

# Wyndham's Leisure Strategy

2013 - 2017

Adopted July 2013



# Executive Summary

The Wyndham Leisure Strategy provides a framework for identifying, understanding and managing the various leisure needs of the Wyndham community by Wyndham City.

The strategy considers leisure in its broadest context. This may include physical activity such as sport, walking or dance; creative activity such as writing, art or music; or “passive”, unorganised activity such as reading, watching television or cinema attendance.

The strategy is based upon the core principle that participation in leisure opportunities creates a strong, healthy and connected community. As such the strategy aims to ensure diverse, quality leisure activities are available to all residents and visitors of Wyndham. The strategy will provide both general and specific objectives, ensuring that all members of our community have the opportunity to participate in leisure.

In this context, leisure facilities, programmes and services are considered within the scope of the strategy. These may include:

- **Public Sector Facilities:** Leisure (indoor court, aquatic) facilities; libraries; sporting grounds, walking trails and paths, arts and cultural centres, halls and community centres, school facilities, theatres;
- **Private Sector Facilities:** Bowling alleys; cinemas; indoor cricket/futsal/squash, etc.; and
- **Programmes and Services:** provided by either sector, via public or private sector facilities to provide for active and passive pursuits as listed above.

The Wyndham Leisure Strategy has been developed through close consultation with the community and will work in conjunction with Councils other leading strategic documents including the *Wyndham City Plan* and *Community Health, Wellbeing + Safety Plan*.

Based upon input from the community, the strategy has identified a set of six key priorities for Council to address.

- Priority 1. **Building Effective Policy + Planning Mechanisms**
- Priority 2. **Building Community Capacity by Addressing Local Leisure Opportunities**
- Priority 3. **Promote Walking and Cycling as an Everyday Leisure Activity**
- Priority 4. **Helping Increase Participation in Leisure Activities: More People, More Often**
- Priority 5. **Quality Facilities + An Engaged Community = Great Leisure Outcomes**
- Priority 6. **Marketing Leisure in Wyndham**

Council is committed to implementing the various strategies outlined within each priority. The Leisure Strategy will guide Council in its decision making and planning of leisure services and infrastructure to ensure all residents of Wyndham can enjoy the benefits that engagement in leisure activities brings.

# About this Strategy

The Wyndham Leisure Strategy has been shaped by the people and organisations that live, work and have a direct interest in the development of quality leisure places, opportunities and experiences in the City of Wyndham. Their contribution has been extensive, diverse and integral to the development of the Leisure Strategy.

The Wyndham Leisure Strategy has also been directly informed by a number of preceding reports and discussion papers. They include:

- A Contextual Review: Addressing Local, State and Federal Strategy and Policy and leisure participation trends and their implications for this project;
- A Supply and Demand Analysis of Current Leisure Opportunity in Wyndham; and
- A Scoping Paper: an analysis of the outcomes of the community engagement and research stage of the project.

The Project Team sincerely thanks and acknowledges the Wyndham residents and groups who contributed their time and ideas in support of this project.

## Community Engagement in the Wyndham Leisure Strategy

- There were 2,485 visits to the Wyndham Leisure Strategy website;
- 123 people participated in community workshops and forums spanning locality recreation, arts and CALD topics;
- 435 people completed a household survey, and 140 people were interviewed throughout various locations across the City;
- 38 community groups and organisations completed a survey about their leisure needs, challenges and priorities, and;
- 569 residents and community organisations received an update about the project on four separate occasions throughout the project.

# Acknowledgements

Council would like to acknowledge the input of the following groups and individuals in the development of the Wyndham Leisure Strategy.

Wyndham City Residents  
Wyndham City Community Groups  
Wyndham City Businesses  
Wyndham City Organisations

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Cr. Marie Brittan  
Cr. Bob Fairclough  
Cr. Heather Marcus  
Cr. John Gibbons  
Cr. Peter Gibbons  
Cr. Glenn Goodfellow  
Cr. Gautam Gupta  
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# What is 'Leisure' + Why Does it Matter?

A principal aim of any local government is to support and improve the quality of life available to all people within its community. Vibrant and accessible leisure spaces and opportunities play a major role in influencing the quality of life of those who live in, work in and visit Wyndham City.

As the fastest growing local government area in Australia, Wyndham City acknowledges the compelling and immediate need to support the development of quality leisure opportunities. Great, local leisure options contribute to pride of place, strengthen connections with others in the community and support the health and wellbeing of the community and its economy.

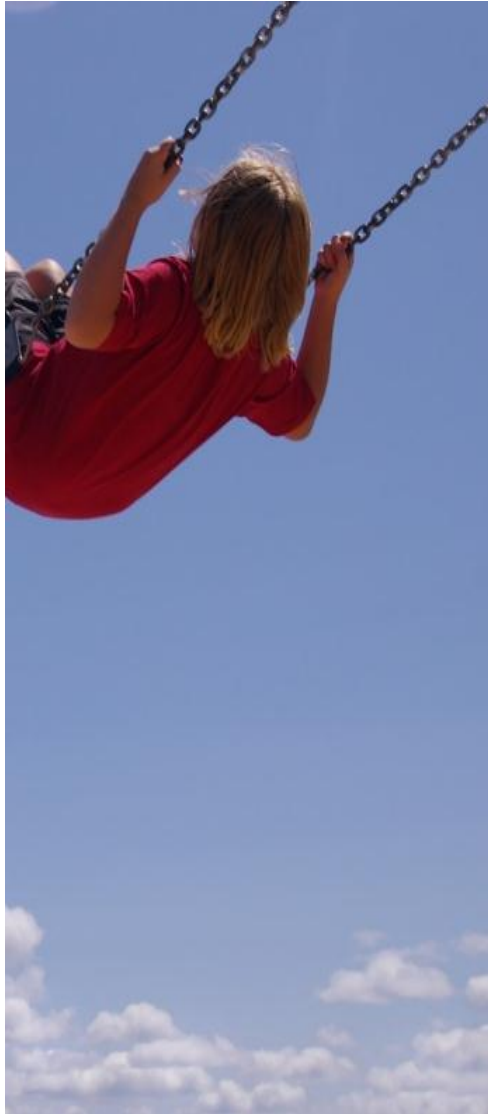
Recognising the impact of leisure to the quality of life of those who live in Wyndham City, Council has prepared the following Leisure Strategy to outline the vision, principles, directions and strategies that will support a vibrant, connected and prosperous community. Council will provide access to and advocate for quality leisure experiences across the City for all residents.

Put simply, leisure is a broad term that describes sport and recreation activities, artistic and cultural pursuits, events, relaxation and social activities. It describes the things that people do outside of work and household obligations.

Wyndham City is committed to supporting leisure activities and pursuits that are undertaken in the public realm. This includes a wide range of leisure experiences, such as attending cinema, playing sport, attending a local festival, or an art exhibition, being part of a community group, playing in a park with family and friends or simply going for a walk to relax and unwind.



# Policy Statement: A Vision for Leisure in Wyndham



Council will ensure that all people who live, work and invest in Wyndham City are connected through their involvement in leisure by continually improving leisure opportunities throughout the city.

Leisure encourages all people to be truly inter-connected with their environment, their family and friends and their community. Council will promote a shared appreciation of the rich and diverse opportunities that are available across the City.

Planning for leisure facilities, infrastructure, services and support will be a whole of Council commitment. Council will collaborate with other levels of government, community organisations, local residents and private enterprise to support the development of leisure opportunities in line with the needs of the growing community.

Council's understanding of community leisure needs and aspirations will remain current and comprehensive. Council will continue to understand and support the valued diversity of

our community, and how this diversity informs the community's needs.

Council will continue many well established leisure programs, services and support systems that align with community expectations. Local leaders, volunteers and community organisations are integral to enabling inclusive and quality leisure experiences. They share Council's commitment to this community and its landscape.

Through marketing, promotion and networking, leisure participation in Wyndham City will thrive. The community will gain value from the range of leisure experiences available as well as the health and wellbeing benefits that come from leisure participation.

Information about local leisure opportunities will be readily accessible and the process to provide feedback to the Council is effortless and ongoing. As communities continue to grow and emerge across the City, leisure will play an integral role in helping to shape and build community identity and strengthen social connections with others. These are important foundations for healthy, strong and resilient communities.

great people • great spaces • great lifestyle



# Wyndham Leisure Principles

The following Leisure Principles provide the foundation of Council's role and priorities for leisure in the City. Implicit to the leisure principles is that they describe not just what is identified as important about leisure in Wyndham, but they also identify how Council decision making is shaped.

Council will incorporate these leisure principles into its strategic and operational planning mechanisms, to promote transparency, consistency and merit-based decision making in all Council activity.

The Wyndham Leisure Principles reflect the values and tenets of the Wyndham City Plan and The Quality Community Plan. Developing and supporting quality leisure experiences for Wyndham residents will directly help build a sense of community, prosperity and sustainable living.

The Wyndham Leisure Strategy identifies four core principles, each of which are listed below and then addressed in greater detail in the following pages.



**Local leisure opportunities** deliver important outcomes to individuals



Providing leisure opportunities for all people builds **strong and resilient communities**



The best results will come when all partners **work towards shared outcomes**



Flexible + multi-functional leisure spaces support **effective use of resources + strong partnerships**



## Local Leisure Opportunities Deliver Important Outcomes to Individuals

### *What this means to Council*

Wyndham has a host of facilities and settings that support leisure participation. Research indicates that informal recreation, such as walking for pleasure and seeing a movie are some of the most common and regularly participated forms of leisure activity (Household survey 2011). This is supported by the Victorian Exercise, Recreation and Sport Survey, which identified that approximately 36% of Victorians walk as a form of leisure activity (ERASS 2010). This activity therefore makes an important contribution to the health and wellbeing of the community and as such is a key focus for Wyndham. Federation Trail and other path networks that connect children to schools are particularly important.

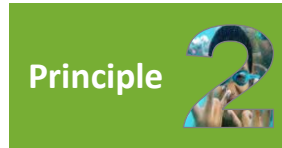
Many residents indicated that they travel outside of the City to participate in leisure. Local research suggests that about one third of all people who walk for pleasure do so outside of the City. It also identified that between 60% and 80% of resident's sporting activity takes place outside of the City. Similarly, residents also reported that they travel outside of Wyndham to engage in theatre, music and film.

People may participate in leisure activity outside of the City for a range of reasons. They may participate while at work or with family and friends, who may be located outside Wyndham City. Regardless of why residents participate in leisure away from the City, Council recognises and values the community connections and affinity that comes from regular participation, and seeks to actively promote this within local neighbourhoods.

Supporting local leisure options is therefore a key priority of the Council, as:

- it enables leisure to be more accessible to people who are typically dependent upon others for transport by reducing the distance travelled;
- it enables more people to participate more often because it is closer to home, contributing to improved health and wellbeing outcomes for the community;
- it strengthens the familiarity, affinity and value of the local landscape that residents live within; and
- It provides greater opportunity for people to strengthen social connections with others in their community and contribute to local community identity and pride.

Of course, not all experiences can be provided within easy walking distance from home. While Council will work towards all residents having local access to a network of play spaces, walking and cycling trails, major leisure facilities (such as swimming pools, cultural centres and major sporting venues) need to be delivered at a municipal or regional level of supply as they draw a much wider audience over an extended catchment area and because of the cost of provision.



## Providing Leisure Opportunities for All People Builds Strong and Resilient Communities

### *What this means to Council*

Council recognises that all residents of Wyndham have equal rights to engage in and enjoy the beneficial outcomes of leisure activity. Regular involvement in leisure activity is a vital ingredient to strengthening connections with others, developing pride of place and contributing to individual health and wellbeing.

There are some families and individuals who have greater difficulty in participating in leisure and therefore have less opportunity to experience the benefits that come from participation. Council recognises that the beneficial outcomes of leisure are sometimes the hardest to reach for those who would benefit from them the most.

Ethnicity, gender, socio economic status, age and disability are identified in a number of supporting Wyndham publications as contributing factors to low participation in leisure activity. This principle provides a platform to enable change, break the inherent barriers, to educate the wider Wyndham community and create a sense of community pride

### *Some examples of how this principle influences Council decision making + initiatives*

- All leisure groups and organisations that use Council assets will be required to operate in accordance with anti-discrimination legislation.
- Council will give priority to leisure opportunities that actively encourage participation by all sectors of our community, particularly those that are under-represented in leisure participation.
- Council will continue to explore more ways to encourage accessible and inclusive leisure opportunities for the diverse population of Wyndham. .
- Council will acknowledge the specified leisure needs of the Wyndham community through a diverse range of leisure opportunities.
- Council will look for ways to partner with primary health care and social support service providers to increase the awareness of local leisure opportunities.
- Leisure organisations and groups that actively promote and demonstrate inclusive participation will be encouraged and supported by Council and will receive priority over those which do not.



## The Best Results Will Come When All Partners Work Together Towards Shared Outcomes

### *What this means to Council*

Wyndham City supports the establishment of new partnerships and the development of existing partnerships with government, business, community groups and other stakeholders. Strong partnerships will jointly influence and improve the range, quality and distribution of leisure opportunities across the City. This principle is focused upon fostering partnerships with others in order to work towards integrated and shared outcomes.

Council has a role to play in many levels of leisure provision, although not necessarily the lead role. Council has a lead role to play in the



development of grass roots opportunities; whilst encouraging other agencies to play a lead role in developments that primarily service regional, elite or exclusive interests.

Council also recognises that supporting leisure in Wyndham is an organisation wide responsibility. On this basis, Council will ensure it works collaboratively across the organisation and with the community to guarantee that leisure planning integrates whole of community and whole of Council considerations.

### *Some examples of how this principle influences Council decision making + initiatives*

- Proposals that bring together a number of community interests and work towards agreed outcomes are encouraged and supported.
- Council facilities provide suitable locations for community and business groups to host events and activities, to ensure the greatest benefit for the community can occur.
- Advocacy for the Wyndham community is an important function of Council. It is important that Council continues to advocate for and with the community for great leisure outcomes.
- There is opportunity for Council to engage with business and encourage the development of private leisure facilities, such as cinemas, galleries, indoor sports centres and gymnasiums, to be co-located with public facilities and infrastructure to ensure convenient and practical access to the community.

## Principle



# Flexible + Multi-Functional Leisure Spaces Support Effective Use of Resources + Strong Partnerships

### *What this means to Council*

Council supports the sharing of facilities and encourages initiatives that maximise efficient, multi-functional and integrated use of facilities. The cornerstone of successful facilities and spaces is their capacity to evolve as community needs evolve and change over time. Council understands that leisure participation trends evolve over time and therefore, so too must the capacity of leisure settings. This will ensure they continue to accommodate contemporary usage patterns.

This principle is not just about shared spaces as a way to generate efficiencies. More importantly, shared use of leisure spaces can drive collaboration and synergy between stakeholders, which can lead to better outcomes for the community.

### *Some examples of how this principle influences Council decision making*

- Leisure facilities and settings that incorporate flexible and multi-purpose design features that can be accessed by multiple users will be encouraged.
- Single-purpose proposals will only be supported where there is clear evidence to support need and viable participation levels and can attract external financial contributions.

- Leisure facilities will be sympathetic to the surrounding land uses, heritage and conservation areas.



# Wyndham Leisure 2013 – 2017

## Priority Areas, Recommendations + Strategies

The Wyndham Leisure Strategy identifies six equal priorities, as illustrated below. They have been identified and developed in light of:

- the sentiments expressed by the community;
- the sphere of influence of Council;
- drivers of demand;
- the planning and management functions and regulatory framework of the Council; and
- the resourcing capacity of Council and broader climate of resourcing from government and other sources.

When viewed individually, each priority area will guide Wyndham City to deliver and support the best mix of leisure opportunities and services that it can. When viewed holistically, they will create better lifestyles and more resilient communities within the City, which will benefit current and future generations of Wyndham residents.

This section outlines the priorities for the Wyndham Leisure Strategy 2013 - 2017. Each priority area begins with a supporting rationale and evidence that provides the background and context which is followed by a mix of recommendations and associated strategies. Strategies are detailed by nature and include:

- a précis of the evidence that has triggered the strategy;
- links to relevant leisure principles, and;
- which department within Council plays the lead role in delivering each strategy and other important stakeholders.

Recognising the speed of change and growth of the City, an outlook of 5 years and beyond has been applied to this project, with the following staged timeframes applying.

SHORT TERM	1 to 3 years
MEDIUM TERM	3 to 5 years
LONG TERM	5 years +

It is estimated that the implementation of the Strategy will cost \$1,515,000 over the next 5 year period with an additional \$459,000 estimated for 5 years and beyond. Business cases will be prepared each year and considered as part of the annual budget process.

# Wyndham's Six Priorities



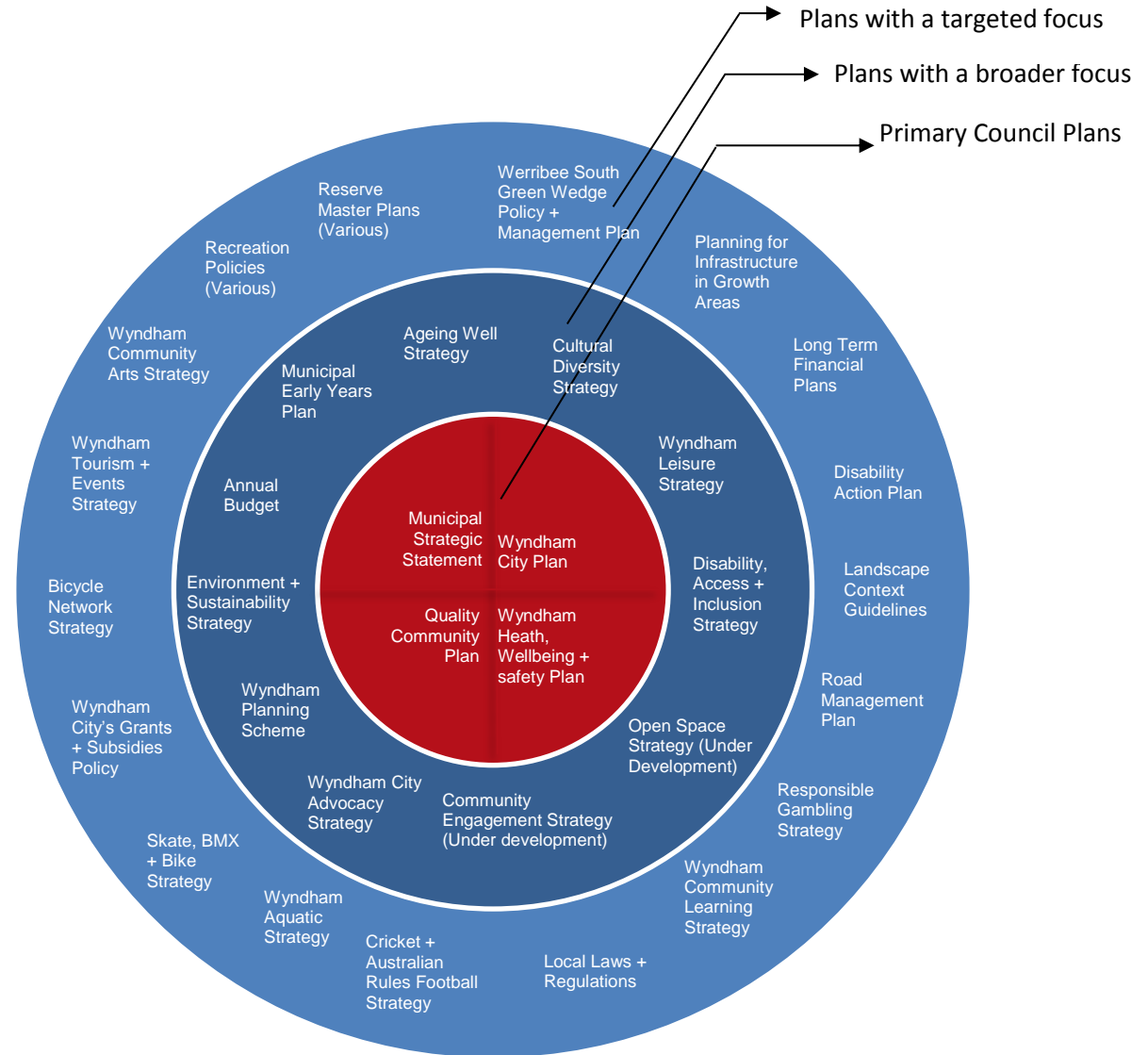
# Priority 1. Building Effective Policy + Planning Mechanisms

## A Whole of Council Effort

The Wyndham Leisure Strategy is a broad level strategy.

Like other broad strategies, it is directly informed by the major strategic planning instruments of the Council, such as the Wyndham City Plan and the Quality Community Plan. It will span across a range of Council Directorates and will inform a range of operational activities, plans and initiatives that directly and indirectly contribute to quality leisure experiences in the City.

Underpinning the strategy's ability to influence the whole of Council is the extent to which its principles and priorities are embedded across the whole organisation. All directorates of Council are heavily invested in the planning, support and development of leisure within Wyndham City.





Some examples of this include:

- the role of Sustainable Development in its management and application of the Wyndham Planning Scheme, and its flow on implications to the development and use of public open space.
- the role of Economic Development in attracting commercial leisure providers i.e. cinema, indoor sports centres, retailers.
- the role of Advocacy in attracting government funding to resource new facilities.
- the role of Community Development managing community centres and supporting the development of volunteers in Wyndham City, who in turn plays a valuable role in the support and delivery of a range of leisure activities such as local events, health and community art projects.
- the role of Communication & Events in resourcing and marketing leisure opportunities through Council's website, print media and publications.
- The role of City Presentation and Recreation in fostering community pride and the development of recreation facilities and leisure opportunities throughout Wyndham.

Leisure opportunities are influenced by the strength and diversity of partnerships Council has with others. Council acknowledges and supports the range of not-for-profit, commercial, government and community organisations that all influence the quality and diversity of leisure opportunities across Wyndham and the wider region.

In many ways, community organisations, local leaders and volunteers provide the face of leisure in Wyndham. They are the instructors, coaches, mentors, players, artists and leaders of organised leisure

experiences across the City. They provide great insight into present and emerging leisure issues and challenges. Council's planning mechanisms will continue to seek their input and insight.

### *A Framework to Assess Standards and Supply of Leisure Opportunities*

The *Wyndham Social Infrastructure Planning 2040 (2012 update)* report outlines the need for Wyndham City to proactively address rising demands for new and extended community infrastructure as a result of the rapid population growth within the municipality. It aims to provide a robust planning framework of principles and benchmarks to guide the assessment of community needs.

Explicit to the project was the need to develop a shared approach across the municipality that would in turn support a consistent approach to infrastructure planning.

Important outcomes from the report included:

- planning standards for community facilities that were relative to both typology and catchment;
- a description of the desired characteristics and features of different types of community facilities; and
- estimated ratios of provision for the supply of different types of community facilities relative to the number of people within a development area.

Provision ratios provide a useful indicator to potential community demand for infrastructure as well as providing a starting point to map facility requirements for new communities at the development planning stage.

They are however only one step within a much broader process of assessing community demand for infrastructure. Council identifies that the achievement of ratios is not the measure of success. Rather, the measure of success is the evidence that community leisure demands are being met.

#### Some examples of provision ratios

Community Based Library:	1 library per 18,000 dwellings
Neighbourhood Houses:	1 house per 9,000 dwellings
Youth Resource Centres	1 centre per 12,000 people aged 12-25 years
Community Performing Arts Centres	1 centre per 18,000 dwellings
Indoor Recreation Centre	1 indoor court per 22,000 people
Lawn Bowls	1 green per 30,000 people
Outdoor Netball	1 court per 7,000 people

#### Community Participation in the Planning Process

If provisional ratios are one step of investigating community demand for leisure facilities and settings, so too are the systems and processes that enable the local community to contribute to the planning process and to express their leisure needs.

This is a central tenet of Council's Quality Community Plan (2007), which highlights the responsibility of all people to help implement the Community Plan and play a role in its continued development.

With this in mind, the Wyndham Leisure Strategy provides an opportunity to initiate effective and inclusive ways for community groups, volunteers, local leaders, advocates and residents to contribute to the planning of community infrastructure.

The value of community participation in planning processes is self-evident. Effective community engagement in planning acknowledges the desire for people to participate in decisions that affect them and facilitates a better understanding of the issues for both the community and Council.

Building effective planning and policy mechanisms is therefore focussed upon developing a range of robust methodologies to support effective leisure planning and decision making systems that exist across teams within Council, and across organisations and interest groups that influence leisure in Wyndham. It is integral that the community participates in decision making about leisure in their local area; building up from well-established benchmarks and evidence.

**RECOMMENDATION 1.** Council will work collaboratively across directorates and the community to ensure leisure planning integrates the considerations of the entire community and whole of Council.

	Strategy	Lead Role	Partners	Timeframe
1.1	<p>Council will adopt the leisure strategy planning principles, being:</p> <ul style="list-style-type: none"> <li>a. Local leisure opportunities deliver important outcomes to individuals;</li> <li>b. Providing leisure opportunities for all people builds strong and resilient communities;</li> <li>c. The best results will come when all partners work towards shared outcomes; and;</li> <li>d. Flexible + multi-functional leisure spaces support effective use of resources + strong partnerships.</li> </ul>	City Presentation + Recreation	All Departments	SHORT TERM
1.2	<p>Council will undertake the following Planning Scheme Amendments:</p> <ul style="list-style-type: none"> <li>a. Update the Municipal Strategic Statement to reflect the Wyndham Leisure Strategy vision, principles and priorities;</li> <li>b. Incorporate the framework of regional, municipal, district and local level open space and leisure environments (or alternate classification as nominated by the Open Space Strategy). This should align with the Wyndham Open Space Strategy which is under development;</li> <li>c. Seek to make the Wyndham Leisure Strategy an incorporated document within the Planning Scheme; and</li> <li>d. Incorporate a provision that development applications must demonstrate the extent to which the development will support local leisure participation, with specific reference to: <ul style="list-style-type: none"> <li>— An off road trail network (for cycling and walking) with consideration to origin and destinations, the on road network, end of journey facilities including</li> </ul> </li> </ul>	City Presentation + Recreation Town Planning	Strategic Planning Social Development Governance	SHORT TERM

Strategy		Lead Role	Partners	Timeframe
	seating and public toilets, signage and connectivity to local areas; — Active by design principles (as referenced in Wyndham City’s Plan for Community Health, Wellbeing + Safety); and — Crime Prevention through Environmental Design principles (CPTED).			
1.3	Council will develop an integrated approach to the planning and management of leisure across Wyndham City. This will be done through the development of an integrated leisure Cross Organisational Group (COG). The role of the Leisure COG is to: <ol style="list-style-type: none"> <li>a. Monitor and oversee the implementation of the Leisure Strategy and report to Council its outcomes at least annually;</li> <li>b. Support the planning and development of the Active Wyndham program and to advocate its outcomes internally and, where appropriate throughout their respective networks, across Wyndham City;</li> <li>c. Provide a multi-disciplinary forum from which to address leisure issues, and</li> <li>d. Progressively review the Leisure Strategy as it moves through implementation.</li> </ol>	City Presentation + Recreation	All Departments	SHORT TERM
1.4	Achieve synergy from independent strategies by sharing common outcomes across the Council organisation: <ol style="list-style-type: none"> <li>a. Sharing, or if possible, extending the resourcing of staffing between the Community Development and Infrastructure Directorates where there are common position objectives, such as health, wellbeing and physical activity;</li> <li>b. Further development of the <i>Active Wyndham</i> program through the joint use of resources. The <i>Active Wyndham</i> program should be focussed on linking people with their local leisure destinations across Wyndham; and</li> <li>c. Feed relevant outcomes of the Leisure Strategy into the annual reporting requirements of the Community Health, Wellbeing + Safety Plan to Council and relevant areas of State Government. This will reflect the outcomes of both</li> </ol>	City Presentation + Recreation Social Development	Department of Health Department of Planning + Community Development Strategic Planning	SHORT TERM

Strategy		Lead Role	Partners	Timeframe
	strategies and present a more holistic representation of the initiatives and outcomes enabled by the Council to support healthy lifestyles.			
1.5	Council will continue to advocate to State and Federal Government to support a sustainable and healthy community through amended planning provisions, a focus on quality urban design outcomes and greater contributions to infrastructure provision.	Advocacy Strategic Planning City Presentation + Recreation	All Departments	SHORT TERM
1.6	<p>Undertake the following initiatives to ensure Wyndham Leisure Principles integrate with existing decision making processes:</p> <ul style="list-style-type: none"> <li>a. Amend Council’s Grants application documentation and supporting material to support Council’s Leisure Principles. The assessment of applications that seek to influence leisure in Wyndham City will be extended to include the Wyndham Leisure Principles;</li> <li>b. Integrate Wyndham Leisure Principles within agreements for the renewal or amendment to occupancy agreements associated with the use of Council buildings, so that the assessment of occupancy considers the extent to which occupancy supports the leisure principles; and</li> <li>c. Include Leisure Planning Principles as the context for future policy and strategies that influence leisure in Wyndham.</li> <li>d.</li> </ul>	City Presentation + Recreation Social Development	Financial Services Communication + Events Governance	MEDIUM TERM

**RECOMMENDATION 2.** Council will proactively build and enhance its understanding of regional, municipal and local area leisure needs by drawing upon a range of engagement and research methods.

Strategy	Lead Role	Partners	Timeframe
<p>2.1 Develop a suite of processes and systems to provide regular and familiar ways for feedback and research. Local area research and engagement activities will:</p> <ul style="list-style-type: none"> <li>a. Reflect IAP2 (International Association of Public Participation) core values;</li> <li>b. Extend the current topic, based online engagement systems, to systematically seek feedback and data on broader leisure participation and issues throughout Wyndham;</li> <li>c. Provide an opportunity for continued involvement by the 569 local residents who have expressed an interest in developing the leisure strategy through the project update mechanism. This will provide an opportunity to gauge community opinion on specific leisure issues and ideas, seek annual leisure participation polls and/or communicate new issues;</li> <li>d. Reinforce a culture of actively seeking community feedback and participation in decision making processes through regular and ongoing feedback and engagement systems;</li> <li>e. Establish efficient and consistent ways to incorporate feedback processes into operational activities influencing leisure in Wyndham; and</li> <li>f. Draw upon the outreach and community development skills, connections and initiatives provided by the Council and other organisations as identified.</li> </ul> <p>Two of the research mechanisms will be:</p> <ul style="list-style-type: none"> <li>- The consolidation of all Wyndham City strategies survey data which creates a central point for trends and influences in the community including Leisure engagement.</li> <li>- Continued support for the implementation of the municipal survey to identify broad</li> </ul>	<p>City Presentation + Recreation</p> <p>Social Development</p> <p>Governance</p>	<p>Strategic Planning</p> <p>Corporate Services</p> <p>Communication + Events</p>	<p>MEDIUM TERM</p>

Strategy	Lead Role	Partners	Timeframe
trends.			
2.2 Continue to develop and refine Council’s GIS system to include leisure assets in order to have valuable and accessible data to inform planning and leisure management decision making. Council will ensure mechanisms are available to share data with other stakeholders where appropriate.	City Presentation + Recreation Information Services Asset Management + Maintenance	Social Development Early Years + Youth Libraries + Community Learning. Aged, Disability + Recovery	MEDIUM TERM
2.3 Wyndham City will contribute to metropolitan investigations into leisure services, infrastructure and resources. As part of this strategy, and recognising the shared leisure interests and issues across local government, Council will initiate leisure planning forums on issues of mutual interest with neighbouring Councils. e.g. Hobsons Bay City Council, Brimbank City Council, Melton City Council, Moorabool Shire Council, City of Greater Geelong and other relevant stakeholders.	City Presentation + Recreation	Advocacy Strategic Planning Social Development Aged, Disability + Recovery Early Years + Youth State Government	ONGOING

## Priority 2. Building Community Capacity Through Targeted Leisure Opportunities

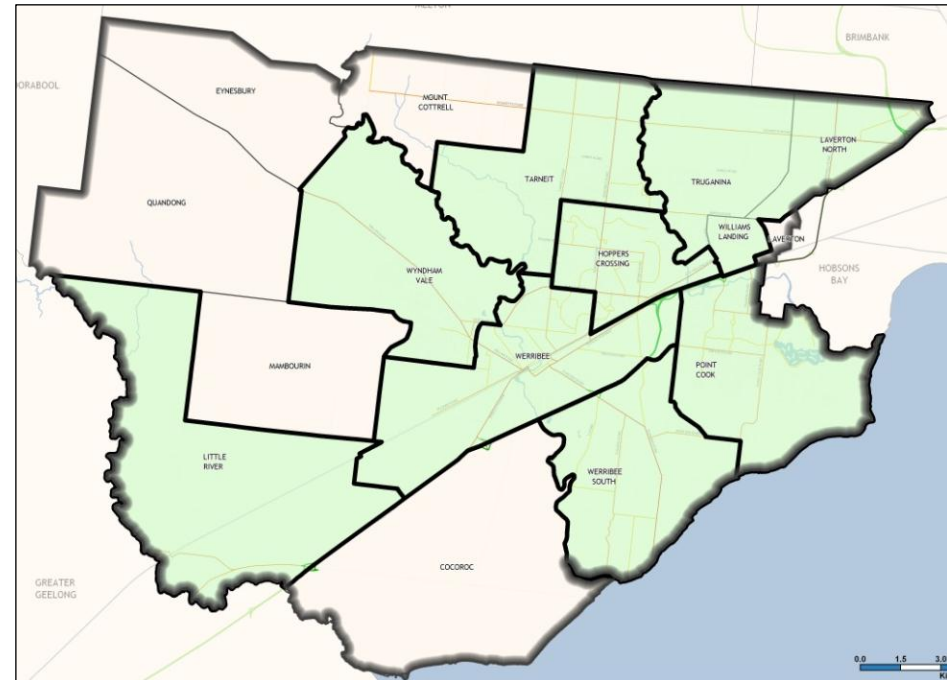
*Wyndham is a City of Diverse Neighbourhoods.*

Wyndham is a tapestry of diverse communities, settings and landscapes. Ranging from the older established areas of Werribee and Hoppers Crossing through to the emerging residential areas of Point Cook, Tarneit, Wyndham Vale and Truganina, its people; topography and access to leisure experiences vary significantly. For this reason, Council augments its foundation approach to leisure provision with tailored strategies relevant to the specific needs of each suburb precinct.

Priority 2 seeks to draw from the outcomes of observations identified in the supply of, and demand for, leisure opportunities at a local level. Wyndham's suburbs provide the necessary scope for specific local initiatives.

A total of nine community precincts were identified as part of the assessment. These include:

- Hoppers Crossing
- Little River
- Mount Cottrell-Quandong
- Point Cook
- Tarneit
- Truganina, Williams Landing and Laverton North
- Werribee
- Werribee South
- Wyndham Vale and Mambourin





### RECOMMENDATION 3. Council will enhance context based leisure opportunities in the nine community precincts

#### Hoppers Crossing

Hoppers Crossing is a unique community for Wyndham, with the population expected to be static or declining over the next ten years; a marked contrast to most other areas of the municipality. The current population is expected to decline by around 1,500 people to approximately 36,600 in 2021. Despite this population trend, the existing Hoppers Crossing leisure infrastructure can provide important opportunities to the newly developing areas of Wyndham.

#### Contextual Considerations

- The role of the Youth Resource Centre provides an important space for young people to participate in a range of events and activities and to strengthen social supports and connections.
- The Wyndham Leisure and Events Centre is currently undergoing a multimillion dollar refurbishment and extension which will continue to provide for Wyndham's total Aquatic needs until 2021.
- The main library is located within Hoppers Crossing which supports a diverse range of needs.
- The Werribee Plaza provides access to cinema, retail and commercial leisure opportunities for business and the wider community.
- Some parts of Hoppers Crossing have comparatively lower supply of open space and this should be considered as part of Council's Open Space Strategy.
- As an ageing community, Hoppers Crossing requires particular focus for providing good accessibility and age friendly programming at key facilities.
- The cul de sac design of housing creates a less connected environment in which to walk.
- With over 30 education facilities (from kindergartens through to Secondary Schools within the precinct), public open space and community facilities within this area may experience high levels of demand from schools.

Strategy Hoppers Crossing	Lead Role	Partners	Timeframe
<p>3.1 The Youth Resource Centre will continue as a valuable asset to increase engagement of younger persons with leisure activities, including non-sporting activities such as music and the arts. Council will:</p> <ul style="list-style-type: none"> <li>- Facilitate more non sporting leisure activities, including technologically based leisure activities;</li> <li>- Increase advertising at the centre to raise awareness of leisure activities available throughout the municipality;</li> <li>- Build an awareness of public transport availability to the centre to allow a wider catchment of youth from the surrounding areas; and</li> <li>- Increase access and use of the music rehearsal facilities at the centre and promote live music initiatives.</li> </ul>	Early Years + Youth	City Presentation + Recreation  Social Development  Communication + Events  Advocacy	MEDIUM TERM
<p>3.2 See the completion of the 80 Derrimut Road – Leisure Facility project. The facility will provide suitable aquatic and fitness opportunities to the whole municipality until 2021.</p>	City Presentation + Recreation  Major Projects	Social Development  Aged, Disability + Recovery  Early Years + Youth	SHORT TERM
<p>3.3 Subject to the receipt of significant external funding the 80 Derrimut Road – Library will be completed to provide the largest library space within the municipality and include the relocation of existing services from the Heaths Road site.</p>	Libraries + Community Learning  Major Projects	City Presentation + Recreation  Aged, Disability + Recovery  Early Years + Youth  Social Development	LONG TERM

Strategy Hoppers Crossing		Lead Role	Partners	Timeframe
3.4	Public Open Space will be developed and renewed in line with Reserve Master Plans including Mossfiel Reserve.	City Presentation + Recreation	Parks Major Projects Social Development Buildings + Waste Asset Management + Maintenance	MEDIUM TERM
3.5	Investigate and implement ways the existing community centres can increase leisure participation for the forecast ageing population, including acting as a familiar meeting point to launch walking, picnic, sporting, dining or cinema tours.	Social Development	Aged Disability + Recovery Early Years + Youth City Presentation + Recreation	SHORT TERM
3.6	Council will build on the success of its current community events to test the opportunity for frequent smaller scale programs, such as community picnics, to increase the appreciation of the existing open space and also stimulate further community activity and interaction.	City Presentation + Recreation	Social Development Communication + Events Parks	MEDIUM TERM

## Little River

Little River is a smaller community expected to marginally increase to a population of approximately 860 by 2021. The demographics of the area are expected to remain essentially unchanged, with an increase in persons aged over 60 years forecast to deliver the limited growth.

### Contextual Considerations

- Little River is a small community with a strong sense of place.
- The Little River community strongly supports local events including fetes and the annual country fair.
- Little River has district sporting facilities that cater for football, tennis, netball, cricket, skate and casual basketball
- The community is small, and should therefore be connected with key facilities and leisure options in other areas as they may not be feasible in this geographic location.
- Little River (the river) provides an important landscape for the area and local Landcare and Little River Improvement Group should be supported as useful outlets for local residents to connect and protect their environment.
- The Little River Mechanics Institute Hall facilitates community interaction.

Strategy Little River		Lead Role	Partners	Timeframe
3.7	Little River (the river) provides an important natural landscape for the area. As such, Council will work with the Landcare group and the Little River Improvement Group to encourage local residents to contribute to the enhancement and protection of the river corridor.	Environment + Sustainability	City Presentation + Recreation	SHORT TERM
3.8	In conjunction with the enhancement of the Little River (the river) corridor endeavour to develop a shared trail which enables residents to engage in walking and cycling between You Yangs Road and Old Melbourne Road (3.2km).	City Presentation + Recreation	Engineering Services Asset Management + Maintenance	LONG TERM
3.9	Road Cycling is actively participated in around the rural road network of Little River. Council will investigate opportunities to better support this leisure activity in line with the Skate, BMX and Bike Strategy 2013.	City Presentation + Recreation	Engineering Services Asset Management + Maintenance	MEDIUM TERM

## Mount Cottrell – Quandong

The Mount Cottrell-Quandong region is a large area in the north west of the municipality. The region has a small population of around 250, with minimal growth expected up to 2021. Like Mambourin, the population is expected to increase post 2021 as areas within the Urban Growth Boundary (UGB) are developed.

### *Contextual Considerations*

- With only 250 people located within this precinct, it is comparatively very small.
- The precinct is predominantly a farming area, however provides a home for several sports clubs.
- The region provides extensive environmental values, such as large tracts of grassland and areas of biodiversity.

Strategy Mount Cottrell-Quandong		Lead Role	Partners	Timeframe
3.10	The farming landscape of the area provides a home to leisure activity unsuited for more populated areas, such as the Werribee International Shooting Complex and Advanced Paintball Playing fields. As these facilities deliver unique leisure opportunities not readily available elsewhere within the municipality, Council will promote these facilities to residents and visitors of the area. This may include advocating for events and competitions to be held at these and similar facilities.	City Presentation + Recreation	Environment + Sustainability	SHORT TERM
3.11	Council will consider where appropriate the opportunity to allow other unique leisure activities that conflict with urbanised areas, such as horse riding, archery, motocross, etc. to locate in this region.	City Presentation + Recreation	Environment + Sustainability Strategic Planning	MEDIUM TERM
3.12	Council will advocate for the preservation of natural, historical and indigenous assets within the UGB and rural areas to ensure development does not affect future leisure opportunities in line with the Wyndham Landscape Context Guidelines.	Strategic Planning Sustainability + Environment	All Departments	SHORT TERM

## Point Cook

The rapid expansion of Point Cook is a significant element of Wyndham’s growth. The population of Point Cook is forecast to exceed 50,500 people by 2021. Young families are again a significant proportion of the community, with children aged under 15 expected to make up 26 % of the population by 2021 (approx. 8,800 people) compared to people aged over 65 representing only 5.6% of the population (approx. 2,500 people). As such, families with dependents will continue to represent the most common household types, making up 50% of all households in 2021.

### Contextual Considerations

- Point Cook is a relatively young community that is still developing. While a number of new leisure facilities (such as the library, community hub and sports reserves) have already been provided, there is a strong desire from Council to see additional opportunities and infrastructure provided at a comparable rate to population increases.
- The Princes Freeway is a major barrier for walking and cycling access north of Point Cook. Investment in developing connections for walking and cycling to key leisure destinations and community services is a clear opportunity for Council and State Government.
- Research found some community interest in developing indoor recreation and aquatic facilities in Point Cook. This is identified as a matter to be further investigated in a revision of the 2011 Wyndham Aquatic Strategy in 2013.
- The Point Cook Coastal Park, Point Cooke Marine Park, Cheetham Wetlands and Point Cook Homestead create a unique and historical point of interest where local residents can walk, socialise and engage in Wyndham’s coastal landscape.

Strategy Point Cook	Lead Role	Partners	Timeframe
3.13 The Princes Freeway is a major barrier for walking and cycling access to the north of Point Cook. As access to facilities, services and settings outside of Point Cook generally require car based transport, Council will seek to enhance connections between Point Cook and prominent leisure and service destinations north of the Princes Freeway.	Engineering Services	City Presentation + Recreation	SHORT TERM
3.14 Council will promote increased community interface with the wetlands and walking tracks to the north of the Point Cook Town Centre, including the potential for community activities that include temporary ‘cafe trade’ to be held within the green space.	City Presentation + Recreation	Economic Development Town Planning Parks	MEDIUM TERM

Strategy Point Cook	Lead Role	Partners	Timeframe
3.15 Council will build on the success of its current community events to test the opportunity for frequent smaller scale programs, such as community picnics, to increase the appreciation of the existing open space and also stimulate further community activity and interaction.	City Presentation + Recreation	Social Development Communications + Events Parks	MEDIUM TERM
3.16 Council will support the development of the proposed sporting grounds and facilities as outlined within the relevant Precinct Structure Plans including the extension of the facilities at the Skate and BMX facility.	City Presentation + Recreation	Buildings + Waste Services Parks	SHORT TERM
3.17 Further consideration will be given to the provision of recreation infrastructure, including an aquatic facility. Council will review current provision and planning for potential new facilities in obtaining support from private ventures for such facilities in 2013/14.	City Presentation + Recreation	Buildings + Waste Services Strategic Planning Economic Development	SHORT TERM
3.18 Council will endeavour to complete the missing links in the Skeleton Creek Trail south of the Freeway which links to the Bay Trail.	City Presentation + Recreation	Engineering Services	MEDIUM TERM
3.19 Council will advocate to State and Federal governments for improved transport connections to reduce congestion and decrease commuting time resulting in improved work/ life balance and increased leisure time.	Advocacy Strategic Planning	City Presentation + Recreation Social Development	SHORT TERM
3.20 Council will plan and develop programs which build youth engagement and capacity in Point Cook.	Early Years + Youth	Social Development City Presentation + Recreation	SHORT TERM
3.21 Council will investigate ways to improve the variety of open space available to residents including formal and informal parkland.	City Presentation + Recreation	Parks Strategic Planning	SHORT TERM

Strategy Point Cook	Lead Role	Partners	Timeframe
3.22 Council will ensure developers construct shared paths and footpaths to provide good opportunities for walking and cycling within the growth areas.	City Presentation + Recreation	Parks Strategic Planning	ONGOING



## Tarneit

Tarneit is one of the fastest growing areas within the municipality with the population forecast to increase to nearly 40,000 people by 2021; an average annual growth rate of around 11.7%. Tarneit has population peaks in the under 15 and 30-44 age groups, indicating a new and maturing family based community with a proportionally larger number of parents and children.

### *Contextual Considerations*

- Tarneit is a rapidly growing community that will need to develop leisure opportunities as the population increases. The number of young children that will inhabit the precinct over the next decade suggests high levels of sustained demand for sport, recreation and community centre activity. Council’s Sports Development Framework will play an integral role in building participation in order to meet expected levels of demand within sites currently under development (such as Wootten Road Reserve).
- The Tarneit Community Learning Centre will play an important role as a gathering place for community activity and leisure. The centre should be supported in promoting new leisure options and generating new groups to build community capacity and diversifying leisure opportunities.
- The Penrose Promenade Community Learning Centre will provide an important role as a gathering place for older Wyndham residents. The centre should be supported in promoting and providing access to suitable leisure activities for its community.
- Tarneit is an ideal location for a community development initiative that can provide support for a new and growing community to stimulate diverse and local leisure participation.
- Tarneit is to benefit from a new railway station as part of the Regional Rail Link project.
- Tarneit is the site of 118 hectares purchased by Council some of which will be used for leisure and open space opportunities.
- Skelton Creek Trail is a major asset to the extreme east of this area and could be further strengthen with signed feeder trails to key destinations.
- The Werribee River will become a key feature to the West of the Tarneit Growth Area.

Strategy - Tarneit		Lead Role	Partners	Timeframe
3.23	In acknowledgement of the opportunity for Tarneit’s school facilities to be used as leisure assets by the community, and the importance of schools in linking families to leisure opportunities within an area, Council will address the legal requirements associated with allowing regular use of school facilities by the public, and how Council leisure assets may in turn be used by schools.	City Presentation + Recreation	Social Development DEECD Tarneit Schools	MEDIUM TERM

Strategy - Tarneit		Lead Role	Partners	Timeframe
3.24	Council will build on the success of its current community events to test the opportunity for frequent smaller scale programs, such as community picnics, to increase the appreciation of the existing open space and also stimulate further community activity and interaction.	City Presentation + Recreation	Social Development Communications + Events Parks	MEDIUM TERM
3.25	Council will consider the feasibility and requirement for providing increased infrastructure such as playground equipment and public seating to the current public open space network.	City Presentation + Recreation	Parks	SHORT TERM
3.26	The Tarneit Community Learning Centre will promote local leisure opportunities and deliver initiatives that focus upon building community capacity and testing demand for future leisure requirements.	Social Development	City Presentation + Recreation Aged, Disability + Recovery	SHORT TERM
3.27	The Penrose Community Learning Centre will be constructed and programmed to provide access to leisure initiatives with specific elements for the older population as well as kindergarten and maternal child health services.	Aged, Disability + Recovery Social Development	Buildings + Waste Services City Presentation + Recreation	SHORT TERM
3.28	Council will support the development of the proposed sporting grounds and facilities as outlined within the relevant Precinct Structure Plans, with the expectation they will become operational as soon as feasible. Reserves include Goddard Street Reserve, Hummingbird Boulevard Reserve, and Baden Powell Reserve.	City Presentation + Recreation Buildings + Waste Services	Parks Strategic Planning	SHORT TERM
3.29	Master Plan Wyndham City's 118 Hectare site to optimise provision of Leisure Opportunities.	City Presentation + Recreation Major Projects	Strategic Planning Engineering Services	LONG TERM
3.30	Council will ensure developers construct shared paths and footpaths to provide good opportunities for walking and cycling within the growth areas including: <ul style="list-style-type: none"> <li>- The Davis Creek Corridor;</li> </ul>	City Presentation + Recreation	Parks Strategic Planning	ONGOING

## Strategy - Tarneit

Lead Role

Partners

Timeframe

- Werribee River Corridor;
  - Pipe Tracks; and
  - Easement Reserves.
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## Truganina, Williams Landing and Laverton North

Williams Landing and Truganina are currently small but growing communities in the eastern fringe of the municipality. Williams Landing has a current population of approximately 2,100 people, but is expected to grow to over 8,000 by 2021. Growth is generally attributed to the rise of young families, with children aged under 15 years accounting for a high percentage of the population. Truganina reflects similar trends but on a larger scale, representing one of the fastest growing areas of the municipality. An average annual growth rate of over 15% is anticipated to increase the current population of around 8,300 to over 26,400 by 2021.

Laverton North is largely industrial, with many medium and high level industries located within the precinct. Laverton North has a large commuting population who spend their working day within the area.

### *Contextual Considerations*

- The Federation Trail and Skeleton Creek Trail are major assets for this area and could be further strengthened with signed feeder trails to key destinations.
- Federation Blvd. Reserve including Arndell Park Community Centre is a key leisure asset in this area and offers diverse opportunities for current and future residents.
- Lawrie Emmins Reserve is a key regional open space which is currently underdeveloped but will change over the coming 10 year period with the implementation of the Master Plan.
- Public Open Space within new and emerging estates will be developed in line with Council provision requirements.
- The Wyndham Community Arts Alliance is located at Lawrie Emmins Reserve.
- Large numbers of people spend their working day in Laverton North where there is a lack of Leisure and Open Space provision.

Strategy – Truganina , Williams Landing and Laverton North		Lead Role	Partners	Timeframe
3.31	The Federation Trail is a major asset for this precinct and could be further strengthened through smaller trails and paths connecting to the system, coupled with safer crossings across busy roads. Council will work with organisations such as Bicycle Network Victoria, DEECD, DTPLI, and VicRoads to determine the viability of sustainably developing these additional paths, and ensuring the safety of people when accessing them.	City Presentation + Recreation	Engineering Services Asset Management + Maintenance Strategic Planning	SHORT TERM

Strategy – Truganina , Williams Landing and Laverton North		Lead Role	Partners	Timeframe
3.32	Skeleton Creek Trail will provide links to major leisure and service facilities throughout the precinct and connect with adjoining suburbs of Hoppers Crossing and Tarneit. Council will ensure the continued development of this network along both sides of the creek and will endeavour to provide footbridges across the creek at appropriate locations.	City Presentation + Recreation	Strategic Planning Asset Management + Maintenance	MEDIUM TERM
3.33	Council will look to use Federation Boulevard Reserve for community leisure activities outside of their obvious sporting uses including markets and community events.	City Presentation + Recreation	Social Development Communication + Events	SHORT TERM
3.34	Lawrie Emmins Reserve is Master Planned to become a major regional facility over the next 10+ years. Council will consider the Lawrie Emmins Reserve Master Plan in line with Council’s 10 year capital works program.	City Presentation + Recreation	Buildings + Waste Services Parks Asset Management + Maintenance	MEDIUM TERM
3.35	Council will continue to support the development of leisure activities as outlined with the relevant Precinct Structure Plans including reserves in Allura Estate, Williams Landing and at Clearwood Drive.	City Presentation + Recreation	Social Development Strategic Planning Town Planning	SHORT TERM
3.36	Council will investigate improving leisure opportunities for people in the existing industrial areas of Wyndham to provide accessible and flexible leisure options.	City Presentation + Recreation	Social Development Economic Development	MEDIUM TERM
3.37	Council will ensure developers construct shared paths and footpaths to provide good opportunities for walking and cycling within the growth areas including: <ul style="list-style-type: none"> <li>- Skeleton Creek Corridor;</li> <li>- Laverton Creek Corridor; and</li> <li>- Easement Reserves.</li> </ul>	City Presentation + Recreation	Parks Strategic Planning	ONGOING

## Werribee

Despite Werribee presenting as the oldest and most established community within Wyndham, the area is forecast to experience a variety of demographic changes. The population is currently set to increase to approximately 50,000 people by 2021; an annual growth rate of around 2%. An increase in family households will characterise much of this growth, however Werribee will also accommodate a number of persons over 65 who will be expecting to ‘age in place’.

### Contextual Considerations

- Werribee is an established community with the largest number of leisure options compared to all other areas in Wyndham.
- Werribee currently has over 200 community organisations supporting a range of leisure activities, of which half are sport or recreation groups
- The Werribee River is a major leisure asset for Wyndham and should be both developed and promoted more widely.
- Given the number of established organisations and clubs in Werribee, consideration should be given to a mentoring program for similar clubs or groups in newer development areas who can learn from case studies or discussion, etc.
- Chirnside Park Oval precinct provides an elite facility to showcase sport to the community and supports municipal events and festivals including the Rotary Fun Run and Weerama activities.
- Werribee Olympic Outdoor Pool provides residents with seasonal access to aquatic activities to support the increased demand for aquatics over the warmer months
- The Wyndham Cultural Centre provides residents with access to local and touring performances and exhibitions.
- The Werribee Library supports the local Werribee population in conjunction with the Werribee Plaza Library.
- Werribee Employment and Technology precinct provides jobs locally within the industries of science, health and agriculture.
- The Werribee Racecourse attracts major race meets, provides jobs locally and provides for community functions.

Strategy – Werribee		Lead Role	Partners	Timeframe
3.38	The Werribee River continues to act as a prominent leisure asset for the community. The path along the river through the Werribee City Centre presents significant leisure opportunities. Council will continue the development of Werribee City Centre to improve the access and interface with the river, including:	Place Manager	Economic Development City Presentation +	SHORT TERM

Strategy – Werribee		Lead Role	Partners	Timeframe
	<ul style="list-style-type: none"> <li>- Promoting the existing and proposed public spaces adjacent the Werribee River, as both destinations and temporary rest places;</li> <li>- Promoting more outdoor ‘cafe trade’ that can utilise frontages or views to the river; and</li> <li>- Increasing education signage about the environmental and biodiversity values of the river.</li> </ul>		Recreation	
3.39	Werribee will support an ageing population, therefore targeted leisure activities are needed to ensure quality opportunities are available to this demographic. While a range of leisure opportunities are already available to older Werribee residents, Council realises that the projected ageing population will represent an emerging group who may have differing needs to previous generations of aged people. As such, Council will liaise with community and aged care groups to ensure leisure opportunities are suited to the aged community’s needs, rather than stereotyped activities.	Aged, Disability + Recovery	City Presentation + Recreation Social Development	LONG TERM
3.40	Council will address the potential barrier to convenient leisure participation created by the Princes Highway and rail line through encouraging more localised activities and advocating for increased public transport options.	City Presentation + Recreation	Social Development Engineering Services Strategic Planning	MEDIUM TERM
3.41	Chirnside Park Redevelopment Project will provide a community space for elite sport, sport development pathways and a place for festivals and events.	City Presentation + Recreation	Major Projects Place Manager	SHORT TERM
3.42	Review of Open Space Provision in the Werribee precinct to ensure public open space and access to leisure amenity is comparable to the population. Including the provision of spaces that are stimulating to young people in the CBD precinct so that this cohort engage positively with the surrounding businesses and activities.	City Presentation + Recreation	Social Development Early Years + Youth Economic Development Place Manager Strategic Planning	SHORT, MEDIUM & LONG TERM
3.43	Through strategic planning and urban development ensure the corridors of growth within Werribee are adequately supplied with spaces for Leisure.	Strategic Planning	All Council Departments	SHORT TERM

Strategy – Werribee		Lead Role	Partners	Timeframe
3.44	Build on and promote current leisure assets and events within the Werribee City Centre including Weerama, the Twilight Market, the Wyndham Cultural Centre & Gallery to draw people to the City Centre.	Place Manager	Social Development Communication + Events City Presentation + Recreation Age, Disability + Recovery Early Years + Youth	SHORT TERM
3.45	Council acknowledges the importance of the retail sector in providing leisure and social engagement and will support the development of the Werribee City Centre to encourage interaction and engagement with local residents.	Economic Development	Strategic Planning City Presentation + Recreation Social Development	SHORT TERM
3.46	Council will undertake a study relating to the provision of additional pedestrian bridges across the Werribee River to optimise leisure opportunities and the walkability of the precinct as an alternate method of transport.	Engineering Services	City Presentation + Recreation Environment + Sustainability	SHORT TERM
3.47	Council will endeavour to acquire land in the vicinity of Werribee to address the current shortfall of active open space within this precinct.	City Presentation + Recreation	Strategic Planning Financial Services	SHORT TERM



## Werribee South

Werribee South is a major area for food production in Victoria that exports fresh produce globally. While covering a relatively large geographic area, Werribee South has a small population base of approximately 1,800 people, equivalent to about 1.5% of the total municipality. The population is expected to grow only marginally over the next ten years, to approximately 2,500 in 2021. Major areas of growth over this time are expected in people aged over 50 years.

### *Contextual considerations*

- Continued sensitive development of the waterfront linked with the Werribee Park Precinct represents two key destination opportunities of unique interest for all residents of Wyndham and visitors from outside the municipality.
- The recent opening of the Werribee River Regional Park, managed by Parks Victoria, which opens the western bank of the Werribee River south of the Maltby Bypass to cyclists, walkers and picnic goers,
- Specific interests of water based leisure groups and opportunities need to be further assessed and planned for in detail, as a greater demand for the use of boat ramps and marinas occurs.
- Opportunity to develop collaborative partnerships with management agencies of key iconic and natural asset facilities such, as Werribee Park, Werribee Open Range Zoo & the State Rose Garden, within this precinct to increase usage by both local residents and visitors.
- A Scoping Study of the Werribee South Coastline is intended as a preamble to the Master Planning of the area. This is expected to incorporate an assessment of the economic, ecological and infrastructure requirements of developing the precinct. This presents an opportunity for leisure provisions to be addressed within the concept stages of development.

Strategy – Werribee South		Lead Role	Partners	Timeframe
3.48	<p>Werribee South provides a range of nationally recognised cultural, recreation and conservation assets, and is a major focus of Council tourism and events. Council will:</p> <ul style="list-style-type: none"> <li>- continue to develop productive relationships with facilities to further promote these attractions to the wider population;</li> <li>- promote a sense of ownership and pride of these assets by local residents; and</li> <li>- increase support for local events to be held at such facilities, including outdoor music and cultural festivals.</li> </ul>	City Presentation + Recreation	Communication + Events Advocacy Social Development Early Years + Youth	SHORT TERM

Strategy – Werribee South		Lead Role	Partners	Timeframe
3.49	Council will continue to promote and advocate for the sustainable development of the Werribee South Foreshore and Wyndham Harbour as a place of leisure in line with the protection of existing natural features and coastal processes as well as climate change and risk adaptation. In this regard, the specific interests of water-based leisure activities and associated infrastructure such as the boat ramps, parking spaces and waterfront access will be assessed with a view of expanding these leisure opportunities to become accessible to a wider cross section of the population.	Strategic Planning City Presentation + Recreation	Advocacy Environment + Sustainability Economic Development	MEDIUM TERM
3.50	Ensure a thorough assessment of the future leisure needs of the Werribee South Precinct is undertaken within the Scoping and Master Planning phases of the Coastal Strategy.	Strategic Planning	City Presentation + Recreation Advocacy Environment + Sustainability Economic Development	MEDIUM TERM
3.51	Support the development of the Caravan Park inline the Wyndham Tourism and Events Strategy 2011/12 – 2015/16.	City Presentation + Recreation	Economic Development	SHORT TERM
3.52	Work with Parks Victoria to establish a shard path link between Werribee Park and Werribee South.	City Presentation + Recreation	Environment + Sustainability	LONG TERM
3.53	Advocate for the further development of the Werribee River Regional Park.	City Presentation + Recreation	Advocacy Strategic Planning Environment + Sustainability	SHORT, MEDIUM TERM

## Wyndham Vale and Mambourin

Wyndham Vale is a mix of both old and young communities which is forecast to grow steadily over the next ten years. It has an estimated current population of over 16,000 people, and is forecast to increase to approximately 28,700 by 2021.

While demonstrating some increase in residents over the age of 50, the most significant age group forecast over the next ten years will be 0-4 year olds. This suggests Wyndham Vale will be characterised by a community of new parents and a proportionally younger community than the remainder of the municipality. Mambourin is a geographic area south west of Wyndham Vale consisting of rural properties. It is not expected to house a significant population until it is partially developed after 2021.

### *Contextual Considerations*

- Presidents Park is a major leisure destination within this precinct and is a clear entry point into the Werribee River Trail system which connects a series of key leisure destinations throughout Wyndham. Good way-finding signage to key destinations at this point is an opportunity for Council.
- As a young community, opportunities for young people to participate in a range of leisure opportunities should be supported as the community continues to grow over time.
- Wyndham Vale is to benefit from a new railway station as part of the Regional Rail Link project.
- The opening of the Wyndham Vale Community Learning Centre in 2011 provides access to new community facilities in Wyndham Vale.
- Lollypop Creek provides a leisure corridor connecting the established and new areas of Wyndham Vale.

Strategy Wyndham Vale and Mambourin		Lead Role	Partners	Timeframe
3.54	Recognising the significance of Presidents Park as providing an entry point to the Werribee River Trail system a connection to the Werribee City Centre, Council will look at opportunities for Presidents Park to become more utilised by local events. This will focus on types of use available despite being subject to a 1 in 100 year flood.	City Presentation + Recreation	Communication + Events Social Development Aged Disability + Recovery Early Years + Youth	MEDIUM TERM
3.55	Council will strengthen partnerships with emerging schools to link young people with local sporting clubs and events, and promote the health and social benefits of leisure participation.	City Presentation + Recreation	Social Development	SHORT TERM

Strategy Wyndham Vale and Mambourin		Lead Role	Partners	Timeframe
		Early Years + Youth		
3.56	Monitor the Wyndham Vale railway station construction to ensure it complies with approved designs to minimise barriers to pedestrian access to and around the station.	Engineering Services	City Presentation + Recreation Strategic Planning	SHORT TERM
3.57	Council will review the Lollypop shared trail network to ensure access to key leisure and service destinations including Wyndham Vale Community Learning Centre, Iramoo Community Centre and sports facilities.	City Presentation + Recreation	Parks Asset Management + Maintenance	SHORT TERM
3.58	Council will investigate the opportunity to use rural land for 'Noisy, Dirty and Dangerous' Sports outside of the Urban Growth Boundary.	City Presentation + Recreation	Strategic Planning	MEDIUM TERM
3.59	Council will ensure the Manor Lakes Retail and Commercial Zone incorporates Healthy by Design Principles and will investigate the opportunity for a youth skate and meeting place to be incorporated into the design.	Strategic Planning City Presentation + Recreation	Economic Development Social Development Early Years + Youth	SHORT TERM
3.60	Council will advocate for the establishment of the proposed Regional Park alongside the Werribee River upstream of Presidents Park.	City Presentation + Recreation	Strategic Planning	SHORT TERM
3.61	As growth of the City extends upstream alongside the Werribee River Council will endeavour to ensure a good network of trails alongside the river a good network of trails alongside the river to optimise leisure opportunities for residents.	City Presentation + Recreation	Strategic Planning	SHORT TERM
3.62	Working with Developers optimise leisure opportunities around proposed wetlands and water bodies in PSP 42.2.	City Presentation + Recreation	Strategic Planning	SHORT TERM
3.63	Review use of Wyndham Vale North Reserve in light of the current new oval provision to the South.	City Presentation + Recreation	Strategic Planning	SHORT TERM
3.64	Council will continue to build youth programs & capacity of youth through the	Early Year + Youth	Social Development	SHORT TERM

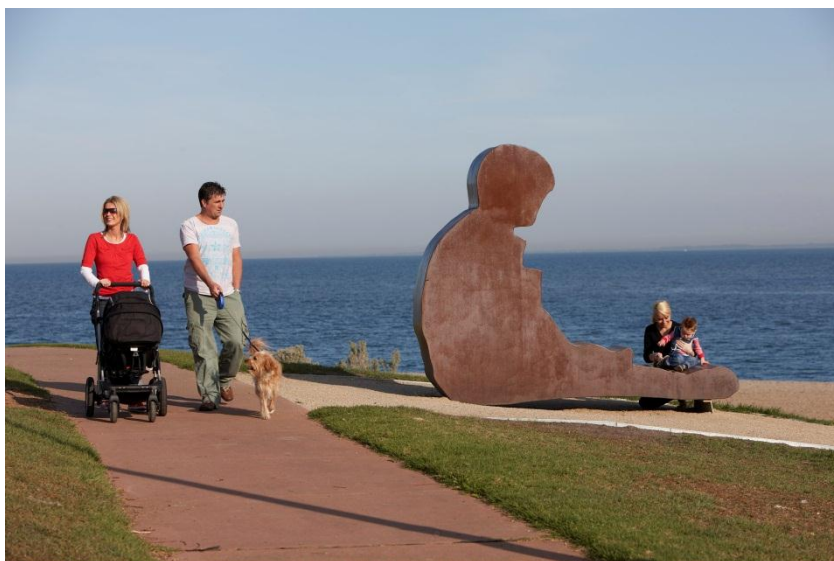
Strategy Wyndham Vale and Mambourin		Lead Role	Partners	Timeframe
	WVCLC Hub.		Libraries + Community Learning	
3.65	Council will build on the success of its current community events to test the opportunity for frequent smaller scale programs, such as community picnics, to increase the appreciation of the existing open space and also stimulate further community activity and interaction.	City Presentation + Recreation	Social Development Communications + Events Parks	MEDIUM TERM
3.66	Council will ensure developers construct shared paths and footpaths to provide good opportunities for walking and cycling within the growth areas.	City Presentation + Recreation	Parks Strategic Planning	ONGOING

### Priority 3. Promote Walking And Cycling As An Everyday Activity

*Participation in walking and cycling as a means to build community pride + identity*

Research undertaken in the development of the Wyndham Leisure Strategy has identified that walking and cycling are the highest leisure activities participated in by Wyndham residents. As previously noted, ERASS (2010) identified that 36.6% of Victorians walk as a form of leisure activity. Walking makes a demonstrable contribution to community health and wellbeing.

Similarly, walking with a dog, running and riding a bike were the most participated in activities on a daily basis across all arts, recreation and sporting pursuits.



An important value of local leisure participation is that it can build community pride and identity. As residents become more familiar with their local environment they value the landscape and the people that live in their local area.

Council understands that walking, and to a lesser extent cycling, are primary areas of demand for leisure across most age groups. As such, they have the greatest potential to deliver a range of beneficial outcomes across the municipality. Furthermore, walking and cycling are almost cost neutral activities that are available to the majority of the population.

Council’s commitment to walking and cycling aims to capitalise upon the opportunity for all people to increase activity levels. In addition to undertaking these activities for their inherent recreation benefit Council will also establish environments that promote incidental activity, such as walking and riding to school, to the shops and to community events.

**RECOMMENDATION 4.** Council will encourage more people to walk more often.

Strategy	Lead Role	Partners	Timeframe
<p>4.1 Building upon the direction and scope of the Wyndham Bicycle Network Strategy, including a Walking section to this document which is focused on building environments that support walking as a form of recreation and incidental physical activity. The scope of the section will be to:</p> <ul style="list-style-type: none"> <li>a. Determine the hierarchy of walking trails which identifies the value of local trail networks as infrastructure supporting regular, local and incidental walking in order to guide future funding decisions;</li> <li>b. Map the walk-ability catchments to community meeting places such as activity centres and leisure facilities by using street networks to measure distances within 10 and 15 minute walking radius from each destination;</li> <li>c. Ensure new residential developments include a development plan for a walking path network, in addition to a cycling path network;</li> <li>d. Prioritise paths connecting residential origins to community destinations such as schools, activity areas, and public open space;</li> <li>e. Apply Continuous Accessible Paths of Travel principles in design outcomes;</li> <li>f. Capitalise upon the natural assets provided by our waterways to provide trail networks and connections;</li> <li>g. Apply way finding and interpretation signage to the design and development of supporting infrastructure including information on accessibility; and</li> <li>h. Produce both electronic and physical maps of walking trails within the municipality, to be distributed to educate residents and visitors of the walking leisure opportunities available.</li> </ul>	<p>City Presentation + Recreation  Engineering Services</p>	<p>Strategic Planning  Social Development  Communication + Events  Aged, Disability + Recovery  Asset Management + Maintenance</p>	<p>MEDIUM TERM</p>

Strategy	Lead Role	Partners	Timeframe
4.2 As part of the development of new settlements, all urban development proposals will be required to demonstrate universal access principles and healthy by design principles in public meeting areas.	Town Planning	Strategic Planning City Presentation + Recreation Social Development	MEDIUM TERM
4.3 Develop connections within the walking and cycling network, together with improved public transport options to increase accessibility to the diverse leisure assets within each precinct.	City Presentation + Recreation	Social Development Engineering Services	SHORT TERM
4.4 Urban planning guidelines for new residential developments will be incorporated into urban design features supporting walking and cycling as a part of everyday life in a way that supports universal access.	City Presentation + Recreation	Town Planning Social Development Strategic Planning	LONG TERM
4.5 Resolve identified gaps in trail connections across Wyndham. Specific areas requiring identification of a feasible solution include: <ul style="list-style-type: none"> <li>a. Skeleton Creek Trail at the Princes Freeway;</li> <li>b. An alternative trail connecting Point Cook and Werribee at the Sneydes Road Crossing; and</li> <li>c. Werribee River Trail between Riverwalk Estate and the Werribee River Regional Park.</li> </ul>	City Presentation + Recreation Engineering Services	Major Projects Strategic Planning External Stakeholders	MEDIUM TERM



**RECOMMENDATION 5.** Council will find ways to enhance the connectivity of the open space network and its connection to other community destinations through the municipality to provide good links for walkers and cyclists.

Strategy	Lead Role	Partners	Timeframe
<p>5.1 As part of the role and function of the Leisure COG develop priority trail path connections that:</p> <ul style="list-style-type: none"> <li>a. Follow the natural topography provided by rivers and linear corridors;</li> <li>b. Connect separate parcels of open space;</li> <li>c. Connect community destinations such as schools and activity centres with residential areas and transport nodes as a means to support incidental activity including walking and cycling in everyday life; and</li> <li>d. Complement the outcomes as identified in the proposed Wyndham Bicycle and Walking Network Strategy.</li> </ul>	<p>City Presentation + Recreation</p>	<p>Social Development Strategic Planning Engineering Services Asset Management + Maintenance Early Years + Youth</p>	<p>MEDIUM TERM</p>
<p>5.2 Ensure Council’s Open Space Strategy (currently under development) has clear and explicit connections with the Wyndham Leisure Strategy, the Environment &amp; Sustainability Strategy and the Landscape Context Guidelines recognising the mutual interests of the projects.</p>	<p>City Presentation + Recreation</p>	<p>Strategic Planning Environment + Sustainability Town Planning</p>	<p>SHORT TERM</p>
<p>5.3 Recognising the extent of opportunity for linear connections and natural environments associated with Wyndham’s waterway system, Council will explore opportunities to further develop the waterway trail systems as a means to connect leisure destinations.</p>	<p>City Presentation + Recreation  Environment + Sustainability  Strategic</p>	<p>Communication + Events</p>	<p>SHORT TERM</p>

Strategy	Lead Role	Partners	Timeframe
	Planning		
5.4 Council will find ways to optimise the leisure experiences along the coast, including nature-based activities, walking, cycling and running. Implicit to this strategy is the protection of the inherent natural qualities of the environment underpinning its leisure value.	City Presentation + Recreation  Environment + Sustainability	Communication + Events	MEDIUM TERM
5.5 Implement a way-find signage program to promote the use of the whole walking and cycling network by residents.	City Presentation + Recreation	Asset Management + Maintenance  Parks	MEDIUM TERM
5.6 Individual health and wellbeing has been positively connected to engaging with nature. Council will endeavour to preserve the natural environment and landscape areas to provide places where people can engage with nature whilst protecting the habitat each area provides.	City Presentation + Recreation  Environment + Sustainability	Social Development  Strategic Planning	SHORT TERM

## Priority 4. Helping Increase Participation In Leisure Activities: More People, More Often

Participation in leisure activities is an important aspect of human life. Our capacity for resilience and the management of stress in everyday life is improved by participating in leisure. It provides us with an intrinsic sense of wellbeing and a connection with others who share similar interests.

It is important then, to consider how we support and improve participation opportunities for all residents; delivering an equitable approach to the provision of leisure. This is a clear sentiment expressed by Wyndham's Community Health, Wellbeing and Safety Plan which calls for "increased participation of all population groups in physical activity".

Furthermore, while the migration of younger families is growing Wyndham at an exceptional pace (see opposite), there is an acknowledgement of the changing age demographic of existing residents. The Supply and Demand analysis which informs this strategy, identified many of the established areas of Wyndham will support a greater proportion of residents who will 'age in place'. Council acknowledges providing diverse leisure opportunities to people throughout all stages of their life is integral to a healthy and vibrant Wyndham.

A key focus of this priority is Council's appreciation that there are many residents who have greater difficulty in accessing leisure and, therefore, lower levels of participation.

### A look at Migration

As the fastest growing municipality in Australia (2010 & 2011), the number and rate of new residents migrating to Wyndham is extraordinary. The need for social infrastructure and support systems to reduce the risk of social isolation and to support the health and wellbeing of residents has therefore never been so great.

Wyndham's forecasted population at June 2012 is 184,191 people. This represents a 7% annual growth rate for 2011/12. From 2011 to 2012, Wyndham's estimated population increased by approximately 12,084 residents – around 11 households a day.

*Wyndham Growth Facts 2012*

Understanding migration patterns is important so we can better understand and support new residents to the City. While census data provides a starting point for Council to understand (see table overleaf), the rate of migration to the City is so significant that Council must work closely with support services and government agencies so that we can best meet the needs of new residents as they arrive.

In addition to the rapid migration of residents to Wyndham, the culture and heritage of these residents is significantly diverse.

Population Variables	2011ABS Census	2006 ABS Census
% of Wyndham residents born overseas	39.3%	31.6%
% of Wyndham residents speaking a language other than English	35.9%	26.6%
Top 5 community languages other than English	<ol style="list-style-type: none"> <li>Hindi</li> <li>Italian</li> <li>Mandarin</li> <li>Arabic</li> <li>Punjabi</li> </ol>	<ol style="list-style-type: none"> <li>Italian</li> <li>Arabic</li> <li>Spanish</li> <li>Greek</li> <li>Maltese</li> </ol>

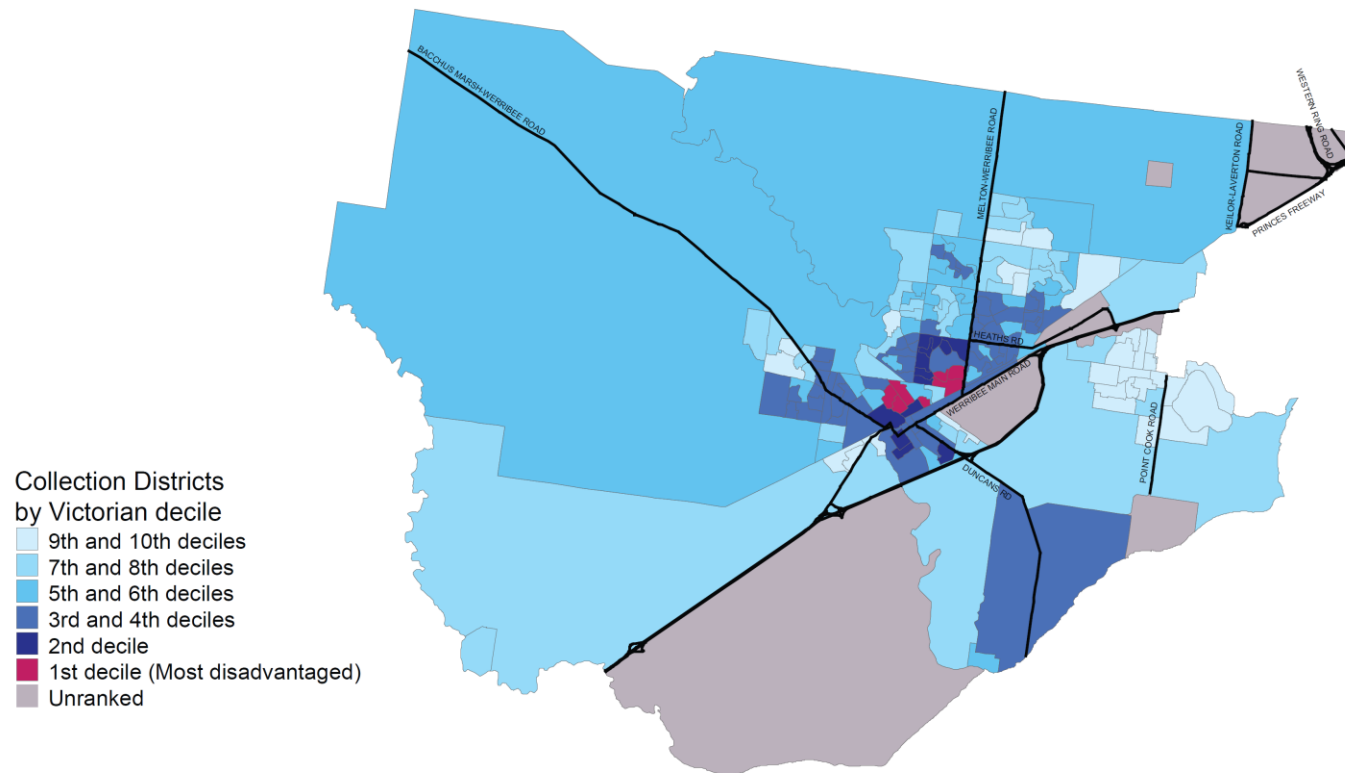
Council’s Cultural Diversity Policy identifies four key areas of focus, as shown below. The Wyndham Leisure Strategy has been framed with these in mind so that it supports and reiterates the tenets of Council’s commitment to supporting cultural diversity.

Area of Focus	What this means to the Wyndham Leisure Strategy
ACCESS	<ul style="list-style-type: none"> <li>Producing written material in Languages other than English, particularly key Council publications.</li> <li>Face-to-face contact, potentially through community leaders and advocates, can be a more appropriate communication method.</li> </ul>
SERVICE DELIVERY	<ul style="list-style-type: none"> <li>Details of leisure opportunities and support services are available to residents within their immediate and surrounding community. Details should be provided as part of the baseline information services that are provided to new residents.</li> <li>Agencies that support families from diverse backgrounds to provide origin information to Council as an important resource in planning Council services and in Council’s advocacy role.</li> </ul>
SUPPORT FOR ETHNIC COMMUNITIES	<ul style="list-style-type: none"> <li>Council leisure programs and support services need to be mindful and supportive of new and emerging communities, especially refugees and humanitarian entrants.</li> <li>Staff, contractors and volunteers who play a role in delivering leisure services could be more aware of culturally specific issues and protocols to support participation.</li> </ul>
RECOGNITION + RESPECT	<ul style="list-style-type: none"> <li>Opportunities to actively involve all residents to encourage and welcome new residents as part of the settlement of new and emerging communities.</li> </ul>

## Looking at the SEIFA Index of Disadvantage

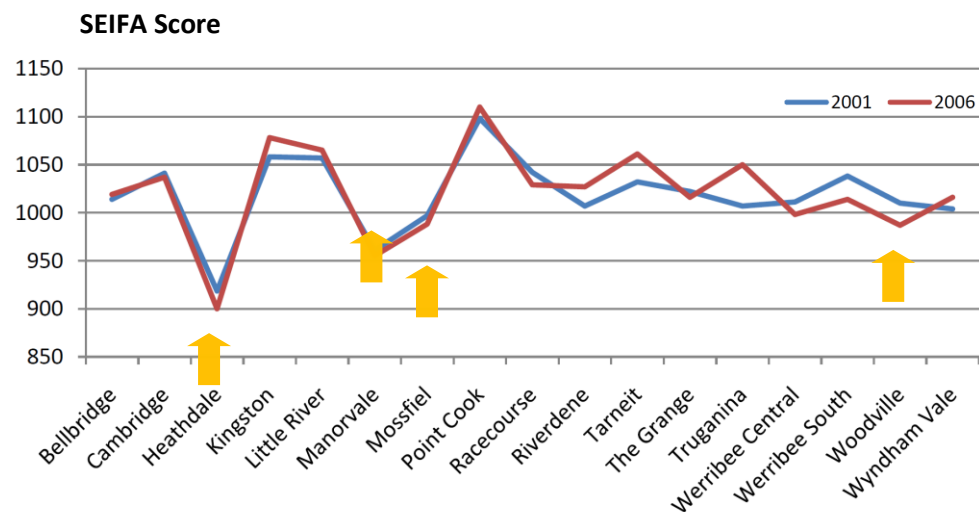
The Socio-Economic Index for Areas (SEIFA) measures the relative social and financial disadvantage across the municipality. It describes areas of relative disadvantage by drawing together a range of economic, education and employment indicators to provide an overall assessment of relative disadvantage. The Australian average is set at a figure of 1,000.

The SEIFA score for the City of Wyndham is 1021.8, which indicates that on average, the municipality has a slightly lower level of disadvantage compared to the National average. However, Wyndham is characteristically diverse, looking at the municipality as a whole effectively hides pockets of disadvantaged communities, as shown below.



Source: 2008, ABS, Cat no. 2033.0.55.001 Socio-economic Indexes for Areas (SEIFA), Data only, 2006

Heathdale and Manorvale (in Werribee), and Mossfiel and Woodville (in Hoppers Crossing) are regarded as areas of relative disadvantage. More specifically, these areas have recorded increased disadvantage from 2001 to 2006 (source: ABS census 2001 and 2006).



## Barriers to Participation

In 2010, VicHealth released the report 'Understanding Barriers to Sport'. Whilst specifically looking at organised sport, the findings provide some insight into factors that make it harder to participate in leisure activity.

Specifically, the report identified three considerations for increasing the propensity for people to engage in leisure, as shown here.

Key Consideration	In More Detail
<i>Flexibility in Participation Opportunities</i>	Changing lifestyles mean traditional participation times (week nights and weekends for a set period) may no longer be appropriate for many people. Leisure opportunities need to be looking towards providing greater flexibility in participation opportunities.
<i>Leveraging the Social Aspect of Participation</i>	The social opportunities afforded through leisure can be at least as, if not more, important than the participation aspect for many people. Leisure experiences need to provide participation opportunities focused on social as well as participation involvement.
<i>The Health Message is Understood, but not Compelling</i>	While the health and personal benefits of physical activity are well understood, leisure is being re-prioritised below other more compelling aspects of people's lives (work/family). This message needs to be supported with additional arguments to encourage participation such as the social aspects, opportunities for family involvement and flexibility in participation opportunities.

## *A look at Gender*

In Australia, rates of participation of women and girls in aspects of leisure activities, particularly those associated with male dominated cultures, are low. Women remain underrepresented at all levels of coaching, officiating and leadership.

Barriers to women and girls participation in leisure activities is complex with common identified themes and issues that negatively impact on women's active leisure choices, including:

- Lack of confidence
- Perceptions of poor security and safety
- Poor quality facilities or facilities design
- Cultural norms, particularly about gender roles, clothing and interaction between the sexes
- Body image and modesty
- Leisure environments
- Family commitments

Gender has an impact on all aspects of participation in leisure activities and it is important that Wyndham considers the needs of women and girls in planning, design and community use perspectives.

## *A Look at Age*

Wyndham has diverse neighbourhoods which attract people of all ages and stages of life. Older areas of Wyndham which include Werribee and Hoppers Crossing support maturing families, couples and people aging in place. Truganina attracts young families and couples, whilst, Point Cook and Tarneit attract young families through to retirees.

42% of Wyndham households provide for families with dependent children, whilst 28% of households support couples without dependent children. A similar trend is reflected in the age of Wyndham residents where 0 – 14 year olds and 30 – 44 year olds represent the largest age groups (Forecast I.D. 2013).

Leisure opportunities offered throughout the municipality therefore need to be adaptable, accessible to all residents and age appropriate.

## *A Look at Disability*

In 2011, 3.4% of the City of Wyndham's population was in need of assistance compared to 4.5% in Greater Melbourne (Forecast ID 2013). However, it is important to note that this varied across the City. Proportions ranged from a low of 1.5% in Truganina to a high of 6.8% in Werribee Central. The five areas with the highest percentages were:

- Werribee Central (6.8%)
- Heathdale (6.5%)
- Woodville (5.9%)
- Manorvale (5.9%)
- Werribee South (4.8%)

The Wyndham (Disability) Access and Inclusion Strategy Consultation Report (2013) identified a desire for all people to have the opportunity to participate in leisure activities by improving physical access and reducing the social and cultural barriers to participation.

**RECOMMENDATION 6.** Council will advocate for improved transport and local employment to ensure more people can participate in leisure more often.

Strategy	Lead Role	Partners	Timeframe
6.1 Daily commute times impact significantly on resident’s capacity to engage in leisure activities. Council will advocate for improved transport connections and public transport that create barriers and time constraints to resident’s ability to access leisure more often.	Strategic Planning Engineering Services	Social Development City Presentation + Recreation Advocacy Early Years + Youth	SHORT TERM
6.2 Expenditure on essential items such as fuel and transport impact on resident’s ability to participate in leisure activities. Travel to work time impacts significantly on an individual’s capacity to participate in leisure. Council will seek to attract new investment and business to drive local employment creation. Working locally decreases travel time and costs thus providing greater opportunity for increased leisure and recreation time.	Advocacy Economic Development	Strategic Planning Social Development City Presentation + Recreation	SHORT TERM
6.3 Poorly connected services and infrastructure is directly affecting participation in leisure pursuits by sections of the Wyndham community. Transport connections in Wyndham will be planned to provide access to major leisure destinations for local residents.	Engineering Services	City Presentation + Recreation Social Development Early Years + Youth	MEDIUM TERM
6.4 Council will review the delivery of programs in central areas of Wyndham and establish ways to reduce the burden of commuting to programmed activities by residents in outlying suburbs.	City Presentation + Recreation Early Years + Youth Social Development	Strategic Planning Engineering Services	SHORT TERM



**RECOMMENDATION 7.** Council will work closely with local communities to support the development of grass roots leisure groups, clubs and informal networks so that they can sustain and support local leisure participation in their community in the long term.

Strategy	Lead Role	Partners	Timeframe
<p>7.1 Council will endeavour to secure additional recurrent funding and resourcing for the ‘Active Wyndham’ program. The purpose of the fund is to plan and deploy locally specific programs, services and/or events to increase locally based participation in a diverse range of activities appropriate to all people. Specific aims of the program are:</p> <ul style="list-style-type: none"> <li>a. Programs, services and supports are specifically tailored to the unique characteristics of each targeted community;</li> <li>b. ‘Ground up’ development, actively engaging the community in its design, deployment and evaluation;</li> <li>c. To work within the capacity of existing leisure services, organisations and opportunities within each suburb. The role and capacity of community centres provides a specific example of facilities and settings with which Active Wyndham initiatives should be closely associated;</li> <li>d. Understanding more fully the unique needs and capacity of each community through ongoing engagement processes and research systems; and</li> <li>e. Enabling local communities to increase their awareness, appreciation and ultimately, participation in leisure and the leisure opportunities available to them.</li> </ul> <p>It is proposed the program be a joint responsibility of both the Infrastructure and Community Development Directorates, of which representatives would report regularly to the Leisure COG.</p>	<p>City Presentation + Recreation</p>	<p>Social Development Communications + Events Early Years + Youth Environment + Sustainability Strategic Planning Economic Development Town Planning Aged, Disability + Recovery Libraries + Community Learning Asset Management + Maintenance</p>	<p>SHORT TERM</p>
<p>7.2 Council will plan and deliver community leisure in growing communities as a way to encourage new residents to meet others, strengthen their connection with public spaces and facilities within their community, and identify their community as a place for play and celebration as identified in priority 2.</p>	<p>City Presentation + Recreation</p>	<p>Social Development</p>	<p>MEDIUM</p>

Strategy	Lead Role	Partners	Timeframe
7.3 Council will identify and evaluate new opportunities for residents to bring family pets to Community events, including pet specific events e.g. 'Bark in the Park'.	City Presentation + Recreation	Social Development Legislative Services	MEDIUM TERM
7.4 Council will investigate opportunities to include community arts programming as part of Place Making initiatives in line with the Arts & Cultural Strategy.	Social Development	Town Planning Strategic Planning	MEDIUM TERM
7.5 Extend the principles of the 'Settle Well Through Sport' program to facilitate a broader range of formal and informal leisure groups within growth areas.	City Presentation + Recreation	Social Development Contracted Leisure Operators	SHORT TERM
7.6 Council will activate local open space to encourage local people to utilise their local assets and reduce travel time to alternate facilities.	City Presentation + Recreation	Social Development	LONG TERM
7.7 Council will support community groups to become inclusive of all ages and abilities (e.g. "Clubs for Life" – men's / women's/ junior/all abilities programs, novice to expert craftsman).	City Presentation + Recreation Social Development	Early Years + Youth Aged, Disability + Recovery	MEDIUM TERM

**RECOMMENDATION 8.** Council will initiate and support activities and services that deliberately assist and reduce the barriers to disadvantaged people and communities to participate in quality leisure experiences.

Strategy	Lead Role	Partners	Timeframe
8.1 Scope the opportunity for Wyndham City to broker a new program in partnership with VicHealth or a similar agency. The principal focus of the program is to create an innovative opportunity for people from disadvantaged communities to increase social connection and a sense of community	Social Development	City Presentation + Recreation Advocates + Support	MEDIUM TERM

Strategy	Lead Role	Partners	Timeframe
<p>through their participation in leisure activity.</p> <p>Some case studies of similar projects include:</p> <ul style="list-style-type: none"> <li>— <a href="http://www.melbourne.vic.gov.au/gianttheremin">www.melbourne.vic.gov.au/gianttheremin</a></li> <li>— <a href="http://www.polyglottheatre.com/tangle">www.polyglottheatre.com/tangle</a></li> <li>— <a href="http://www.52flashmobs.com">www.52flashmobs.com</a></li> <li>— <a href="http://www.melbournefringe.com.au/crowdplay">www.melbournefringe.com.au/crowdplay</a></li> <li>— <a href="http://www.roll-up.com.au">www.roll-up.com.au</a></li> </ul>		Services	
<p>8.2 Through the update of Council’s Diversity Policy, identify the most appropriate method to gain multi-cultural advice and direction about how to best support leisure participation within diverse cultural communities in Wyndham. Some specific opportunities for consideration that should be addressed include:</p> <ul style="list-style-type: none"> <li>a. How information about local leisure opportunities can be best communicated to individuals and families from a diverse cultural background, particularly as part of the settlement information that is provided to new residents and their families;</li> <li>b. Culturally specific issues and opportunities that may apply to leisure participation in public spaces; and</li> <li>c. Opportunities to mentor and/or build the capacity of Wyndham volunteers (see Strategy 7.1) to best support leisure participation by people from CALD backgrounds.</li> </ul>	<p>Social Development</p> <p>City Presentation + Recreation</p>	<p>Early Years + Youth</p> <p>Aged, Disability + Recovery</p> <p>Libraries + Learning</p>	SHORT TERM
<p>8.3 Within the context of Active Wyndham, ensure the communication and deployment of activities includes:</p> <ul style="list-style-type: none"> <li>a. Translation opportunities for people from diverse backgrounds;</li> <li>b. Audio opportunities for information; and</li> </ul>	Social Development	<p>City Presentation, Parks + Recreation</p> <p>Communication + Events</p>	MEDIUM TERM

Strategy	Lead Role	Partners	Timeframe
c. Profiling of community leisure opportunities that are available at nil or minimal cost and accessible to people from all backgrounds and abilities.			
8.4 Ensure information on accessibility is included on promotional material for Council's key community events.	Communications + Events		SHORT TERM
8.5 Support the development of improved access to leisure activities in conjunction with the recommendations of the Disability, Access and Inclusion Strategy.	Aged, Disability + Recovery	City Presentation + Recreation Social Development Early Years + Youth Aged, Disability + Recovery Libraries + Community Learning Environment + Sustainability	MEDIUM TERM
8.6 Improve female participation in leisure activities through facilities, programs and services through the lens on women's access and participation.	City Presentation + Recreation Social Development	Early Years + Youth Aged, Disability + Recovery Libraries + Community Learning Environment + Sustainability	SHORT TERM

**RECOMMENDATION 9.** Council will actively support the community volunteers, leaders and associated agencies in supporting and enabling Wyndham residents to participate in and benefit from leisure experiences.

Strategy	Lead Role	Partners	Timeframe
<p>Within the context of Council’s approach to managing and supporting its leisure and sporting volunteers:</p> <p>9.1 a. Develop a strategy to build the capacity of Wyndham volunteers to best assist refugees and humanitarian settlers; and</p> <p>b. Recognise the contribution of Wyndham volunteers who supports leisure participation by showcasing success stories in Council media activities.</p>	City Presentation + Recreation	Social Development	SHORT TERM
<p>9.2 Council will investigate facilitating voluntary community ‘working bees’ and other educational activities, such as tree planting and gardening days, where Council provides lunch or refreshments for those participating. This may also be in the form of targeting specific demographics for an event e.g. holding afternoon ‘high tea’ for an older residents group after a session of gardening/park maintenance.</p>	Environment + Sustainability Parks	Communication + Events Social Development City Presentation + Recreation	SHORT TERM

## Priority 5. Quality Facilities + An Engaged Community = Great Leisure Outcomes

Implicit in the achievement of great leisure outcomes is the inter-dependent relationship between facilities and people. Each requires development and support for Council to achieve its leisure vision for Wyndham.

Local leaders, volunteers and community groups are the heart of local communities. In many ways, they directly contribute to the identity of communities. They influence the inclusiveness and welcoming nature of communities and play an important role in supporting new families and residents to form roots and affinities with their new home.

Council understands that to develop new communities, residents will need time to develop the essential community capacity underpinning many local leisure activities. Council will work closely with local communities to support the development of grass roots leisure groups and organisations so that they can build the skills, confidence and social capital to sustain leisure participation in the long term.

This priority takes the position that Council has an opportunity to play a larger role in supporting new communities as they begin to settle and develop roots in Wyndham.

Public art can also play an important role in achieving great leisure outcomes. Public Art can be an outward symbol of civic values and build affinity with local places. It can help to define the unique and

diverse environments and identities that make up our City. Indeed, community arts can contribute to important landmarks and traditions which contribute to pride of place.

Quality facilities are essential to leisure participation; positioned in areas to encourage access, they should be safe, secure and welcoming for all people. The facilities should generally be located in flexible and functional settings so they can evolve with community demand and accommodate a broad range of needs and interests.

A central challenge is that, by itself, Council is unable to resource the community infrastructure expectations of the growing community. This places increased pressure upon existing facilities, and Council will continue to advocate to others to play a role so that it can ensure that the City continues to be a great place to live, work and invest.

Regional leisure facilities, such as indoor aquatic facilities and cultural centres were developed at a time when their scale was expected to support a municipal catchment. The growth of Wyndham's population and location of facilities may make it difficult now for some residents to access regional facilities when they want to, and may trigger consideration of additional facilities. Council's focus is to ensure existing regional facilities achieve their full potential before it considers the development of new facilities of similar scale and type.

**RECOMMENDATION 10.** Council will ensure existing Council facilities achieve their full potential before the development of new facilities of similar scale and type.

Strategy	Lead Role	Partners	Timeframe
10.1 In keeping with the recommendations of the Aquatics Strategy, Council will upgrade the Wyndham Leisure + Events Centre as the first priority, followed by the planning for the development of a second indoor aquatic facility for Wyndham.	City Presentation + Recreation	Major Projects Strategic Planning	MEDIUM TERM
10.2 The Werribee Sports and Fitness Centre will be redeveloped to ensure community demand is met. The redevelopment will provide the opportunity for existing and new sports to develop.	City Presentation + Recreation	Major Projects Strategic Planning	MEDIUM TERM
10.3 Ensure that Leisure facilities provide for the whole community through inclusive design not just compliance.	Buildings + Waste Services	City Presentation + Recreation Social Development Early Years + Youth Aged Disability + Recovery	SHORT TERM
10.4 Contracts for the management of Council facilities reflect the Leisure Strategy Principles.	City Presentation + Recreation	Social Development Financial Services	SHORT TERM

**RECOMMENDATION 11.** Council will maintain a positive and productive relationship with Crown land, educational facilities and private leisure asset providers so Council can maximise the opportunity to reach mutually beneficial outcomes.

Strategy	Lead Role	Partners	Timeframe
11.1 The extent of school use of open space and the opportunity for broader community use of school leisure assets is an emerging issue for Council, and something Council will need to pursue and negotiate in greater detail in the short term. Council will investigate the legal responsibilities of all parties when accessing school, Council and Crown Land and develop opportunities for increased activation of these leisure facilities.	City Presentation + Recreation	Financial Services Social Development	SHORT TERM
11.2 Council will advocate to the Department of Education and Early Childhood Development for the appropriate development of sufficient DEECD dispersal space to accommodate school-based leisure interests.	Advocacy	City Presentation + Recreation  Asset Management + Maintenance	ONGOING
11.3 Where DEECD schools require regular use of public open space for the development of inter-school or school-based leisure activities or provide the community with leisure facilities on school sites, Council will negotiate a Joint Use Agreement with DEECD as the primary instrument to manage the management, development and maintenance of the space.	City Presentation + Recreation	Asset Management + Maintenance  Financial Services  DEECD  Local Schools	SHORT TERM
11.4 Non-Council operators and owners of leisure facilities and services located in Wyndham City will be encouraged to participate in leisure marketing initiatives.	City Presentation + Recreation	Communication + Events Economic Development	SHORT TERM
11.5 Seek to attract for private leisure facilities to be established in Wyndham, including centres providing passive uses such as general Leisure and Activity Centres and non-	Strategic Planning Economic	City Presentation + Recreation	SHORT TERM



Strategy	Lead Role	Partners	Timeframe
sporting leisure opportunities such as cinemas and arcades.	Development	Social Development Early Years + Youth Aged, Disability + Recovery Town Planning Advocacy	
11.6 Encourage sporting clubs/associations to make spectator opportunities available to all residents in the surrounding area, as a means to include them in the community and to provide a social outlet e.g. local community days.	City Presentation + Recreation	Social Development Aged, Disability + Recovery	SHORT TERM

**RECOMMENDATION 12.** Council will optimise the opportunity for collaboration and integration between stakeholders in the use, management and development of facilities which will lead to better outcomes for the community.

Strategy	Lead Role	Partners	Timeframe
12.1 Occupancy agreements and conditions for the use of Council leisure spaces will reflect the principles of flexible, multi-purpose leisure spaces.	City Presentation + Recreation	Governance Financial Services	SHORT TERM

Strategy	Lead Role	Partners	Timeframe	
12.2	Ensure facility planning and development teams have representation from relevant Council Units to ensure shared use and integrated design principles are considered in practical design.	Major Projects Buildings + Waste Services City Presentation + Recreation	Social Development Aged, Disability + Recovery Early Years + Youth	MEDIUM TERM
12.3	Develop policies which encourage clubs and user groups to work together to develop inclusive shared use arrangements.	City Presentation + Recreation	Communications + Events	MEDIUM TERM

**RECOMMENDATION 13.** Council will encourage residents to participate in community life to build a connected community and resilient community.

Strategy	Lead Role	Partners	Timeframe	
13.1	The Wyndham Community will directly inform and develop leisure opportunities throughout the municipality through the development of new community interest groups. e.g. arts, cultural, sports, walking.	City Presentation + Recreation	Early Years and Youth Social Development Aged, Disability + Recovery	SHORT TERM
13.2	Local participation improves opportunities for leisure. Council will work with community groups to broaden the opportunity for residents to participate. e.g. develop masters and women’s teams in a sports club, initiatives to support arts practices at community facilities in Wyndham.	City Presentation + Recreation Social Development	Early Years + Youth Aged, Disability + Recovery	MEDIUM TERM

Strategy		Lead Role	Partners	Timeframe
13.3	Champions promote and attract interest in participation. Council will work with local identities and champions to develop and market leisure opportunities.	City Presentation + Recreation	Early Years + Youth Aged, Disability + Recovery Social Development	MEDIUM TERM
13.4	Council will build community capacity and influence the direction of their leisure opportunities through the training and development of community members who volunteer in community groups.	Social Development City Presentation + Recreation	Early Years + Youth Aged, Disability + Recovery	SHORT TERM

## Priority 6. Marketing Leisure In Wyndham

A principal feature of contemporary leisure patterns has been the rise of activities that can be undertaken at a time and place suiting the participant. These activities include walking, gym, fitness classes, watching a film, listening to music, cycling, running and going to a park. A range of factors have influenced this trend, such as scheduling activity around work and family commitments. This is a key issue for many Wyndham residents, with the majority of the employed population leaving the municipality to work.

Central to this trend is the emphasis upon the individual to make independent decisions about their activity choices. The degree to which individuals and families can self-determine participation in physical activity is reliant upon the following:

- The extent to which they are aware of options available to them; and
- The importance and value that they place upon leisure activity.

In light of these observations, key messages to be embedded in all marketing and communication activities are as follows:

- That Wyndham City has a diverse range of quality leisure opportunities, identifying specific locations;
- Participating in leisure activity can improve individual health and wellbeing, and can be a great way to meet people in your local area; and
- Shared stories, promoting local leaders and providing a human dimension including artists & sports personalities.

As well as marketing messages, effective strategies will need to consider the format in which they are communicated. There are three types of formats, as identified by IAP2<sup>1</sup>:

<i>Visual</i>	Involves reading words and seeing images. IAP2's research reports, about 70% of the general adult population prefer this form of communication.
<i>Auditory</i>	Involves absorbing information by listening to information through formats such as lectures, discussions and storytelling. 7% of adults have a preference for this style of communication.
— <i>Kinesthetic / Tactile</i>	Involves touch and body movement such as a way to communicate. 23% of adults communicate best through experiences such as moving, experimenting and doing.

Implicit to understanding learning and communication styles is that a mix of styles is therefore more likely to reach and be retained by more people as it is more likely to match their preferred style. This priority area targets improved communication systems as well as a deliberate marketing approach to communicate leisure opportunities across Wyndham City.

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<sup>1</sup>IAPP, 2006, 'International Association of Public Participation, Communication for Effective Public Participation' , p19.

Improved communication will be integral to enable current and new residents to become more familiar with local leisure options available to them. This will lead to a greater propensity for people to attain the range of beneficial outcomes of participation.

Recommendations focussed at marketing leisure in Wyndham City have been framed to reflect key marketing messages identified previously, and have regard for the range of formats in which messages can be delivered.

**Case Study:** Active Launceston ([www.activelaunceston.com.au](http://www.activelaunceston.com.au))

Active Launceston is led by the University of Tasmania, with support from the Federal Government (Department of Health and Ageing), Sport and Recreation Tasmania and Launceston City Council. Support is also received from local media outlets as well as a range of representatives from government and not-for-profit agencies. Features of Active Launceston are:

- It is membership based;
- It reinforces a consistent brand for the region that is all about the connection between health, wellbeing and leisure;
- A personalised site for members to track and graph participation progress, kilojoules counters;
- Fact files throughout the site that reinforce the positive impact of activity;
- Share research outcomes and papers;
- A calendar of events;
- An inventory of groups and events relative to physical activity as well as an opportunity to list new groups;
- Discussion forums;
- Access to resources such as walking trail maps and physical activity guidelines for adults and children;
- Capacity to deploy surveys and assess market demand for new activities and programs; and
- A platform to generate income through sponsorship.



**RECOMMENDATION 14.** Council will develop an ‘Active Wyndham’ campaign promoting: greater activity, the benefits of healthy lifestyles, leisure destinations, and the people that support and encourage leisure participation in Wyndham City.

Strategy	Lead Role	Partners	Timeframe
<p>14.1 Create an interactive ‘Active Wyndham’ online profile on the Wyndham City website. Central to the website is the inclusion of the web address on other nominated websites promoting and supporting leisure participation in the City of Wyndham. Elements of the site could include:</p> <ul style="list-style-type: none"> <li>a. A <i>My Neighbourhood</i> interactive map including leisure destinations (including images and amenities), community organisations and contacts, and search capacity for community precincts in the City. Optimise the links with existing inventory and mapping information already available as well as enable local organisations and services to login and update their own information. Some case study examples include: <a href="http://www.getactivegoldcoast.com.au">www.getactivegoldcoast.com.au</a> <a href="http://harvestdp.com/geoharvest.html">http://harvestdp.com/geoharvest.html</a> <a href="http://www.dreamtown.com">www.dreamtown.com</a>;</li> <li>b. A rolling series of fast leisure facts reinforcing the connection between regular leisure activity and positive health outcomes;</li> <li>c. Transport routes (including public and active transport) distances, end of trip facilities, activity areas and other relevant destinations;</li> <li>d. Stories and issues themed to the Wyndham Leisure Principles and promoting the people and the outcomes of the Active Wyndham program (refer to strategy 6.1);</li> <li>e. Drawing direct links with ‘Experience Wyndham’ to highlight destinations, events, walking trails and arts+ cultural activity;</li> <li>f. Providing an opportunity for users to upload ideas, stories, photos and facts about leisure in their local community;</li> </ul>	<p>City Presentation + Recreation</p>	<p>Social Development Information Services Communication + Events Leisure Service Providers + Advocates VicHealth Department of Planning + Community Development Local Universities</p>	<p>SHORT TERM</p>

Strategy	Lead Role	Partners	Timeframe
<ul style="list-style-type: none"> <li>g. Sharing local community stories and strengths about leisure opportunity in Wyndham;</li> <li>h. Opportunities to download apps and print information about local leisure experiences;</li> <li>i. That it includes a profile of a leisure destination that highlights the features, people and experiences. Implicit to this, is that it include destinations that may not be universally known, such as waterfront destinations; and</li> <li>j. Online Gallery where artists can display images of their works.</li> </ul>			
<p>14.2 Approach local community leaders, volunteers and residents of a diverse mix of ages, backgrounds and interests to create a collection of video, photographic and written stories about:</p> <ul style="list-style-type: none"> <li>a. Their favourite leisure destinations in Wyndham and what makes it special;</li> <li>b. Profile community champions and organisations supporting leisure participation, sharing stories about how and why they are involved in leisure in Wyndham, and how they incorporate local leisure participation on a regular basis; and</li> <li>c. Format and deploy local stories within Community Centres, major sports facilities, libraries and other public places as required.</li> </ul>	City Presentation + Recreation	Social Development Aged, Disability + Recovery Libraries + Community Learning Communications + Events Early Years + Youth	MEDIUM TERM
<p>14.3 Develop and deploy a communication strategy to promote Active Wyndham. Elements could include:</p> <ul style="list-style-type: none"> <li>a. An Active Wyndham brand or icon;</li> <li>b. The distribution of the Active Wyndham brand to all community and private organisations and groups listed in the Wyndham Community Directory. The focus of the brand is to communicate a consistent and regular visual reminder of the range of leisure organisations and supporters in the City;</li> </ul>	City Presentation + Recreation	Social Development Aged, Disability + Recovery Libraries + Community Learning Communications + Events	SHORT TERM

Strategy	Lead Role	Partners	Timeframe
<ul style="list-style-type: none"> <li>c. A public launch of the brand and My Neighbourhood website as part of a community festival / event in order to maximise public exposure;</li> <li>d. Regular column / editorial about local leisure experiences in the Wyndham News and other media outlets; and</li> <li>e. Development of post cards to profile the Active Wyndham website and its key messages and brand and deployment through community centres, new residents' information packs and other outlets.</li> </ul>			
<p>14.4 Investigate the opportunity to develop an Active Wyndham app for download into mobile phones. Subject to more detailed scoping, the app would meet funding criteria as part of the State Governments Community Support Grants (up to \$50,000). Potential opportunities for the app include:</p> <ul style="list-style-type: none"> <li>a. Local leisure information available;</li> <li>b. Self-guided walking tours;</li> <li>c. Oral history and information about Wyndham destinations; and</li> <li>d. Tracking where and how far people have walked or cycled.</li> </ul>	City Presentation + Recreation	Communications + Events Communication Services	MEDIUM TERM
<p>14.5 Find ways to disseminate the 'Active Wyndham' and 'Experience Wyndham' websites more broadly, through agreements to include hyperlinks from other organisation websites that have a direct affinity with sport, recreation, tourism, arts or events in the City of Wyndham.</p>	City Presentation + Recreation	Social Development Communication + Events	MEDIUM TERM
<p>14.6 Investigate how the changing nature of personal technology can be acknowledged as having positive benefit to leisure activities within the municipality. Additional to the promotion of Wyndham via smart phone apps and Council websites, this may include interactive activities such as online photography or orienteering competitions, a direct forum identifying local events or activities, or digitally based competitions between Council and Community members.</p>	City Presentation + Recreation	Communication + Events Information Services	SHORT TERM



**RECOMMENDATION 15.** Council will continually explore ways to maximise the visitation and awareness of its Regional leisure destinations

Strategy	Lead Role	Partners	Timeframe
15.1 In collaboration with facility managers, assess the cost and benefits of packaged entry fees to iconic leisure destinations in Wyndham, including facilities not auspiced by the Council. Central to this strategy is the objective of generating a critical mass for the collective offer. The strategy aims to introduce residents and visitors to regional leisure destinations who may not otherwise have done so.	City Presentation + Recreation	Economic Development Communication + Events	MEDIUM TERM
15.2 Council will continue to promote significant leisure destinations in Wyndham through the distribution of information at the Visitor Information Centre. Destinations may include the RAAF museum, RAMSAR wetlands, Regional and State Parks.	Economic Development		MEDIUM TERM
15.3 Council will actively promote the established and iconic leisure destinations available throughout Wyndham. This will target visitors to the areas, particularly promoting to Wyndham residents through a broad marketing campaign.	Economic Development Communications + Events	City Presentation + Recreation Social Development	MEDIUM TERM
15.4 Explore opportunities to deliver local community based summer or spring event programs utilising existing assets and facilities. Council will facilitate a link between local businesses and groups to larger opportunities utilising municipal assets e.g. local outdoor events and theatre/music at the Werribee Mansion or artistic exhibitions or performance at the Cultural Centre.	City Presentation + Recreation	Aged, Disability + Recovery Social Development	MEDIUM TERM
15.5 Council will collaborate with medical practitioners to ensure they have an awareness of leisure opportunities within the municipality, to further promote the links between leisure and health and wellbeing. Council will also seek feedback	City Presentation + Recreation	Aged, Disability + Recovery Social Development	MEDIUM TERM

	Strategy	Lead Role	Partners	Timeframe
	from the medical community as potential leisure initiatives which can accompany the medical treatment of patients, such as establishing low impact walking or fitness groups			
15.6	Council will actively promote leisure opportunities through people’s workplaces. The workplace already acts as a prime opportunity for social interaction, and often as a convenient space for persons to find other people with whom to share leisure opportunities. This presents a chance to promote leisure options to Wyndham residents and the potential links between leisure and work, such as travelling to and from the workplace by walking and cycling.	City Presentation + Recreation Social Development	Economic Development City Governance Organisational Development	SHORT TERM

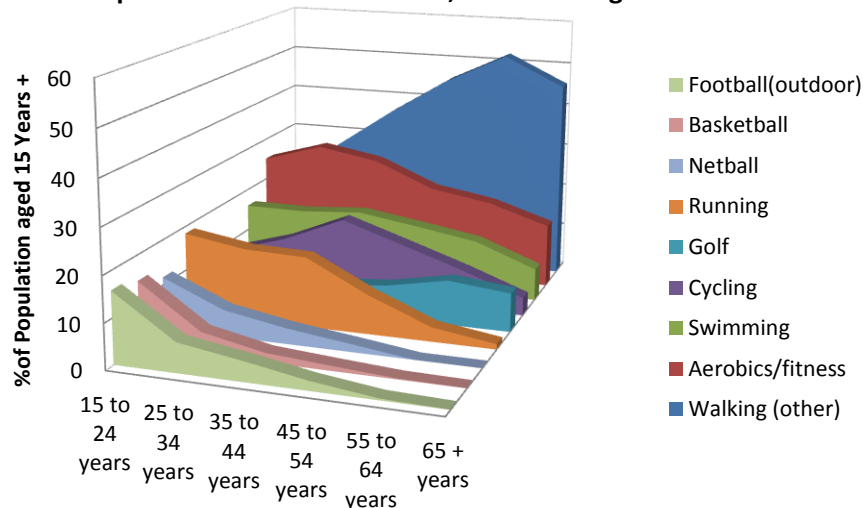
# Leisure in Wyndham: A Snapshot

## The Influence of Our Community Profile

In many ways, leisure participation is largely influenced by age. Current and anticipated population projections help to present patterns of demand and how this may evolve over time.

For example, as the population ages, participation levels in lower impact activities (such as walking and cycling) increase, however, participation in organised sporting activity is more likely to decrease in most sports (see below).

**Participation in selected activities, relative to age**



Sources: ABS, 2010, 4114.0 data, edited Spiire 2012

In Wyndham, research completed as part of this project identifies that the top three leisure activities participated in, at least once per week, relative to age are<sup>2</sup>:

- *For people aged between 15 and 24 years:* Running (45.5%), weight training (36.4%) and walking for pleasure (31.9%). The survey identified that this age group participated in about 22 different leisure activities at least once per week.
- *For people aged between 35 to 44 years:* Walking for pleasure (67.2%), playing in a local park (29.5%) and riding a bike (23.0%). The survey identified that this age group participated in about 28 different leisure activities at least once per week.
- *For people aged between 55 to 64 years:* Walking for pleasure (55.7%), riding a bike (21.3%) and visiting a library (16.4%). The survey identified that this age group participated in about 24 leisure activities at least once per week.

<sup>2</sup> These are indicative only as the samples becomes increasing smaller, and therefore less reliable once data is broken into age groups.

Similarly, gender has a role to play. For example:

- The top 3 leisure activities participated by female Wyndham residents (at least once per week) is walking (69.0%), playing in a park (30.0%) and going to the gym (20.2%)
- The top 3 leisure activities for male Wyndham residents (at least once per week) is walking (63.0%), riding a bike (36.3%) and weight training (24.4%).

Central to the Wyndham’s community profile however is the rate of population growth and the sheer volume of numbers that are associated with such growth. While demography influences who participates in what, and at what stage of their life; for Council, a critical factor is the rate of increase across all leisure activities as a product of its population growth.

The table shown right describes the percentage of the Victorian population who will participate in selected activities at least once per year. It then applies the rate of participation across the projected population of the municipality to 2016.

This does not suggest that Council will need to provide for all leisure activities. For example, residents may travel to Central Melbourne to watch a performance. It does however provide a clear picture about how demand for various activities is expected to change in the next 5 years. With this in mind, planning, resourcing and managing current and future leisure facilities is a major challenge for Council.

	Total	2006	2011	2016	change 2006 - 2016
Aerobics/fitness	23.5%	27,340	37,180	47,400	20,060
Art Galleries	26.2%	30,480	41,450	52,840	22,360
Australian Rules Football	5.1%	5,930	8,070	10,290	4,360
Basketball	5.4%	6,280	8,540	10,890	4,610
Cinemas	69.2%	80,500	109,470	139,570	59,070
Cricket (outdoor)	4.2%	4,890	6,640	8,470	3,580
Cycling	12.8%	14,890	20,250	25,820	10,930
Dance Performances	9.9%	11,520	15,660	19,660	8,140
Football/Soccer (outdoor)	3.0%	3,490	4,750	6,050	2,560
Golf	6.5%	7,560	10,280	13,110	5,550
Libraries	33.4%	38,850	52,840	67,360	28,510
Museums	25.6%	29,780	40,500	51,630	21,850
Musicals + Operas	20.5%	23,850	32,430	41,350	17,500
Netball	5.1%	5,930	8,070	10,290	4,360
Popular Music Concerts	31.1%	36,180	49,200	62,720	26,540
Swimming	13.9%	16,170	21,990	28,030	11,860
Tennis	6.9%	8,030	10,920	13,920	5,890
Theatre Performances	17.4%	20,240	27,530	35,090	14,850
Walking for Pleasure	35.9%	41,760	56,800	72,400	30,640
Yoga	3.4%	3,960	5,380	6,860	2,900
Zoological parks + aquariums	38.5%	44,790	60,910	77,650	32,860

(Sources: ABS, 2010, '4114.0 - Attendance at Selected Cultural Venues and Events, Australia, 2009-10', Australian Bureau of Statistics. (Figures rounded))

## Leisure Participation in the City

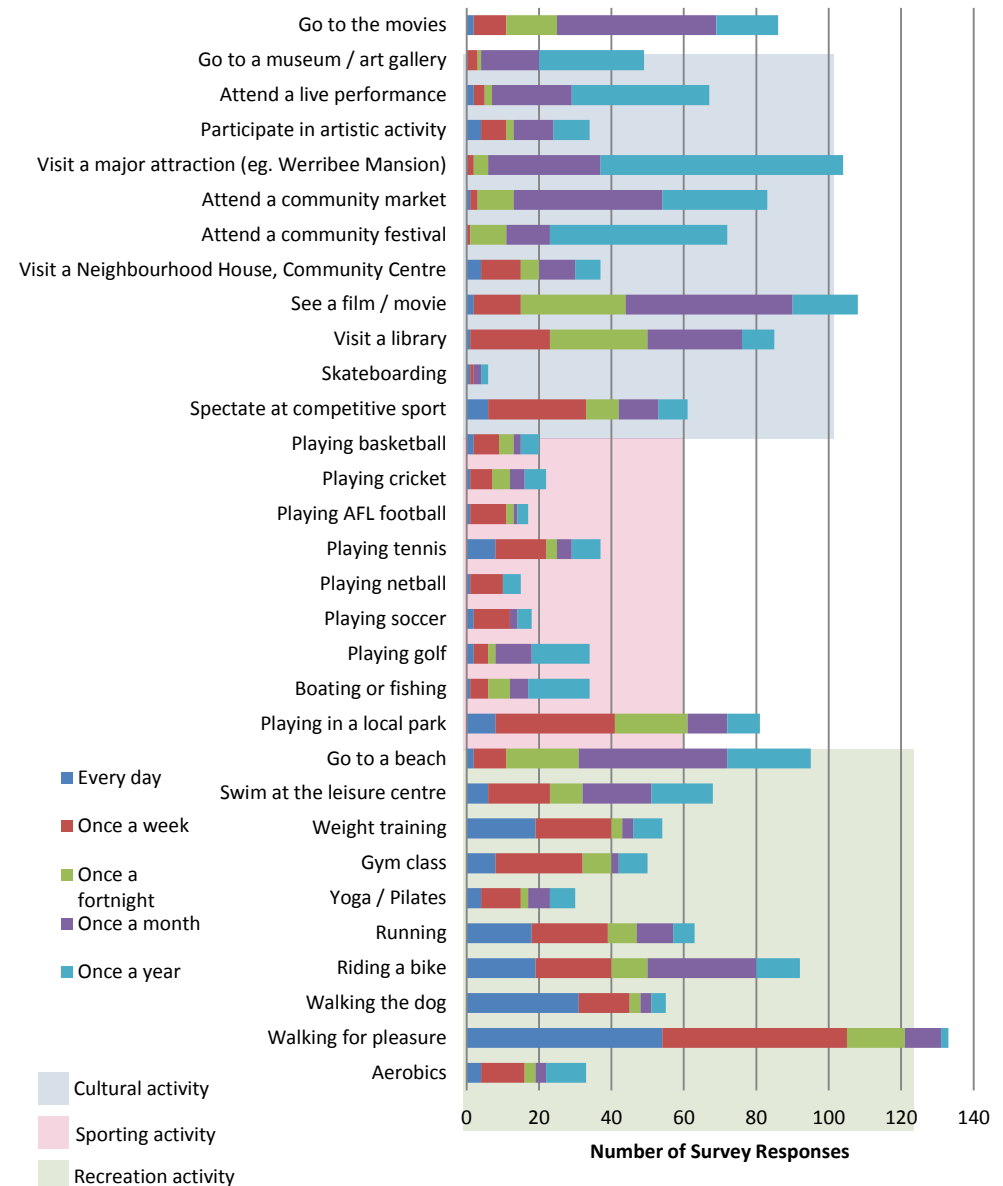
Informal recreation activity, such as walking for pleasure, riding a bike and visiting a local park are some of the most popular leisure activities undertaken by residents, and more significantly the most frequently participated. The impact of these pursuits is therefore expected to make pivotal contributions to the health and wellbeing of the community.

The most popular leisure activities, with the exception of visiting a leisure centre, are generally available at no cost to the participant and are done at a time and a place that suits the participant.

Based on ERASS, 36.6% of Victorians walk as a form of leisure activity. The connectivity and quality of public spaces that support walking are therefore central to this strategy.

Arts and cultural activities, such as visiting a library or attending a community market also have high overall rates of participation. Their distinguishing characteristic is however the comparatively less frequent nature of participation, compared to recreation activity.

Whilst overall rates of participation in sporting activity are lower than recreation, arts and cultural activity, weekly sporting activity is generally higher than arts and cultural activity.



### Some Wyndham Leisure Quick Stats:

Here are some quick statistics about how many Wyndham residents participate in leisure activity. They have been sourced from a household survey that was undertaken in May – June 2011.

- About 76% of residents will walk for pleasure, with about 60% doing so at least once per week.
- About 64% of residents will go to a movie, with most doing so 1 to 2 times per month.
- About 62% of residents will visit a major attraction, with most doing so once per year.
- About 50 % of residents will swim at a Leisure Centre. Of these, about 28% doing so once per week.
- Over half of the population (53%) will visit a local park, with the majority doing so every week.
- Golf is the most popular sporting activity, with about 28% of all residents participating in the activity. Most participants will play less than once per month.
- 23% of residents will play tennis, with about one third of these residents playing once per week
- Between 18 and 19% of residents will play soccer, netball, cricket and Australian Rules football.

It is important to note that it does not include activities undertaken by people aged under 15 years. It is also important to note that weightings have not been applied to address a survey bias, which includes an over-representation of women, and people aged between 35 and 44 years.

### *Where are residents participating?*

Overall, the extent of participation in leisure in areas outside of Wyndham is significant, with:

- About one third of participants who walk for pleasure do so outside of the City;
- About half of the participants in other top recreation activities and top arts and cultural activities will do so outside of the City; and
- Between 60% and 80% of sporting activity is reportedly undertaken by participants outside of the City.

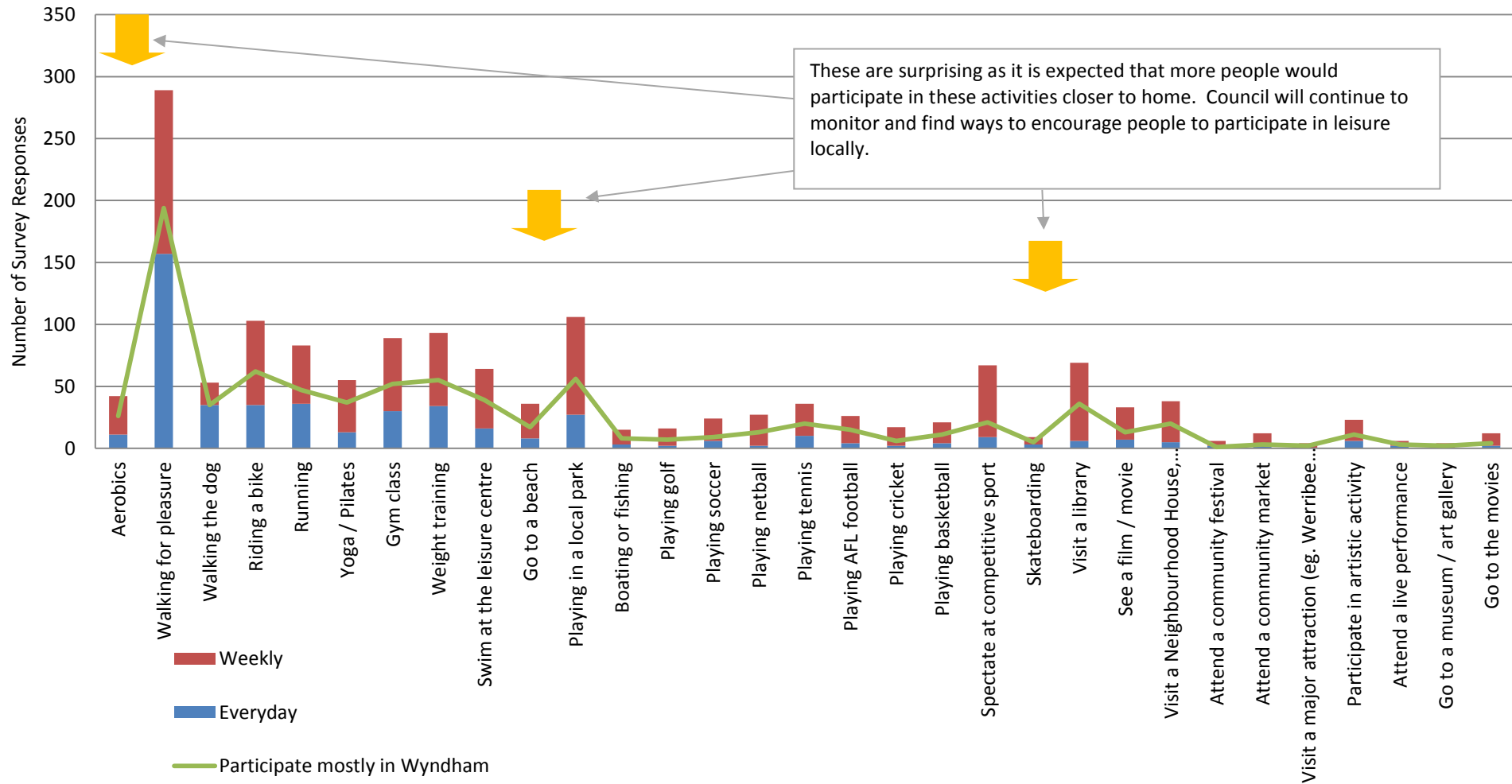
It is important to remember that there are a range of reasons that influence where we participate. For example:

- Residents could participate before or after work which could be located outside of the City;
- Many people participate with friends, and so it is expected that many will travel outside of the City to be with them; and
- Sports competition boundaries often extend beyond municipal boundaries.

Notwithstanding these points however, leisure activities that are taken at least every week point to higher than expected levels of people participating in activities outside the City (see the graph overleaf).

Surprisingly, the household survey identifies that there is a significant proportion of leisure activity that occurs outside of the City for activities including walking, playing in a park, riding a bike and visiting a library.

These are activities that would be expected to be local in nature and undertaken closer to home. Council will need to look closely to find out why this occurs and work hard to foster local leisure participation.



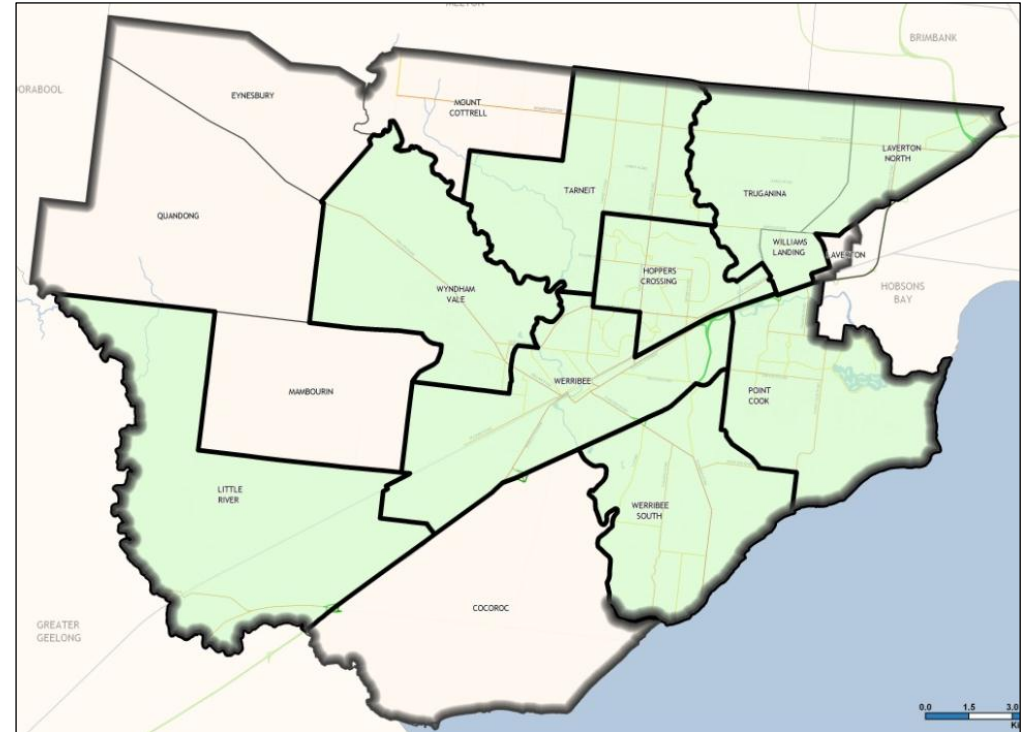
## Leisure Opportunity in Wyndham

Leisure opportunity is defined by two principle ingredients. They are:

- The mix of leisure destinations: These are vast and diverse and provide a range of leisure opportunity in Wyndham. This includes facilities that cater for a regional audience, such as the Wyndham Leisure + Events Centre as well as smaller, local leisure spaces, such as local parks.
- The mix of community leisure groups and clubs: Led mostly by volunteers, who underpin participation and directly build community capacity by supporting community activity, leadership and pride of place.

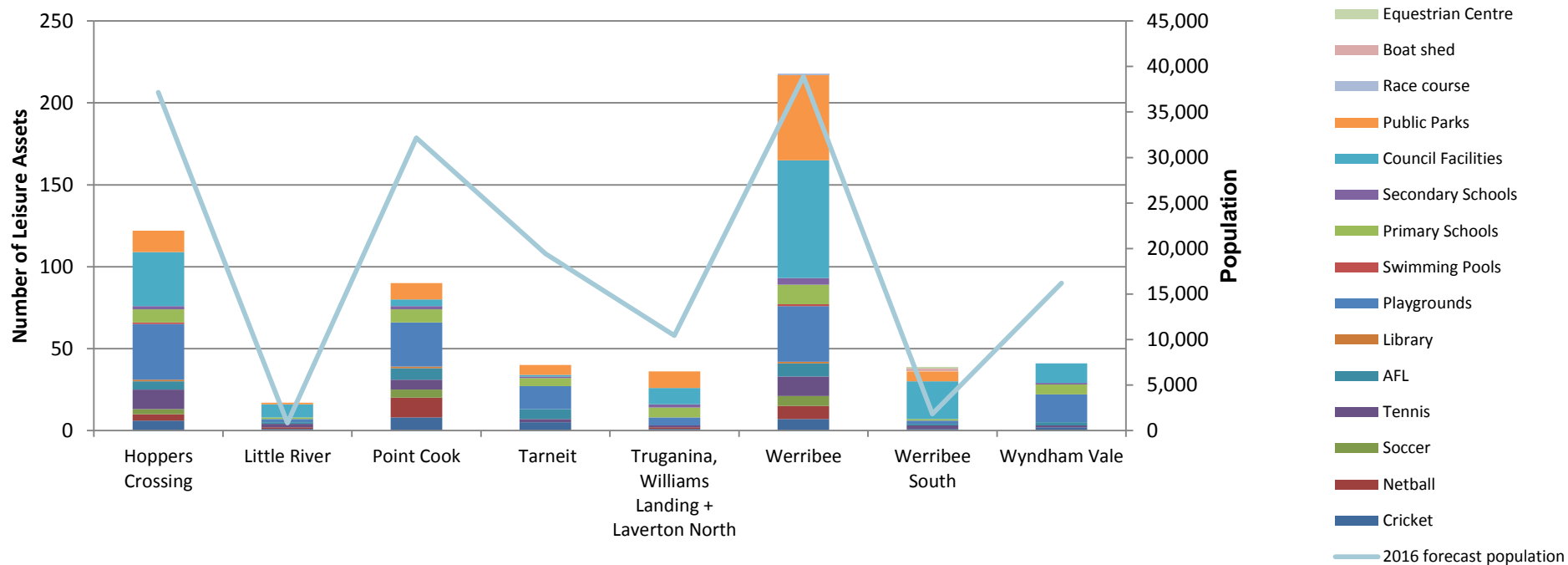
We have looked at the mix and distribution of leisure destinations and groups within each suburb of Wyndham (see right). They include:

- Hoppers Crossing;
- Little River;
- Mount Cottrell + Quandong;
- Point Cook;
- Tarneit;
- Truganina, Williams Landing + Laverton North;
- Werribee;
- Werribee South, and
- Wyndham Vale.



A background report prepared for the Leisure Strategy (Supply and Demand Analysis of Current Leisure Opportunity in Wyndham) examines the supply of leisure opportunities in each of the nine suburbs. Its findings have contributed to the scope and development of recommendations in the Wyndham Leisure Strategy.





The graph shown above describes the range of leisure destinations relative to each suburb in the City. It also shows the population growth expected in each suburb by 2016. It identifies that, as the most established area of the municipality, Werribee has the greatest number of leisure assets. It also identifies that demand for new and extended assets is not expected to be triggered by any change in population over the period, which is not expected to change.

Alternatively, while Point Cook has an estimated 80 different leisure assets within the suburb, its population is expected to more than double in size to approximately 32,000 residents by 2016. While this doesn't necessarily imply undersupply, it highlights a community for which Council will need to closely and continually monitor leisure demand, levels of participation and utilisation of assets.

As well as stand-alone leisure assets, Wyndham supports a vast network of walking trails and shared trails (including the Federation Trail) and 1725.43 ha of public open space.

Community leisure clubs and groups include those that deliver sport and recreation opportunities (such as sporting clubs and community centres) as well as those organisations that support participation, such as advocacy and support services. Council has considered the number and mix of community organisations within each precinct as a way to:

- Build the understanding of community capacity as demonstrated by the volume of community organisations as a whole;
- Identify the extent to which leisure is accessible within a community by identifying all of the clubs and groups in that area; and
- Identify the potential organisations within the precinct which may have a role to play in supporting participation, such as for hard to reach populations.

A total of 487 community organisations have been identified in Wyndham. Of these, over half (54.8%) are a sport, recreation or cultural group or club. Most exist within the older, established area of the municipality, in Werribee and Hoppers Crossing.

