

Brierly Recreation and Wellbeing Hub



The ask: **\$16.3m for a recreation and wellbeing hub in a fast-growing residential precinct**

North-east Warrnambool is the fastest growing residential precinct in Warrnambool, the largest Victorian coastal city outside Port Phillip Bay.

At the heart of this precinct is the Brierly Recreation Reserve, a 12ha parcel of open land used for informal recreation and organised sport.

The Brierly Reserve Master Plan identified the need for investment in sporting fields and built infrastructure including a recreation and wellbeing hub to serve the community in the expanding northern corridor of Warrnambool.

An accessible hub is urgently needed to provide meeting and consulting rooms and changerooms for resident sports clubs and up to 30 community organisations and programs.

A comprehensive business case endorsed by Council in early 2026 found the hub would deliver a positive benefit-to-cost ratio of 1.9.

Projections indicate the community hub would log 1,800 uses annually with two-thirds of those for community activity and the remainder for sports-related activity.

More than 50 organisations have expressed interest in hiring space within the community hub.

Already Brierly's Eastern Oval has undergone a \$2 million redevelopment with support of \$1 million in Victorian Government funding. The oval now features a high quality playing surface, new cricket wicket, two soccer pitches, competition standard lighting, fencing and player/coach boxes.

Sports participants at Brierly Reserve are currently using transportable changerooms and toilets.

A surge in players, especially females

Since 2021 in Warrnambool:

- Participation in soccer has increased by 105% (112% female, 105% male).
- Participation in cricket has increased by 38% (189% female, 24% male).

Over the same time period, Wimmera South Coast has been Victoria's second-fastest growing region for soccer participation, including metro areas.

Brierly has been identified as a priority project in high-level strategic documents by both Football Victoria and Football Australia.

The vision

Extensive consultation in 2024 revealed the community wanted to see a hub that offered the following key features:

- a flexible multi-purpose hall for hire;
- changerooms and social facilities for sporting clubs that create a female-friendly environment;
- community meeting room;
- adequate parking; and,
- children's playground.

Benefits of the hub

- Greater connections between community and local service providers.
- Increased community engagement and participation.
- The inclusion of a Changing Places bathroom means people with complex needs have better opportunities to participate in indoor group activities.
- Builds community and social networks in the fast-growing northern suburbs.
- Increases participation in physical and social activities for people of all ages.

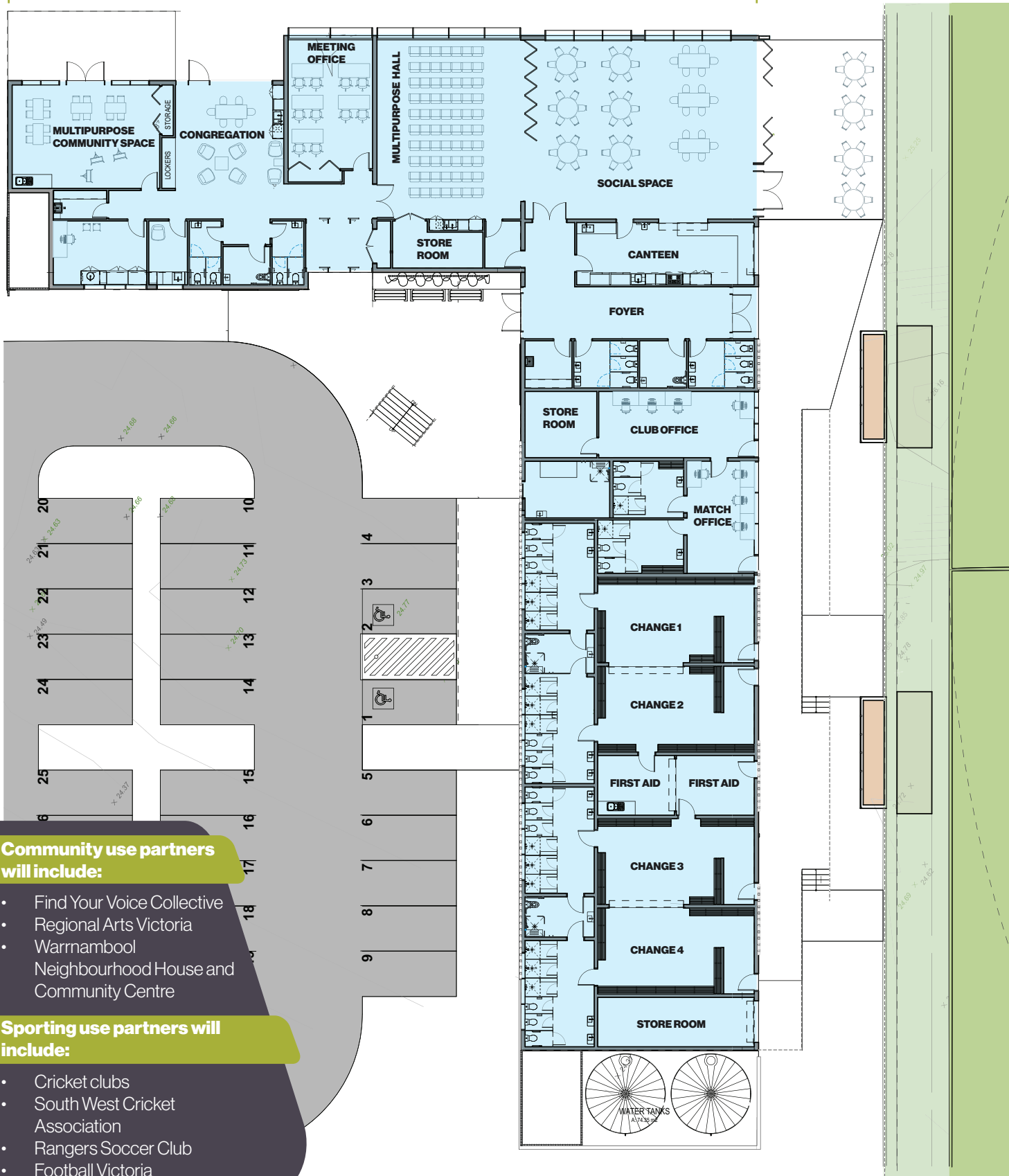
Contact

Andrew Mason
Chief Executive Officer
Warrnambool City Council

✉ amason@warrnambool.vic.gov.au
☎ 5559 4800

Preferred ground floor plan

Community use focus



Community use partners will include:

- Find Your Voice Collective
- Regional Arts Victoria
- Warrnambool Neighbourhood House and Community Centre

Sporting use partners will include:

- Cricket clubs
- South West Cricket Association
- Rangers Soccer Club
- Football Victoria

Contact

Andrew Mason
Chief Executive Officer
Warrnambool City Council

✉ amason@warrnambool.vic.gov.au
☎ 5559 4800