported by the Commonwealth Bank.

**2. In Partnership with the Commonwealth Bank**

The Commonwealth Bank is the official partner of the program. The bank provides financial support and resources to help develop the program. The bank also provides a platform for the program to reach a wider audience.

**3. What are the objectives of the Commonwealth Bank Cricket Pathway Program?**

- Identify and develop the next generation of elite cricketers.
- Provide a pathway for players to progress through the system.
- Support the development of players through coaching and training.
- Provide a platform for players to showcase their talent.

**4. What is the process for a young player to be selected in the team for the State Championships?**

- Players must be under 19 years of age at the start of the season.
- Players must be a resident of Victoria.
- Players must be a member of a Premier Club.
- Players must be selected by their county or sub-county.
- Players must be selected by the State Championships selection panel.

**5. What are the benefits of the Commonwealth Bank Cricket Pathway Program?**

- Access to world-class coaching and training.
- Access to world-class facilities and equipment.
- Access to world-class nutrition and medical support.
- Access to world-class travel and accommodation.
- Access to world-class marketing and promotion.







## Appendix 7

### Proposed New Wyndham City Turf Wicket Policy

## Appendix 8

### Example of a Well-Designed and Located Open Cricket Practice Facility (Overport Park, Frankston)



(Source: Nearmap, 2011)

## Appendix 9

### Example of a Synthetic Wicket Installed Adjacent to Turf Wicket Table (Donvale Reserve)



(Source: Nearmap, 2011)

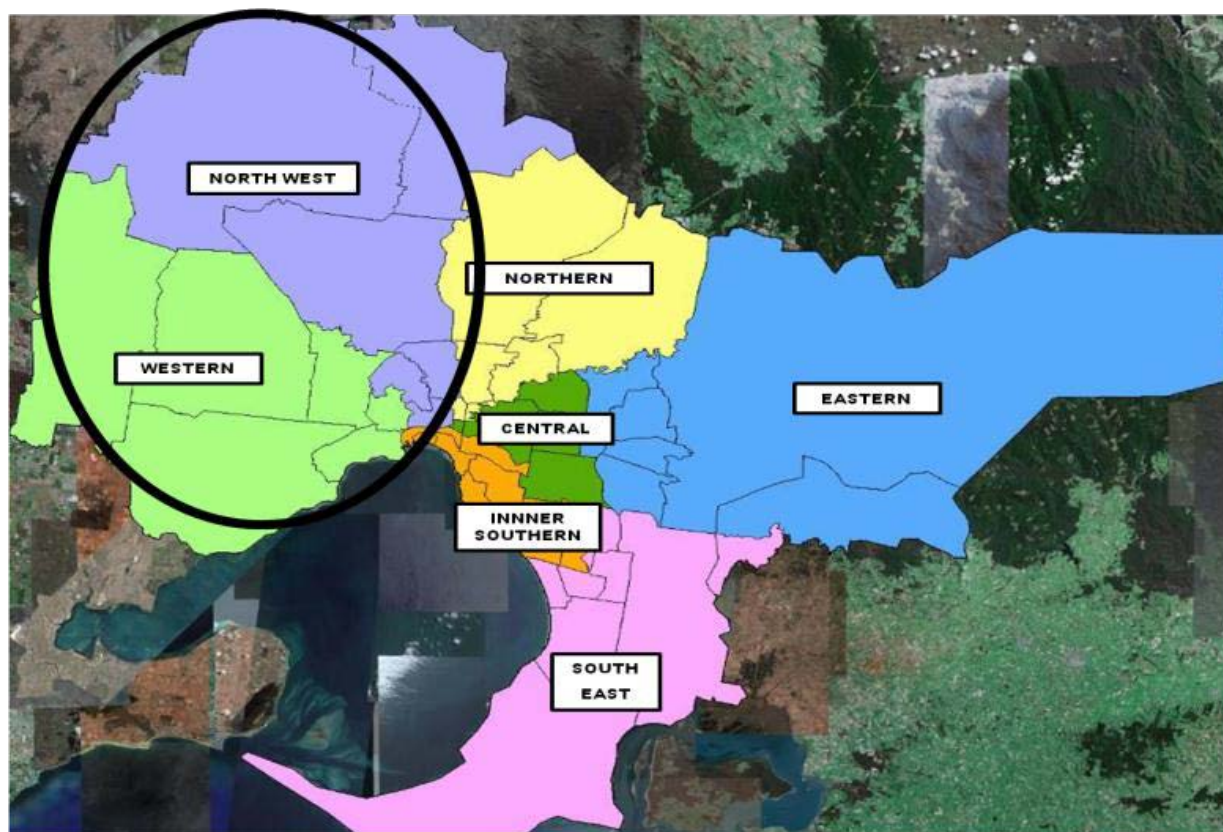
## Appendix 10

### History of the Evolution of the AFL U18 Competition

(Source: Infrastructure Planning Manager, AFL Victoria, June 2012)

AFL Victoria's U18 TAC Cup Competition is the match/competition component of its broader talent development program where each talent program fields a team from the upper ages within their overall squads (note each region conducts programs for juniors aged U15 - U18). The Western Jets is one of 12 of these programs across the state, which provides a pathway for talented young footballers through to the VFL and AFL competitions. The 12 AFL Victoria TAC Programs are regional programs, covering every geographic part of the State. Whilst their training and playing base may not be physically located in every municipality or shire, the programs provide the same opportunity for every young footballer in every municipality and shire to be selected.

The initial AFL Victoria Talent Regions were developed in 1992. In the first year of the competition, the Western Jets covered the entire west and northwest region of Melbourne. The Calder Cannons were introduced the following year, which essentially halved the size of the Western Jets region (see below depiction of current metropolitan regions).



Current Metropolitan TAC Cup Competition Regions

AFL Victoria conducted a major review of these regions in 2008. The key objectives of that review was to ensure:

- Each of the 12 AFL Vic Talent Regions has equal access to the football talent pool to maintain and high standard and evenly matched competitive environment.
- All young players are presented with the same opportunity to be selected for the talented player pathway no matter where they reside in Victoria.

- The most talented 264 young players are available to play in the U18 TAC Cup Competition on any given week as required and available.
- AFL Vic staff working in the football development and talent areas around the State are able to practically and effectively service a Talent Region to achieve the desired football outcomes.

The review included the analysis of a comprehensive array of current and forecast demographic data, including population projections to 2031. Specifically the following was reviewed:

- Access to players: male age groups 5 – 12 years and 13 – 18 years
- Number of teams within local leagues and the private school network.
- Participation numbers/rates.
- VFL and TAC facilities available, including training and match venues, office accommodation, and accessibility within the region.
- Spread of junior teams.
- Local government boundaries and the smaller SLA's, if required.
- Population in 5 - 18 years old males both now and into the future, and the percentage of the population born overseas.
- Historical TAC Cup competition success/competitiveness, and drafted player numbers.
- Ability of AFL Vic staff to service the area.
- Relationship with community football leagues and clubs in the area.

Following this comprehensive review, some of the 12 AFL Vic TAC Talent Region boundaries were modified. At that time, the boundaries of the Western Jets region were slightly altered to increase the number of potential players in this region having considered the historical performance of the Western Jets in the U18 TAC Cup Competition and their number of drafted players. At the time, the significant projected population growth in the region was also noted and considered a positive to improve the Western Jets access to the available talent pool.

Given the significant and in-depth analysis of the regions that occurred in 2008, AFL Victoria does not at this stage believe there is a need for an additional TAC Program in the west of Melbourne. Population growth was factored in to these region boundaries as part of the 2008 review, and whilst it is acknowledged that there are now updated projections for the Western Region, it is not to a level to sustain an additional TAC Program. For example, the projected male 5 - 18 year old population in Wyndham in 2031 is 35,982 (Source: ID Profile). If you contrast that with the Dandenong Stingrays Region, it is projected to have 61,424 5 - 18 year old males by 2031. Coupled with the difference in population is the fact that the Dandenong Region has a higher participation rate than Wyndham City currently, which also affects the available talent pool.

AFL Victoria will continue to periodically review its region boundaries to ensure they are continuing to meet its game development objectives and to ensure that in any proposed change, the impact on all talent regions is considered.



## Appendix 11

### Town Planning References Relating to Chirnside Park Oval

- 43.01, Heritage Overlay (Wyndham Planning Scheme)
- Heritage Overlay Schedule HO104
- Chirnside Park citation from City of Wyndham Heritage Study

## Appendix 12

### Estimated Capital Costs for the Redevelopment of Chirnside Park Oval

- Option A
- Option B

## Appendix 13

### Projected Maintenance and Life Cycle Costs for the Redevelopment of Chirnside Park Oval

- Option A
- Option B