

# ACTIVE

WARRNAMBOOL



Active Warrnambool Strategy 2019-30 Final Report September 2019

# ACOME

WARRNAMBOOL

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# EXECUTIVE SUMMARY

**The Active Warrnambool Strategy has been developed to support and guide Council's planning and provision of sport, active recreation and physical activity in Warrnambool to 2030.**

The purpose of the Strategy is to increase regular participation in sport, active recreation and physical activity by everyone in the community, in order to take advantage of the benefits of sport and recreation such as physical fitness, reduced risk of chronic illnesses and improved mental wellbeing.

## **The Strategy aims to deliver the following outcomes for sport, recreation and physical activity in Warrnambool:**

- Increased participation opportunities for everyone
- Sustainable clubs and organisations
- Increased participation by females, and other under-represented groups, in all aspects of sport, recreation and physical activity
- Maximised and best use of facilities, places and spaces
- Improved connectivity between facilities, places and spaces
- Renewed and redeveloped existing facilities, places and spaces to maximise physical activity opportunities
- Increased evidence base for decision making, investment and to maximise efficiencies (through the review and development of plans, policies and management practices/systems).
- Adequate resources secured to effectively managing resources including staff, funds and assets.

The Strategy is based upon a comprehensive background report, completed in December 2016, which provided a detailed review of the directions, policies, spaces, and practices which impact upon sport, active recreation and physical activity in Warrnambool.

The Strategy has also been informed by the findings of a consultation undertaken as part of Council's new Community Plan, Warrnambool 2040 (W2040). This consultation not only provided an insight into the most popular forms of physical activity in Warrnambool but also highlighted a number of significant trends amongst the Warrnambool community including:

- Lower rates of sedentary behaviours in Warrnambool compared to other regions
- Lower rates of insufficient physical activity in Warrnambool compared to other regions
- Higher rates of sufficient physical activity in Warrnambool compared to other regions
- Significantly higher rates of participation in organised activity in Warrnambool, and participation with a sports club or associations, compared to other regions

- Lower rates of participation in non-organised physical activity as a whole in Warrnambool, and in walking and cycling, compared to other regions
- Higher rates of participation in non-organised jogging or running in Warrnambool compared to other regions

The W2040 consultation also revealed a number of barriers to further enhancing involvement in sport, recreation and physical activity in Warrnambool, which have informed the recommendations and actions embodied in the Strategy.

Review of the current provision of sport, active recreation and physical activity in Warrnambool reveals a diverse network of spaces resulting in a range of activity options available to the Warrnambool community, with approximately 69 different sports, activities or pastimes being actively pursued.

Significantly, the review of current provision revealed that a number of organised sports facilities, while available for non-organised active and passive recreational pursuits, had limited use for these activities. Review of the current facility provision and sports participation levels reveals the following needs:

- Planning and investment in paths and trails to support continued high levels of participation in walking and cycling.
- Demand for up to four additional soccer pitches by 2036.
- Planning needed to ensure that the indoor stadium can cater for future growth.
- Planning needed for future provision of flexible active open spaces that provide for non-traditional sports.
- The approach to meeting identified need in the provision of facilities and spaces to encourage an active community in Warrnambool will be less about the provision of new or more facilities (excluding the four points identified above) and more about better use of the spaces and facilities which are already available, and ensuring they are well maintained and renewed. This will include greater emphasis on mixed use of spaces, greater community access to traditional sport spaces, improved programming and awareness of spaces and greater connection between spaces.

The strategic review embodied in the background report, the consultation undertaken as part of W2040, and the review of the current provision of sport and recreation led to the identification of 21 key Issues and Opportunities (I&O) to be addressed in the Strategy. These I&Os have been categorised under three themes, as summarised below:

## THEME 1: ACTIVITY (What people do)

**Goal – For more people to be more physically active and socially connected, more often.**

**I&O A:** To recognise physical activity is a key factor in community health and wellbeing.

**I&O B:** To maintain the strong culture of involvement in sports clubs and participation within them, and promote the benefits of club membership as a mechanism to increase physical activity.

**I&O C:** Continue to support the sustainability of sporting clubs and community, recognising the importance of volunteers.

**I&O D:** Consider options to assist/encourage clubs to be more inclusive of female participation.

**I&O E:** Identify and recognise new sports and activities that have not had a strong presence previously in Warrnambool.

## THEME 2: FACILITIES AND SPACES (Where people do activities)

**Goal – For facilities and spaces to be well-managed and utilised to optimise health and wellbeing outcomes.**

**I&O F:** Support increasing flexibility of programming to help overcome or ease the barriers to participation.

**I&O G:** Investigate increasing mixed use of existing Reserves for social and non-competitive activities.

**I&O H:** Improve connection to and between existing spaces and facilities.

**I&O I:** Provide neighbourhood parks and open space within walking distance of residential areas and enhance appropriate neighbourhood community infrastructure and its utilisation.

**I&O J:** Identify the future needs and strategic provision of facilities for key sports.

**I&O K:** The protection and enhancement of key physical and environmental assets and provision of appropriate public access to waterways and coastal environments is needed.

**I&O L:** Changing standards in facility provision and their consequential impacts need to be considered.

## THEME 3: COUNCIL MANAGEMENT AND PROGRAMMING (How people are supported to do activities)

**Goal – To utilise the resources available to efficiently manage and deliver on key priorities.**

**I&O M:** Undertake an assessment of existing reports and master plans to consolidate outstanding actions that will be part of a prioritised list of projects.

**I&O N:** Undertake further investigation into a range of current reports and plans to address issues, opportunities and barriers identified in the preparation of the Active Warrnambool Strategy.

**I&O O:** There are a range of existing policies that require review or new policies are required.

**I&O P:** Council does not currently have a formal and consistent framework for requesting and spending of open space contributions.

**I&O Q:** Comparison of local participation data collected in 2013 and 2017 shows that, while facilities and infrastructure have been developed and improved over that time, responses indicate reduced participation and satisfaction in some areas. This may reflect an increase in participants' aspirations and perhaps a lack of awareness of new and enhanced facilities.

**I&O R:** A planned approach to responding to, and meeting the asset renewal gap will be critical for Council.

**I&O S:** There is a need for council to invest in evidence-based development and enhancement of recreation, facilities and spaces.

**I&O T:** Clarification of Council's role in recreation provision is needed to guide its responsibilities and ensure appropriate resources are provided for it.

**I&O U:** The implementation of sustainable and effective facility management models that support community-based leadership should be considered.



## VISION

**For Warrnambool to be a healthy, active regional city where people thrive.**

## PLANNING PRINCIPLES

**Principle 1 - Health and Wellbeing enabled by Participation**

**Principle 2 - Environmental Sustainability**

**Principle 3 - Financial Sustainability**

**Principle 4 - Social Connection, Access and Inclusion**

**Principle 5 - Diversity**

**Principle 6 - Best Use**

**Principle 7 - Infrastructure Quality and Provision**

**Principle 8 - Partnerships**

## OBJECTIVES AND ACTIONS

Guided by the Vision, Planning Principles and Goals, 23 Objectives and 71 Actions have been developed to address the range of issues and opportunities associated with sport, recreation and physical activity, facilities and spaces and Council management and programming.



# DEFINITIONS

**To assist in review of the Strategy a range of terminology and regularly used terms are defined. For the purpose of the Strategy the following terms are defined as:**

**Physical Activity** - Physical activity can be defined as all movements in everyday life either incidental or deliberate. **Physical activity includes:**

- Sport;
- Work;
- Recreation;
- Outdoor recreation;
- Exercise;
- Other forms of movements such as walking, cleaning or gardening.

What unites all types of physical activity is the effect on our bodies, raising our heart rate, bringing about an immediate and often beneficial physiological response and improving overall wellbeing. (Saxena, S., Van Ommeren, M., Tang, K. C., & Armstrong, T. P. (2005). Mental health benefits of physical activity. *Journal of Mental Health* 14: 5, 445–451)

The Strategy focusses upon activity for the purpose of exercise, sport or recreation.

**Active Recreation** - Under the National Sport and Active Recreation Policy Framework (Australian Government, 2011), active recreation is defined as:

“Active recreation activities are those engaged in for the purpose of relaxation, health and wellbeing or enjoyment with the primary activity requiring physical exertion, and the primary focus on human activity.”

Active recreation is distinguished from sport by being generally less structured and having a lesser emphasis on competition than sport.

**Unstructured or Informal activities** - Physical activity for exercise, recreation or sport that is not organised by a club or other organisation.

**Organised activities** - Physical activity for exercise, recreation or sport that is organised by a club, fitness centre, school or other organisation and requires membership.

**Sport** - The Australian Sports Commission defines sport as:

“A human activity capable of achieving a result requiring physical exertion and/or physical skill which, by its nature and organisation, is competitive”.

**Sports Club or Association** - A club or organisation involved in the organisation of, or participation in, sport and requires payment of membership, fees or registration.



**Sports Infrastructure** - Sports infrastructure refers to the structures, spaces and facilities associated with organised sports activity, such as playing fields, ovals and courts, sport and recreation buildings and facilities, aquatic facilities, multi-sport hubs and supporting facilities i.e. sports specific infrastructure including goal posts.

**Community Recreation Infrastructure** - Community Recreation Infrastructure refers to facilities, furniture and fixtures which are typically added to open spaces to provide additional amenity and activity for users of the space. Examples may include seats, shelters, play equipment, exercise equipment and drinking fountains as examples.

**Open Space** - While the term “Open Space” can refer to any type of undeveloped land which is open and available for public use, for the purposes of the Strategy, Open Space is generally used to refer to informal areas used for active recreation and physical activity as distinct from sports grounds typically used for organised sport. Examples may include parks and gardens, beaches and rivers.

**Shared Paths and Trails** - Shared paths and trails are used primarily for active recreation, typically in open spaces, as distinct from commuter activity associated with on road cycling. Activities occurring on shared paths and trails include walking, jogging, dog exercising or cycling. Paths and trails can be made of a variety of materials such as concrete, asphalt, gravel or sand.

**State Sports Association** - The peak or industry body for a particular sport or recreation activity within Victoria.

**Reserve** - Open space or sports grounds that are provided for sport, recreation and physical activity that are owned or managed by Council.

**Municipal Strategic Statement** – The MSS contains the strategic planning framework for the City and identifies significant planning directions and the strategies for achieving them.

**Warrnambool 2040 Community Plan (W2040)** - The W2040 sets out the community's aspirations for the city of the next 20 years. It provides a platform for organisations and community members to work towards common goals. The plan was informed by an extensive community engagement process which included a community survey (Warrnambool Now and 2040) completed by over 1,200 people. The survey included a series of questions taken from the Australian Sports Commission's AusPlay survey to provide data on how the community participates in sport, recreation and physical activity.

**Council Plan 2017-2021 (amended 2019)** - Section 125 of the Local Government Act requires a Council to prepare a Council Plan. It is the feature document in Council's suite

of strategic planning documents, formulated to guide the work of Council over a four year period and reviewed annually.

**Warrnambool – A Healthy City 2017-2021** – Councils' are required to develop a health and wellbeing plan every four years. The plan seeks to achieve better health and wellbeing outcomes for Warrnambool's community. It is the key Council plan that informs the development of the Active Warrnambool Strategy.

**Warrnambool** – Refers to the municipality of Warrnambool or Warrnambool City Council, and includes the townships of Bushfield, Woodford, Allansford and Dennington.

**Sport and Recreation Victoria** – SRV is the department of the Victorian Government that supports participation, programming and infrastructure for sport, recreation and physical activity. It provided funding to support the development of the Strategy.

**Great South Coast region** – The Great South Coast region includes the five municipalities of Corangamite, Moyne, Glenelg and South Grampians Shire, and Warrnambool City Council.

**AusPlay** – The AusPlay survey is a national population tracking survey funded and led by the Australian Sports Commission (a department of the Federal Government). It is a key part of the ASC's Play.Sport.Australia participation strategy, that aims to get more Australian's participating in sport more often.

**Sports Ground Management Review** – A review of the processes and resources involved in the management and maintenance of the 15 Council owned or managed sports grounds. The review was rebranded to Playing Fair in 2018.







**The Active Warrnambool Strategy (the Strategy) has been developed to support and guide Council's planning and provision of sport, active recreation and physical activity in Warrnambool to 2030.**

The purpose of the Strategy is to increase regular participation in sport, active recreation and physical activity by everyone in the community. Being active as part of everyday life benefits physical fitness, reduces the risk of heart disease, type 2 diabetes and cancers, and protects and improves mental wellbeing.

**The Strategy aims to deliver the following outcomes for sport, recreation and physical activity in Warrnambool:**

- Increased participation opportunities for everyone
- Sustainable clubs and organisations
- Increased participation by females, and other under-represented groups, in all aspects of sport, recreation and physical activity
- Maximised and best use of facilities, places and spaces
- Improved connectivity between facilities, places and spaces
- Renewed and redeveloped existing facilities, places and spaces to maximise physical activity opportunities
- Increased evidence base for decision making, investment and to maximise efficiencies (through the review and development of plans, policies and management practises/systems).
- Adequate resources secured to effectively managing resources including staff, funds and assets.

**Development of the Strategy has been underpinned through its alignment with a range of existing Council strategic documents and strategies including:**

- The W2040 Community Plan
- The Council Plan 2017-2021 (revised 2019)
- Warrnambool – A healthy City 2017-2021 (Council's Health and Wellbeing Plan)
- The Warrnambool Recreation Plan 2007-2017.

**The Strategy incorporates the following components:**

- Introduction
- Background and process
- Benefits of sport and recreation
- Warrnambool and its people
- Strategic context
- Sport, recreation and physical activity trends
- Sport, recreation and physical activity in Warrnambool – current provision
- What needs to be done
- A framework for the strategy
- Objectives and actions
- Monitoring and review
- Implementation and next steps

**Three themes, with corresponding Goals, were established to present the key components for sport, recreation and physical activity in the Strategy:**

- **Activity** (What People Do), **Goal** - For more people to be more physically active and socially connected, more often.
- **Facilities and Spaces** (Where people do activities), **Goal** - For facilities and spaces to be well-managed and utilised to optimise health and wellbeing outcomes.
- **Council Management and Programming** (How people are supported to do activities), **Goal** – To utilise the resources available to efficiently manage and deliver on key priorities.

## 2 BACKGROUND AND PROCESS

### THE PREVIOUS STRATEGY

The Warrnambool Recreation Plan (WRP) 2007-2017 was endorsed by Council in 2008.

**Its Action Plan was based around the following seven key themes:**

- Planning for recreation
- Managing recreation
- Improving existing recreation infrastructure
- Reviewing or relocating existing recreation facilities
- Developing new and/or additional recreation facilities
- Supporting clubs and organisations
- Developing new or improving existing public open space.

The Warrnambool Recreation Plan 2007-2017 Final Implementation Review scorecard, shows that a good level of implementation was achieved. Of the 84 recommended actions, 62 have been achieved, 17 remain in progress and 5 were not completed or the issue had changed.

**Apart from the direct implementation of recommendations, the WRP has also produced a range of broader outputs:**

- Strategic direction to guide the work of the Recreation Unit.
- Secured a significant level of funding from the State Government with 58 projects completed over the past ten years. Council's direct investment of \$2,994,071 has resulted in expenditure of \$9,124,442 on Plan recommendations, with \$6,130,371 leveraged from external sources (Government grants, club contributions and trusts).

Council was successful in securing funding from Sport and Recreation Victoria under its 2016/17 Community Sport Infrastructure Funding program to support developing a new Sport, Recreation and Physical Activity Strategy.

The Strategy is now titled the Active Warrnambool Strategy.

### DEVELOPING THE NEW STRATEGY

The Strategy was developed in two parts.

#### Part A

Part A addressed the question "What is the Current Environment?" and included the preparation of a comprehensive background report. The background report was completed in December 2016 and is a detailed review of the directions, policies, spaces, and practices which need to be considered in the Active Warrnambool Strategy.

#### The report comprised:

- A review of Council's policies and strategic plans, as well as relevant regional, state and national reports
- An analysis of municipal demographics
- Review and mapping of current sports and recreation facilities and activities across the municipality
- Benchmarking against delivery of sport and recreation in three comparable Victorian LGAs
- Review and assessment of Council's current delivery of sport and recreation and physical activity.

The background report was the primary resource for the development of the Strategy.

#### Part B

Part B of the project comprised the preparation of the information which constitutes the Strategy.

**The development of the Strategy focussed on investigating and responding to the following key questions:**

- **What is successful? (Stage 2)** – assessing the current delivery of recreation opportunity against standards and benchmarks; considering user and stakeholder comment on the current opportunities available; and reviewing what has encouraged activity amongst the Warrnambool population.
- **What needs to be done (Stage 3)** – identifying gaps in current delivery and opportunities to build upon existing strengths to encourage greater activity amongst the Warrnambool community.
- **What are the key issues (Stage 4)** – identifying barriers to filling gaps and taking opportunities to provide enhanced access to sport, recreation and physical activity in Warrnambool to 2026.
- **How can this be done (Stage 5)** – identifying key actions and recommendations; considering appropriate timing, staging and implementation of the recommendations.

The findings and response to Stages 2, 3 and 4 were summarised in the Active Warrnambool Issues and Opportunities Discussion Paper.

The Implementation Report, completed in November 2018, provided a number of considerations and directions that directly informed the development of the Strategy's objectives and actions. The Draft Recommendations Report, completed in February 2019, completed Stage 5 of the process.

## COMMUNITY ENGAGEMENT

Three community engagement processes informed the Strategy. The first input was from a broader community visioning project titled Warrnambool 2040 (W2040) Community Plan. The second and third inputs involved targeted engagement about the issues and opportunities and draft recommendations for the Strategy.

As summary of these inputs is outlined below.

### First Stage – April to mid-June 2017

In April 2017, Council commenced conversations with the community as part of the development of a new Community Plan, W2040 (refer to [www.w2040.com.au](http://www.w2040.com.au) for further information). The extensive engagement informed W2040, but also provided opportunities for Council to engage the community on a range of other plans and strategies, including the Active Warrnambool Strategy.

A community survey, titled Warrnambool Now and 2040, included a series of questions taken from the Australian Sports Commission's AusPlay survey and has provided Council with data on how the community is currently participating in sport, recreation and physical activity. The data was analysed and provided as part of the background to the Strategy and has informed the Issues and Opportunities discussion paper. A summary of the participation findings is provided in Section 6 below.

### Second Stage – November 2017

The second stage of consultation was undertaken by communityvibe and involved five focus groups and key stakeholder meetings. Five written submissions were also received from the community. Selected community, staff and stakeholder representatives attended the focus group and stakeholder meetings and addressed the following topics:

#### Focus Group 1

##### STAFF FOCUS GROUP – POLICIES, PROGRAMS, SYSTEMS AND TOOLS

Selected Council staff were asked to identify specific challenges that they face in relation to policies, programs, systems and tools in their work in the sport and active recreation sector.

#### Focus Group 2

##### STAFF FOCUS GROUP – PARTICIPATION

Staff who work with people less likely, or at risk of being inactive such as young people, people with disabilities and older adults were asked to identify barriers to participation, particularly in relation to their clients.

#### Focus Group 3

##### FACILITY FOCUS GROUP

Thirty-two community members and stakeholder representatives took part in a focus group aimed to identify priorities for the development and upgrade of both formal (i.e. sports grounds and indoor stadiums) and informal (i.e. shared paths and trails and playgrounds) sport and recreation facilities in the municipality over the next ten years.

#### Focus Group 4

##### PARTICIPATION FOCUS GROUP

A focus group was held with 22 community members and stakeholder representatives to consider the creation of a more physically active Warrnambool (particularly for those who are currently inactive). Focus group participants were asked in groups to brainstorm barriers to participation and to identify some potential initiatives that are likely to increase physical activity participation.

#### Focus Group 5

##### CLUB SUSTAINABILITY FOCUS GROUP

The club sustainability focus group was asked to identify key actions that may enable clubs and organisations to improve their sustainability.

#### Key Stakeholder Meeting

##### SOUTH WEST SPORT (Michael Neoh, Executive Officer)

The key role of South West Sport (SWS) is to build the capacity of clubs. It is funded by Sport and Recreation Victoria and VicHealth. South West Sport's vision is to be: 'A leading organisation in the sport and recreation sector'.

### Third Stage – March 2019

The third stage of consultation was also undertaken by communityvibe and involved four focus groups and a listening post. 150 selected community members, stakeholder representatives (including targeted sessions with young people) and staff attended and provided feedback on the draft recommendations.

#### Draft Strategy Public Comment Process

The final opportunity for stakeholders and the community members to provide feedback on the Strategy was through the public comment period. Following presentation of the draft Strategy to Council in June 2019 the report was available to view on Council's website for five weeks. Nineteen submissions were received and assessed as part of the preparation of the final report.





## 3 BENEFITS OF SPORT AND RECREATION

The multiple benefits of sport and active recreation to Victorian communities, including the community of Warrnambool, are reflected in a wide range of State and Federal Government policies and reports. Of particular relevance are the strategic policies of Sport and Recreation Victoria, including “Active Victoria: A strategic framework for sport and recreation in Victoria 2017 – 2021” and “Valuing Sport and Recreation: A framework for the future”.

“Active Victoria: A strategic framework for sport and recreation in Victoria 2017 – 2021” summarises the benefits of sports and active recreation in the following way:

- Sport and active recreation makes a significant contribution to Victoria’s liveability. This is a key to attracting and retaining the highly mobile workforce of Victoria’s future knowledge and service based economy.
- Victorians’ involvement in sport and active recreation makes us healthier. Increasing the rate of physical activity by 10 per cent has been estimated to reduce physical-inactivity-related deaths by 15 per cent and new cases by 13 per cent.
- Sport and active recreation creates economic growth and jobs and added approximately \$8.5 billion to Victoria’s economy in 2016.
- Sport and active recreation brings people together and builds community cohesion. It connects Victorians to their communities, healthcare, education, training and economic opportunities.

Further to this summary, “Valuing Sport and Recreation: A framework for the future” underscores these benefits in the following way:

- The contribution of sport and active recreation to Victoria’s social, community and economic life does not stop with the regular involvement and participation of 3.25 million Victorians.

- Their involvement in sport and active recreation makes Victorians healthier. It creates jobs and brings resources into the Victorian economy. It increases the liveability of our State. It builds community cohesion and provides people in those communities with social and friendship networks.

Sport and Recreation Victoria commissioned Marsden Jacobs Associates to establish the economic value of active recreation in to Victoria. The 2018 report “**Active impacts: The economic impacts of active recreation in Victoria**”, shows that active recreation is a larger part of Victorians’ physical activity than organised sport. It also shows that active recreation accounts for more physical activity sessions, time and energy expenditure than sport by a significant margin. The report found that:

- Active recreation is a significant contributor to the Victorian economy - around \$8.3 billion is spent each year on active recreation in Victoria.
- The expenditure makes \$8.1 billion value-added contribution to the state’s economy and supports around 51,000 direct and indirect full-time equivalent jobs.
- Estimates by Deakin Health Economics show that making every Victorian adult physically active would deliver healthcare system benefits worth \$245 million, and workplace production benefits potentially worth \$3.1 billion over the lifetime of this population (based on estimates of production lost due to people leaving work because of death or disability).

At the National level, the Australian Sports Commission, in 2018, commissioned KPMG to prepare “**Valuing Community Sport Infrastructure**”, a report which moved beyond the activity of sports and active recreation to value the infrastructure associated with such activity, such as playing fields and ovals, sports and recreation facilities, aquatic facilities and multi-sport hubs.

The report concluded that:

- Community sport infrastructure is estimated to generate an annual value of more than \$16.2 billion to Australia, with \$6.3 billion worth of economic benefit, \$4.9 billion worth of health benefit and \$5.1 billion worth of social benefit.
- The \$6.3 billion worth of economic benefit includes the economic activity associated with the construction, maintenance and operation of community sport infrastructure and the increased productivity of those who are physically active as a result of such infrastructure.
- The \$4.9 billion worth of health benefit includes personal benefits to those who are less likely to contract a range of health conditions which are known to be associated with physical inactivity and the benefits to the health system from a healthier population.
- The \$5.1 billion worth of social benefit includes the increased human capital resulting from the social interactions that are facilitated by community sport infrastructure and the broader community benefits of providing “green space” (e.g. sports fields).



## 4 WARRNAMBOOL AND ITS PEOPLE

**The study area for the Strategy is the entire Warrnambool City Council Local Government Area, including the smaller townships of Allansford, Bushfield and Woodford (refer Figure 1). A demographic analysis of the Council (2016 Census data) provides a valuable insight into the nature of the municipality, its community and their future.**

Warrnambool's population is 35,957 (2019). The projected population to 2036 is 46,210, or an increase of 10,250 people. Of note is that the majority of this growth (9,000) is expected to occur in the greenfield development areas north and northeast of Warrnambool (6,000 people), southeast of Warrnambool (1,600 people), and in Dennington (1,400 people). Warrnambool also serves as a centre for a regional population of about 120,000 people.

**Further, the Council Annual Report 2017 – 2018 notes the following emerging from the 2016 Census:**

- As with other regional cities, Warrnambool has an ageing community. One in five residents are aged under 15 years (a proportion which is decreasing) and one in five residents are aged over 65 years (a proportion which is increasing).
- About 75 per cent of Warrnambool's annual net population growth comes from migration – domestic (especially other Great South Coast LGAs and Melbourne) and overseas.
- Domestic migration comprises mostly young families (35-44 years) and those who

- have retired or are reaching retirement age (55 years and over).
- Babies born in the city only represent 25 per cent of Warrnambool's population growth.
- Warrnambool is home to people from 33 countries. More recently, the growth in Asian nationalities, including Chinese, Taiwanese, South Korean and Thai born residents has been the most significant from 2011-2016.
- Of the total population, four per cent speak a language other than English at home – a significant increase of 526 people between 2011-2016.
- The number of residents who identified as Aboriginal or Torres Strait Islander in the Census (2011-2016) increased by 10% from 495 to 556.
- Total private dwellings numbered 15,188 at the 2016 Census with an average household size of 2.36. In 2017- 2018 there were 184 residential buildings approved for construction in Warrnambool.
- The SEIFA Index of Disadvantage for Warrnambool was 986. Warrnambool's score places it midway on the index for Victorian municipalities.

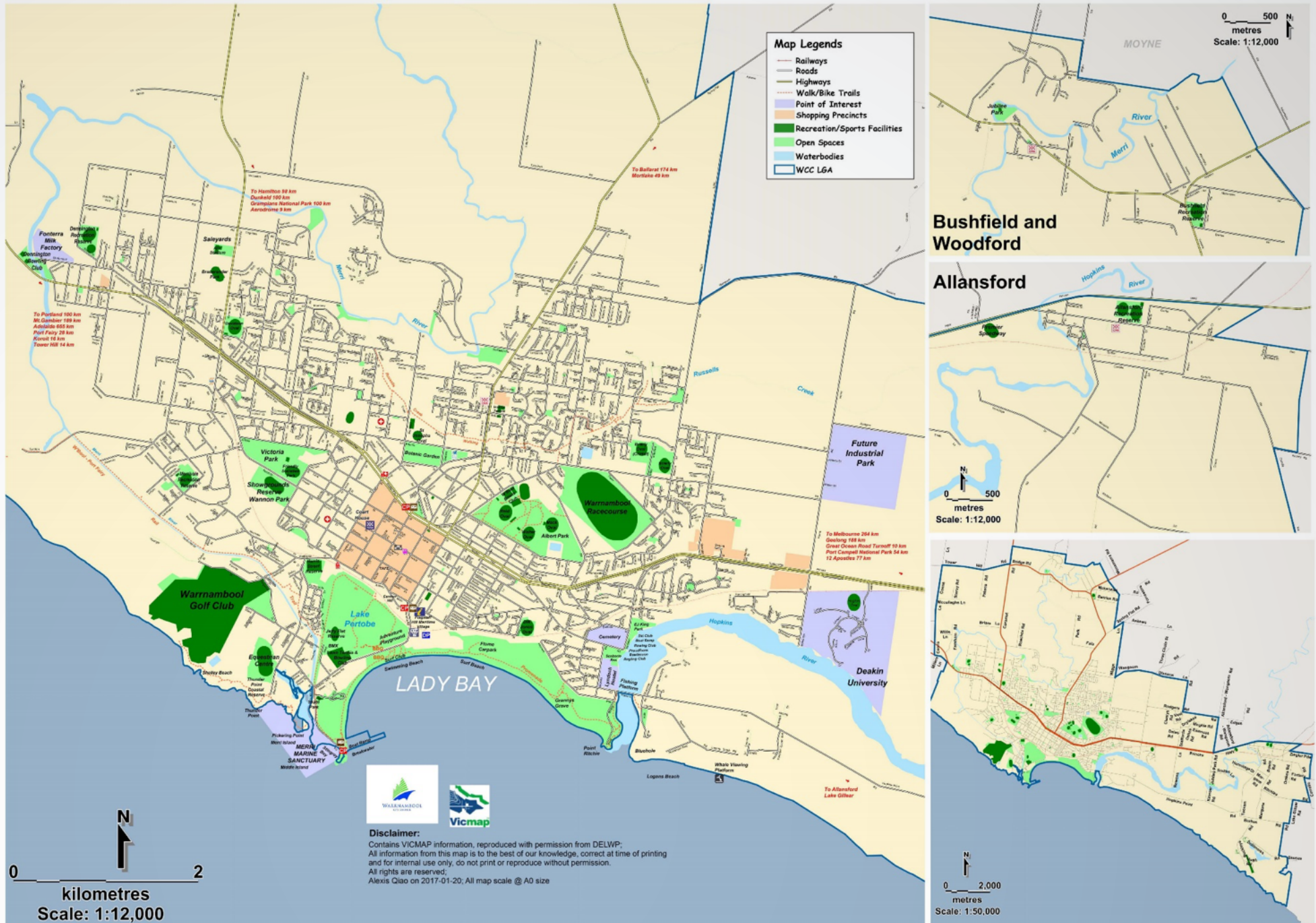
**Implications for the Strategy from the demographic analysis include:**

- There will be a need to plan for adequate sport and active recreation provision and active transport connections in the north/northeast and southeast areas of Warrnambool and Dennington.
- There will be a need for a focus on the provision of active recreation opportunities for older people, and opportunities suitable for inter-generational participation.
- Most people living in the municipality are born in Australia and speak English at home, however the diversity of the community continues to increase. Traditionally long standing team sports of AFL, cricket, netball, tennis, basketball and soccer are expected to remain sports of choice for many residents.





Figure 1 - Warrnambool City Council





# 5 STRATEGIC CONTEXT

Active Warrnambool supports the directions of the W2040 Community Plan, the Council Plan 2017-21 (amended 2019) and Warrnambool – A Healthy City 2017-2022, and will provide direction and context for recreation related planning documents. The following image illustrates the relationship of the Active Warrnambool Strategy with other strategic planning documents within Council. There are also a number of key strategies from external stakeholders – the Victorian and Federal Governments, and VicHealth – that provide strategic context for the Strategy.

Figure 2 provides an overview of the relevant strategic work, and their relationships to one another that guides or is aligned to the Strategy.

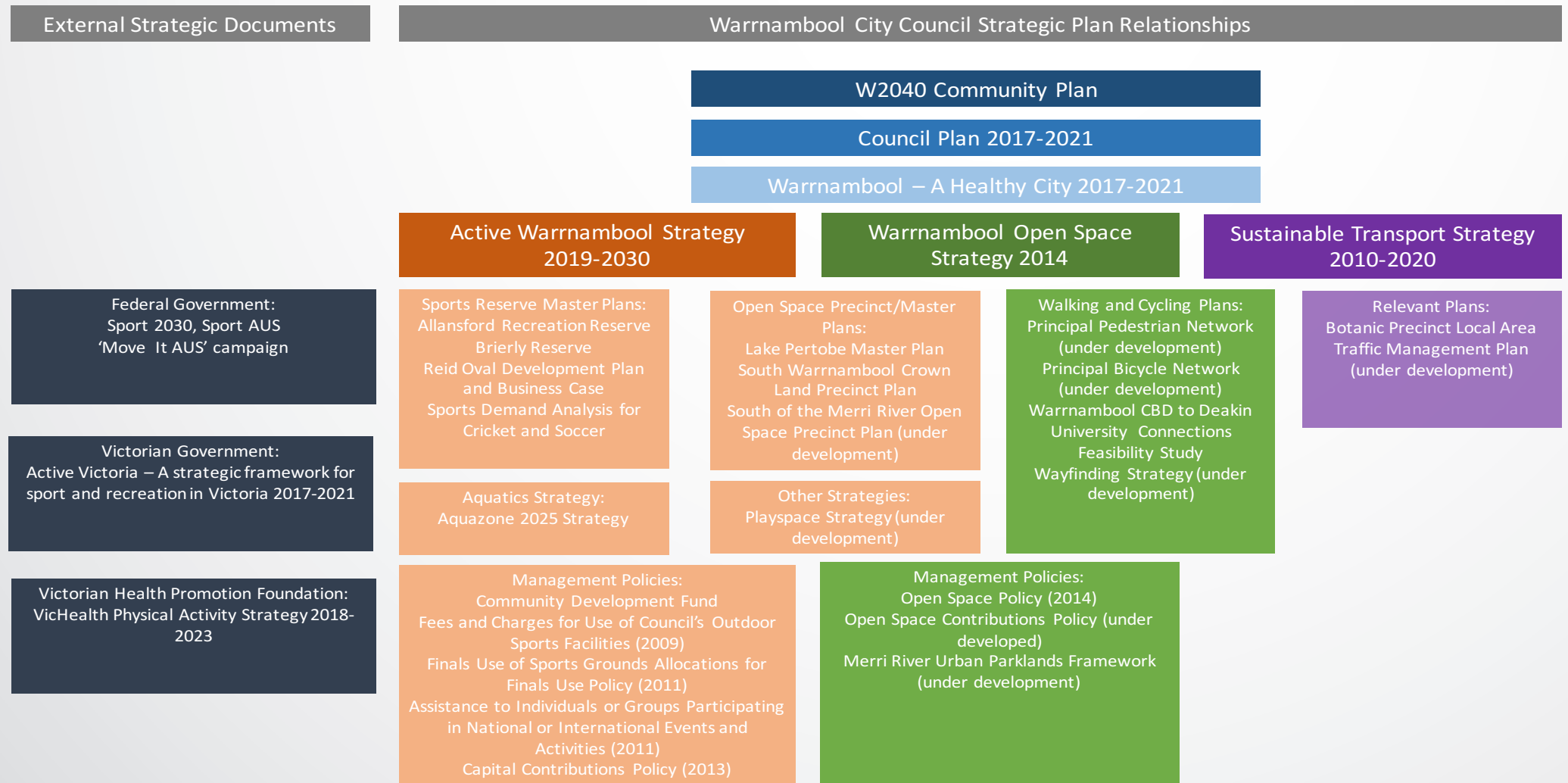


Figure 2 – Relevant Federal, State and Local Government Strategies

## WARRNAMBOOL CITY COUNCIL STRATEGIC PLANS

### W2040

In mid-2017, extensive community engagement to inform a 20-year community plan found Warrnambool's residents value the ability to live an active life and love having opportunities to participate in recreation and sport at all levels.

W2040 identifies the long term visions and goals for Warrnambool's environment, economy, place and people.

W2040 visions include:

**Our People** – Warrnambool will be a city where all people thrive

**Our Place** – Warrnambool will be Australia's most liveable regional city

**Our Economy** – Warrnambool will be Australia's most resilient and thriving regional economy

**Our Environment** – Warrnambool will be Australia's most sustainable city

Three of the six key themes coming from the engagement process show what people love most about Warrnambool has direct relevance for the Strategy:

1. The beautiful natural assets including the beach, Lake Pertobe and open green spaces
2. The many walking and cycling tracks to explore the natural environment
3. The opportunities to participate in a range of sporting clubs
4. The strong 'sense of community'
5. The country town feel of Warrnambool and coastal lifestyle
6. Education opportunities through Deakin University and South West Institute of TAFE

Many of the W2040 plan's priorities provide direction for the Strategy. These include:

#### Place

**Priority 1:** Our place is welcoming, liveable and thriving  
Warrnambool will be a great place to live, work and play at every stage of life. Built and natural places will be welcoming, accessible, safe, clean and community-focused. Warrnambool will have well-designed precincts which support business, work, recreation, health, arts, culture and education for all people.

**Priority 3:** Warrnambool will be an active and accessible city for all modes of movement

Warrnambool will be one of Australia's great walking and cycling cities. Residents, workers and visitors will have easy access to the many activities available within the municipality. Walking and cycling will be an attractive option for everyone to safely get around. Warrnambool will give top priority to walking by providing a connected, accessible and good-quality pedestrian and cycle network, supported by a pleasant and safe built environment.

**Priority 4:** Warrnambool will have connected open spaces  
Warrnambool will provide abundant public open space for its diverse population. Through good design, our public open spaces will be accessible, safe and well-connected, and provide a variety of activities and uses to suit the needs of all abilities and age groups. Our public open spaces will be designed to support and enhance the natural environment and biodiversity.

#### People

**Priority 2:** An active and connected community  
Warrnambool will be a community which has safe, welcoming and accessible places designed to facilitate diverse social, cultural and physical opportunities. It will provide environments which support and encourage active living and meaningful social connection.

**Priority 3:** A healthy place  
Warrnambool will make health a priority with accessible and affordable physical and mental health services, recreational facilities and opportunities, including for those who are vulnerable and disadvantaged.

### COUNCIL PLAN

Over recent months Council has reviewed the Council Plan 2017-2021. The revised (2019) draft of the Council Plan strongly references the visions from the long-term community plan, Warrnambool W2040. It retains the vision for Warrnambool to be a Cosmopolitan City by the Sea, which references the city's beautiful and unique location and proclaims that it is striving to be more welcoming, open and inclusive.

Council will also continue with the theme for the Council Plan – Growing Pride and Confidence in the City - which emphasises the need to celebrate and promote our city, its attributes and its appeal to those in the region and beyond.

The Council Plan's key objectives have undergone some revision - the five objectives are now proposed to be:

- Sustain, enhance and protect the natural environment
- Foster a healthy, welcoming city that is socially and culturally rich



- Maintain and improve the physical places and visual appeal of the city
- Develop a smarter economy with diverse and sustainable employment
- Practice good governance through openness and accountability while balancing aspirations with sound financial management.

The draft revision of the Council Plan lists key activities and initiatives Council will undertake over 2019/20 to deliver on the five objectives described in the plan.

Council will consider adopting the 2017-2021 Council Plan (revised 2019) at a Special Meeting in June 2019.

## WARRNAMBOOL – A HEALTHY CITY

Warrnambool - A Healthy City 2017-2021 is the key Council Plan that guides the development of the Active Warrnambool Strategy. Municipal public health and wellbeing plans are required to be prepared by Councils' under the Public Health and Wellbeing Act 2008. The Plan seeks to achieve better health and wellbeing outcomes for

Warrnambool's community. It confirms the following priority health and wellbeing issues to be addressed over time that align with state policy and local priorities:

- Physical activity
- Healthy Eating
- Harmful use of alcohol & other drugs
- Smoking
- Violence against women and children
- Mental (social and emotional wellbeing)
- Access to programs and services.

The Plan identifies three goals. Goals 1 and 2 are strongly supported by the outcomes pursued by this Strategy:

1. Promote healthy lifestyles
2. Increase participation, connection, equity, access and inclusion
3. Improve access to education and economic resources.





## EXTERNAL STRATEGIC DOCUMENTS

### ACTIVE VICTORIA – A STRATEGIC FRAMEWORK FOR SPORT AND ACTIVE RECREATION IN VICTORIA 2017-2024

The Strategy's vision for sport and active recreation is a strong and connected sport and active recreation system that helps make Victorian's healthier, creates economic growth and jobs, builds community cohesion and contributes to our liveability.

#### It seeks for sport and active recreation in Victoria to be:

- More active
- More diverse and inclusive
- Robust, flexible, sustainable and affordable
- Broad based and connected
- Collaborative

#### The Strategic Directions include:

- Meeting demand
- Broader and more inclusive participation
- Additional focus on active recreation
- Build system resilience and capacity
- Connect investment in events, higher performance and infrastructure
- Work together for shared outcomes

As background to the Active Victoria Strategy, Sport and Recreation Victoria identify a number of "key changes that would both strengthen sport and active recreation in Victoria and further contribute to Victoria's liveability". These include:

- A higher rate of participation in sport and active recreation
- Broader, more inclusive, participation across our community
- A robust and sustainable sector
- Flexible options and choices for participants
- Efficient, multi-use of current, upgraded and new infrastructure
- Infrastructure and programs that more effectively meet demand
- Community and high performance sectors connected to maximise results.

### VICHEALTH'S PHYSICAL ACTIVITY STRATEGY 2018-2023

VicHealth's Strategy is to increase the number of Victorians who are physically active. Their role is to ignite change to make being active part of everyday life. Their goal is for 300,000 more Victorians to engage in physical activity by 2023.

#### Their focus areas are:

- Children aged 5-12 years

- Young people aged 12-17 years
- Women and girls

#### The Strategy highlights two key areas of opportunity:

- Engaging people who are less active and who experience the greatest barriers to participation
- Connecting with people at key life stages where their physical activity typically drops off, potentially leading to an inactive life.

### SPORT AUS - SPORT 2030 — SETTING UP AUSTRALIAN SPORT FOR A PROSPEROUS FUTURE

The Federal Government's vision for Australian sport in 2030 is: Australia is the world's most active, healthy sporting nation, known for its integrity and excellence

#### The goals of Sport 2030 are that by that date:

- We have a diverse and inclusive sport and physical activity sector that supports more Australians to be more active more often, creating a stronger and healthier Australia where as many people as possible see and feel the benefits of sport and physical activity through every stage of their lives;
- Future generations will be more physically active and better prepared with the skills and knowledge to live healthy, active lives;
- Sport and physical activity organisations are connected into other sectors such as health, education and infrastructure to tackle challenges such as physical inactivity and leverage sport for social benefits;
- Barriers will be reduced, allowing greater access to sporting facilities and infrastructure for all Australians no matter where they live;
- Our high-performance system will be focused around sports, teams and athletes and ensuring they have world-leading technology, practices, systems and people to enable them to achieve lasting podium success;
- There will be greater collaboration across the sport sector and with partner organisations, including various levels of Government. The best governance systems will better position our sports for a changing world, enabling them to focus their energy, time and revenue on driving international performance, strengthening the pathways system, creating greater commercial opportunities and increasing participation rates among more Australians;
- Australian sport can identify, address, and proactively deter threats to sport integrity allowing fans and participants to have faith that our sport is safe and fair; and
- The Australian sports industry leads the world in many areas — including integrity, inclusion, innovation, research, physical literacy and technology.

# 6 SPORT, RECREATION AND PHYSICAL ACTIVITY TRENDS

Four key data sets are presented to show relevant trends on sport, recreation and physical activity:

- Health status and sport participation – Warrnambool, State and regional average comparators
- Most popular physical activities in Warrnambool – current, Ausplay and 2007 data comparators
- Participation in key sports – Warrnambool and State average comparators
- Drivers and barriers to participation – Warrnambool data.

## HEALTH STATUS AND SPORT PARTICIPATION

Figure 3 presents data on various health indicators, and comparisons between Warrnambool and State and regional averages are shown:



Figure 3 - Health Status and Sports Participation Comparative Data

## Health status and sport participation – How Are We Faring?

The Health Status and Sports Participation table below provides a summary of various health indicators, and comparisons between Warrnambool (LGA), State and Regional averages.

Health Indicators	Warrnambool	Barwon South West Region	Victorian State Average
Sedentary Percentage of adults who are sedentary (ie no physical activity undertaken)	2.4% *	2.7% (2014: 3.3%)	3.6% (2014: 3.6%)
Insufficient Physical activity Percentage of adults who undertake an insufficient amount of physical activity each week (ie less than 150 min of moderate intensity or 75 mins of vigorous intensity physical activity per week for 18-64 year olds)	45.4% *	48.6% (2014: 49.7%)	47.5% (2014: 50.4%)
Sufficient Physical activity Percentage of adults who undertake sufficient physical activity each week (ie 150 min or more of moderate intensity or 75 mins of vigorous intensity physical activity per week for 18-64 year olds)	47.4% *	47.3% (2014: 42.0%)	47.0% (2014: 41.4%)
Participation in organised physical activity (organised by a fitness, leisure, indoor sports centre, sports club or association)	32.8%	29.5%	28.7%
Participation in physical activity organised by a sports club or association	17.2%	13.8%	9.8%
Participation in non-organised physical activity	69.2%	71.9%	70.5%
Non-organised physical activity – Walking	47.1%	54.9%	51.2%
Non-organised physical activity – Jogging or Running	16.1%	13.4%	14.0%
Non-organised physical activity – Cycling	12.6%	13.5%	11.8%
	<b>2013</b>	<b>2017</b>	<b>Difference</b>
Access to good quality open spaces (excellent/good rating)	87	82	-5
Access to walking and cycling infrastructure (excellent/good rating)	79	65	-14
There are opportunities to be actively involved in my community through clubs and/ or other organisations (excellent/good rating)	86	90	+4

\* 2014 level, as Warrnambool-specific data has not yet been released for the 2015 Victorian Population Health Survey.

Sources: Victorian Population Health Survey 2015, VicHealth Indicators Survey 2015, Warrnambool – a Healthy City 2017-2021



**A summary of the above data shows promising trends for Warrnambool with:**

- Lower rates of sedentary behaviours in Warrnambool compared to other regions
- Lower rates of insufficient physical activity in Warrnambool compared to other regions
- Higher rates of sufficient physical activity in Warrnambool compared to other regions
- Significantly higher rates of participation in organised activity in Warrnambool, and participation with a sports club or association, compared to other regions
- Lower rates of participation in non-organised physical activity as a whole in Warrnambool, and in walking and cycling, compared to other regions
- Higher rates of participation in non-organised jogging or running in Warrnambool compared to other regions

The data highlights that the Warrnambool community has historically developed a strong culture of membership of sports clubs, and hence, involvement in formal sports. While this has focussed mainly on traditional sports such as AFL, cricket, netball, basketball and tennis, the strong culture of club membership has clearly led to a greater involvement in various sports activities. The generally higher rate of participation in traditional club sports as identified in the Warrnambool Now and 2040 survey compared with Ausplay data in 2017 indicates the role that a strong club culture can have in encouraging a physically active community.

**MOST POPULAR PHYSICAL ACTIVITIES IN WARRNAMBOOL**

The top ten most popular physical activities are outlined in **Figure 4** below:

Top 10 physical activities		Comparison data		
	Warrnambool 2040	AusPlay (April 2017)	AusPlay Child (April 2017)	Warrnambool Recreation Plan 2007
1. Walking	75.8	43.7 (1)	Not listed	59.8 (1)
2. Swimming	58.2	14.7 (4)	30.5 (1)	19.7 (2)
3. Fitness gym	46.3	32.7 (2)	1.3 (17)	12 (4)
4. Cycling (all forms)	38.5	11.8 (5)	0.9 (21)	13.8 (3)
5. Bushwalking	32.5	6.1 (6)	Not listed	6.7 (14)
6. Fishing	28.6	2 (17)	Not listed	11.3 (5)
7. AFL	27.4	2.5 (15)	8.3 (3)	9.6 (8)
8. Surfing	25.3	2.6 (14)	1.2 (18)	6.2 (15)
9. Yoga/Pilates	20.4	4.4 (10) 2.5 (16)	Not listed	4.5 (19)
10. Athletics	19.1	15.7 (3)	4.5 (10)	9.7 (7)

**Most popular physical activities, sourced from:**

- Warrnambool 2040 Long Form Community Survey 2017 (Measures % survey respondents)
- AusPlay 2017 National participation data for the sport sector (Measures % population)
- Warrnambool Recreation Plan 2007-2017 (Measures % survey respondents)

**Figure 4 - Ten most popular physical activities in Warrnambool**

## The results show:

- Significant growth and popularity in all top ten activities
- Seven of the top ten activities are active recreation and fitness activities, not simply sports activities
- Three of the top ten activities, including AFL, are organised sports activities, and two, swimming and athletics are also popular active recreation pursuits
- Most significant growth is in cycling, bushwalking, fishing and surfing (growth of more than 20% participation)
- Tennis, golf and camping are no longer in the top ten activities for the Warrnambool community (as they were in 2007).

## PARTICIPATION IN KEY SPORTS

An analysis was undertaken to compare the participation levels of Warrnambool residents in the seven most popular sports against the average State participation levels in the respective sports. In summary, the analysis found that Warrnambool residents participate in AFL, lawn bowls and tennis at a higher rate than the Victorian average, but at a lower level for cricket, soccer, netball and basketball. State-wide trends were sourced from State Sporting Association annual participation data and regional/local trends (for AFL, cricket and netball) were largely sourced from the Great South Coast Regional AFL, Cricket and Netball Strategy.

### A summary of the findings is provided below:

- AFL participation has experienced high growth: 10.3% increase in the number of club footballers between 2014 and 2016, including a 41% increase in female footballers in the year from 2015 to 2016. The State growth trends are comparable the Great South Coast region with 15% participation growth in the region since 2015 (+875 participants). There were 6,618 registered AFL participants in the region during the 2017 season of which 33% are from Warrnambool (2,157). Female AFL participation in the region has also grown steadily with an additional 245 females attracted to the game in season 2017 of which 48% (+118) were from Warrnambool.
- Cricket participation softened between 2010 and 2013, however, there was 17% growth in all forms of cricket between 2012 and 2015. Like AFLW participation is increasing at a higher rate than male participation, for example, there were 132 new female cricket teams formed in 2016. Regionally, cricket participation has generally remained steady with no significant change to overall participation. A slight decline in male participation numbers has been balanced against 102% growth in female participation (+191 participants). Cricket Victoria's Western Country which encapsulates the Great South Coast region has the highest population declines in Victoria yet continues to experience participation growth. This is despite trends with most other country regions marrying participation and population decline. The





reverse is the case for Western Country and indicates that when compared to other country regions, cricket in Western Country Victoria is strong. There were 3,378 cricket participants in the region during the 2016-17 season for which 27% are from Warrnambool (901).

- Participation in traditional lawn bowling continues to decline: there was a 45% decline between 2010 and 2015. The continued popularity of social bowls, corporate bowls and barefoot bowls provides valuable income to bowling clubs and activation of club facilities, however, it is only a small few 'social' bowlers transitioning to 'pennant' bowlers. There were 644 registered lawn bowling participants in Warrnambool during the 2016/17 season.
- Soccer participation in Victoria has experienced significant growth in recent years; since 2013, there are 13.5% more people playing competition soccer. Female participation is up 21% since 2013. There were 352 registered participants in Warrnambool during 2016/17.
- Tennis Victoria has recently changed the method of calculating the number of tennis participants in any given year, and now includes Hot Shots registrations, court hirers and players receiving coaching instruction, as well as the traditional club member playing pennant competition. As a result, the statistics record tennis participation growth of 68% between 2012 and 2017, that reversed the decline in tennis membership between 2008 and 2014. There were 2,060 registered participants in Warrnambool during 2016/17.
- Between 2010 and 2016, the total number of netballers in Victoria increased by 8.1%, with the 2016 participant number representing eight consecutive years of netball growth. Regionally, netball participation has continued to grow at a consistent rate (8%) with 681 extra participants since season 2014. At 6.7% of total population, the Great South Coast average netball membership rate for 2016 sits well above the rural and regional Netball Victoria Stage averages of 3.2%. There were 5,032 registered AFL/netball participants in the region during the 2016 season for which 22% are from Warrnambool (1,110). There were 1,294 Association netball participants across the region for 2016 of which 32% (413) were registered with the Warrnambool City Netball Association.
- Basketball participation in Victoria continues to increase; between 2012 and 2015 there was an increase of 18.5%. Victoria has approximately 50% of the total National basketball player base. The 2015 Basketball Victoria Membership Census identified that there were 620 registered members within Warrnambool City Council boundaries, with 67% male (415). Anecdotally, women's and girls participation locally has seen increases in the past two seasons with this being a key priority area for Warrnambool Basketball Incorporated.

The results of this analysis should be used as a guide only, as the local data used for the comparison is largely club membership data for each sport. Regular participants in sporting activities facilitated by clubs/ associations, such as tennis coaching, social night tennis, some introductory programs (e.g. In2Cricket, Hot Shots), basketball

holiday programs, social bowling, etc., may not be included in membership levels, as the participant may not be an actual registered member of the club/ association, and their participation is therefore not counted. This weakness in sports participation data collection partly explains the anomaly between the findings of this analysis, and the AusPlay data and conclusions previously reported that indicate Warrnambool has comparatively high participation rates in sport, as the AusPlay data uses a participant survey-based methodology, and counts all organised sports participation, not just participation by people as registered club members.

### DRIVERS AND BARRIERS TO PARTICIPATION

The following information, sourced from the W2040 community survey, shows various drivers and barriers to participation in sport, recreation and physical activity in Warrnambool.

#### The top three barriers to participation are:

1. Not enough time/other commitments
2. Poor health and injury
3. Don't like physical activity

#### The top three motivators for increase participation are:

1. Physical health or fitness
2. Fun and enjoyment
3. Social reasons

Where do Warrnambool residents participate in physical activity?

**Figure 5** below, summarising location and level of participation in physical activity in Warrnambool, outlines:

- that public space plays an important role in the supporting physical activity
- that membership based spaces such as gyms, recreation and private studios play an important role for active recreation
- that sporting clubs support more traditional organised sports of AFL, cricket and netball.

Where are they being physically active (% respondents)?	Public space (37.2%)	Sports and Clubs (21%)	Gym/fitness/leisure centre (13.6%)	Club (social or recreation) (7.3%)	Private studio (6%)
What are they doing in these spaces (No. respondents per activity)?	Walking (178) Cycling (52) Fishing (29) Surfing (25)	AFL (49) Cricket (20) Netball (19)	Fitness/gym (9) Swimming (52)	Swimming (10) Fitness/gym (9)	Dancing (27) Yoga/Pilates (15)

**Figure 5 - Location and level of participation in physical activity**

### IMPLICATIONS FOR SPORT AND RECREATION PROVISION

State-wide trends in sport and active recreation impact on participation at a local level and help identify key priorities for sport, recreation and physical activity in Warrnambool. National, state and local trends highlight the popularity of walking, swimming, fitness/gym, cycling and athletics as the preferred means of engaging in physical activity. These activities should therefore be a key focus within the Strategy, through ongoing investment in paths/trails and aquatic and leisure centres, to encourage greater participation in such activities.

The lower levels of participation in physical activity amongst females highlight the ongoing need to support greater access to sport and recreation facilities and services i.e. female change facilities to allow participation in traditionally male dominated sports, flexible participation options and program initiatives.

Affordability is a key consideration for residents and highlights the continuing need for subsidised facilities and programs (such as those provided at Council's leisure centres) and highlights an ongoing challenge for clubs and service providers.

Increasingly busy lifestyles highlights the need for flexible participation opportunities i.e. through modified programs and services, flexible scheduling and opening hours and casual / social participation opportunities. The availability of spaces and facilities for unstructured recreation activities is also important, in addition to multi - use facilities that can be used for a range of unstructured and structured activities.





# 7 SPORT, RECREATION AND PHYSICAL ACTIVITY IN WARRNAMBOOL – COUNCIL'S ROLE AND CURRENT PROVISION

## COUNCIL'S ROLE IN THE PROVISION OF SPORT, RECREATION AND PHYSICAL ACTIVITY IN WARRNAMBOOL

Council plays a range of roles in the provision of sport, recreation and physical activity in Warrnambool:

### PLAN

Facilitate the planning and development of sport and active recreation facilities and programs to cater for and respond to current and future community needs.

### PROVIDE

Provide sport and active recreation facilities using Council and external funding to develop new facilities and redevelop, renew and maintain existing facilities.

Manage and operate sport and recreation facilities.

Deliver programs which provide opportunities to participate in physical activity.

### SUPPORT

Support sporting clubs and community groups with the development, management and maintenance of sport and active recreation facilities, programs and events.

### PARTNER

Work with the community, education sector, private sector, and all levels of government to ensure that sporting and recreation facilities and delivered services meet community needs and optimise investment opportunities.

Figure 6 - Council's role in the provision of sporting, recreation and physical activity opportunities

## CURRENT PROVISION

### Open Space

The extent and diversity of the Warrnambool open space network is fundamental in encouraging physical activity. The nature of spaces within the network includes coastal reserves, bushland, parks and gardens and formal sports reserves. This creates a network which is suited to a diverse range of activities.

In total, the open space network comprises 209 areas of open space including 154 owned by Council, 24 Crown land reserves managed by Council, three reserves combined of Council/Crown land, and one Department of Education facility managed under a Joint Use Agreement. These facilities are supplemented by six Crown Land reserves managed by locally elected Committees or community groups under a license. Council provides a diverse range of sport, recreation and physical activity assets including more than 350 kilometres of footpaths and cycling lanes; seventy playgrounds; a skate park and a BMX track.

The result is a range of activity options available to the Warrnambool community, with approximately 69 different sports, activities or past-times being actively pursued. The diversity of these spaces and facilities also creates a network catering for activities with varying intensities of use.

### Sports Grounds

Warrnambool has an even distribution of fit for purpose sports grounds to service the community, including Allansford residents with their two-oval reserve, and Bushfield and Woodford residents with the sports ground at the Bushfield Recreation Reserve. Fifteen sports grounds provide important venues for the organised and formal needs of AFL, cricket, netball, hockey, dog training and soccer clubs. They are also valuable open spaces for non-organised active and passive recreational pursuits. For this reason, Council needs to continue to ensure that sports grounds remain freely available for residents to access when not being used for organised sport.

### Indoor Facilities

The Warrnambool community also has access to a variety of high quality indoor community facilities such as Aquazone, the Warrnambool Stadium, and the Val Bertrand Netball Centre. These indoor facilities provide an important base for many sports, and are also used for informal active recreation. There are approximately forty commercial facilities in Warrnambool ranging from gymnasiums and fitness studios, karate and tennis facilities that also contribute to the diversity of facilities available. It is important to maintain and grow both formal and informal sporting and recreation opportunities in these facilities into the future by ensuring that any future development of indoor facilities

builds further on opportunities for them to accommodate other compatible ball sports, and social and active recreation pursuits.

### Private or Other Facility Management

Privately owned facilities also contribute to the diversity of outdoor facilities available. Lake Gilllear, a rural/industrial area on the coast east of Warrnambool, has a range of regional motorsport and sport shooting facilities, and the Premier Speedway situated near Allansford is an internationally renowned sprint car racing facility. The Warrnambool Showgrounds, Warrnambool Racing Club, Warrnambool Golf Club and four bowling facilities are examples of facilities provided on public land and managed by locally elected Committees of Management or the occupant Clubs.

### Natural Environment

The protection and enhancement of key physical and environmental assets, and where appropriate, their integration with the open space network, supports a high level of participation in informal and “nature-based” recreation activities. Activities such as walking, swimming, cycling, bushwalking, fishing and surfing all ranked higher in the W2040 than in the AusPlay 2017 participation survey.

This indicates that the Warrnambool community has a close affinity with the natural environment and enjoys undertaking recreation activities within it. This has been clearly enhanced by facilities such as the Foreshore Promenade shared pathway and the range of smaller facilities providing access to natural environments.

As identified above and within Figure 4 (page 20), walking and bushwalking remain popular activities but it is unclear from the research whether residents/visitors interpret the Foreshore Promenade as a walk or a bushwalk. Council has identified that there are limited opportunities for bushwalking in Warrnambool, with no National/State Parks present within the municipality. The Lake Gilllear, Belfast and Thunder Point Coastal Reserves, Tozer Reserve and Jellie Reserve Woodford provide opportunities for short trip experiences. Nearby, Tower Hill, along with The Grampians, Surf Coast and Otway Ranges National Parks, situated within two hours of Warrnambool, provide nationally and internationally renowned trail experiences. The Growing Adventure Tourism in the Barwon South West Region - Regional Trails Action Plan 2015-25 includes a range of actions to enhance and develop regionally significant trails.

### Existing facility provision – adequacy of provision

An analysis was undertaken of the adequacy of the existing provision of facilities for the seven most popular organised sports. The analysis assessed the adequacy of existing facilities to meet current needs (based on the Warrnambool City 2016 population), and

also the adequacy of existing facilities to meet future needs (to 2036).

Facility provision benchmarks are one planning tool that can be used to assess the adequacy of the number of sporting facilities within a defined area (such as a municipal area), or to predict the number of sports facilities that might be required following population growth.

Provision ratios differ for different sports and work on the basis of calculating the population size that is required to sustain one sports field or one court (as examples). The merit, or otherwise, of utilising provision ratios has been well documented in various planning reports, including the Victorian Planning Authority’s key planning document for predicting infrastructure needs in growth area Councils. Whilst the benchmarks were established for application in urban areas, they are a useful tool for a regional city such as Warrnambool given the largely urban nature of the municipality.

The provision ratios recommended in the Planning for Community Infrastructure in Growth Areas report for sports facilities have been adjusted to reflect Warrnambool’s differing population profile and also the trend of participation and growth of some sports since the ratios were initially formulated in 2008 (for example growth of women’s participation in traditionally male dominated sports).

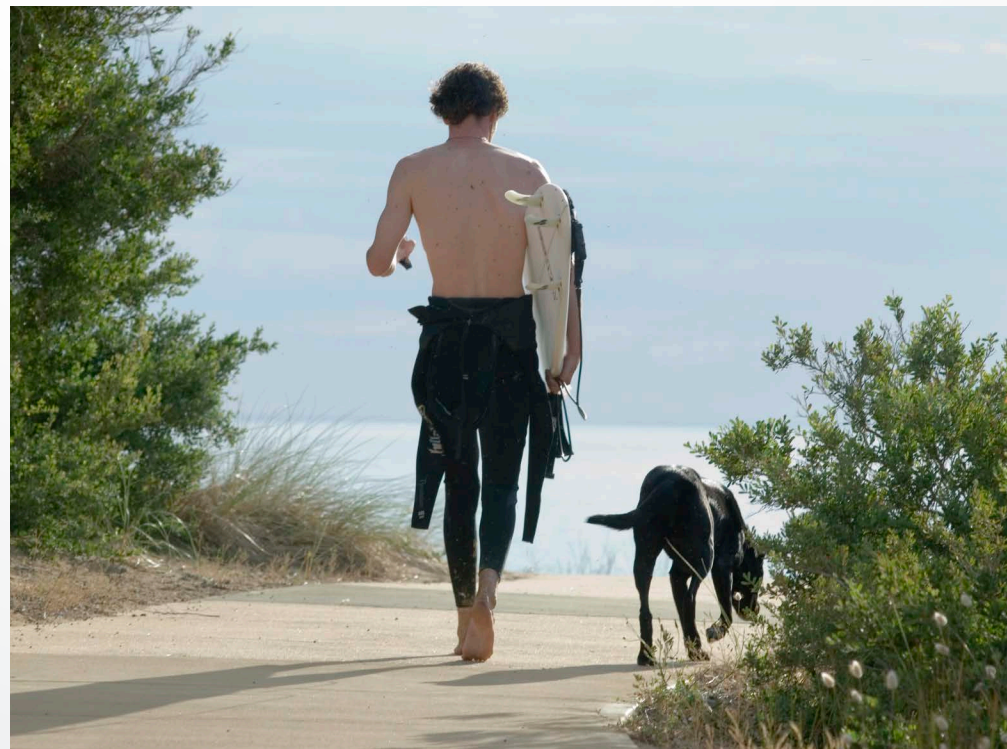




Figure 7 below shows the Growth Area Provision ratios, adjusted ratios for Warrnambool, and the sports facility provision findings to 2036.

Sport	Growth Areas Ratio	Adjusted Ratio for Council	Existing Provision	Provision in 2019:based on Adjusted Ratio for Council	Provision in 2036 based on Adjusted Ratio for Council and population projection (46,120)	2036 provision against current provision
AFL	1 oval per 3,000	1 oval per 4,500 people	11 ovals	8 ovals	10 ovals	+ 1 oval
Cricket	1 oval: 3,500	1 oval: 4,000	21 ovals	9 ovals	12 ovals	+ 9 ovals
Lawn Bowls	1 green: 10,000	1 green: 10,000	9 greens	4 greens	5 greens	+ 4 greens
Soccer	1 pitch: 5,000	1 pitch: 5,500	5 pitches	7 pitches	9 pitches	-4 pitches
Tennis	1 court: 2,000	1 court: 2,000	31 courts	18 courts	23 courts	+ 8 courts
Netball	1 court: 3,500	1 court: 2,500	29 courts	14 courts	19 courts	+ 10 courts
Basketball (indoor)	No ratio provided	1 court: 7,500	13 courts	5 courts	6 courts	+ 7 courts

Note: Where education and privately owned facilities are generally available for public / club use, they have been counted into the 'existing provision'

Figure 7 – Growth Area Sports Provision Ratios adjusted to Warrnambool City Council and Sports Facility Provision Needs to 2036

#### The sports facility analysis found that:

- There is currently a surplus of 3 AFL ovals to meet current demand, and this will reduce to a surplus of 1 oval to meet the projected demand by 2036 (it is expected that participation increases in AFLW will occur, however it is unclear to what extent this will be - monitoring of participation changes will be necessary).
- There is currently a surplus of 12 cricket ovals to meet current demand, and this will reduce to a surplus of 9 ovals to meet the projected demand by 2036 (refer comment for AFL above).
- There is currently a surplus of 5 bowling greens to meet current demand, and this will reduce to a surplus of 4 greens to meet the projected demand by 2036.
- There is currently a shortfall of 1 soccer pitch to meet current demand, and this will increase to a shortfall of 4 pitches to meet the projected demand by 2036 (this data is consistent with the findings from the sports demand for cricket and soccer in Warrnambool completed in 2014. Responding to this should be a priority to ensure the growth projected for soccer in Warrnambool can be accommodated).
- There is currently a surplus of 14 tennis courts to meet current demand (excludes the 26 grass courts, which are only available for use on a seasonal basis), and this will reduce to a surplus of 8 courts to meet the projected demand by 2036. Growth area planning should provide for multipurpose hard court facilities for tennis and basketball (and other unstructured active recreation) in public open space to address the limited number of facilities and support the continued growth of unstructured participation and adequate provision of facilities in neighbourhood areas. Given the nature of structured tennis provision in Warrnambool, which includes a mix of club and commercial programs and facilities, a needs assessment for tennis is recommended).
- There is currently a surplus of 15 netball courts to meet current demand, and this will reduce to a surplus of 10 courts to meet the projected demand by 2036 (this surplus is somewhat overstated, as the current requirements of the Hampden and the Warrnambool and District Football Netball Leagues for affiliate clubs to host netball matches concurrently with football matches, has required netball courts to be provided at all venues where senior football is played).
- There is currently a surplus of 8 basketball courts to meet current demand, and this will reduce to a surplus of 7 courts to meet the projected demand by 2036 (the analysis includes ten school based multiple (2) and single (6) courts that are available for public hire). Many of these facilities are unsuited to the needs of the local indoor basketball competition. Given the nature of structured basketball provision in Warrnambool a needs assessment for basketball is recommended.

It should also be noted that Council is a regional provider for many sports including hockey and soccer. Future assessment of facility provision and need should take geographic provision into consideration and engagement with neighbouring Council's to occur. The location of the various sport and active recreation facilities throughout Warrnambool are highlighted in **Figures 8 and 9**.



# Sports and Recreation Facilities in Warrnambool

- Water Sports
- Equestrian Sports
- Angling
- Football, Cricket, Netball, Soccer
- Motor Sports
- MTB/BMX/Cycling
- Racquet Sports
- Athletics
- Other Sports

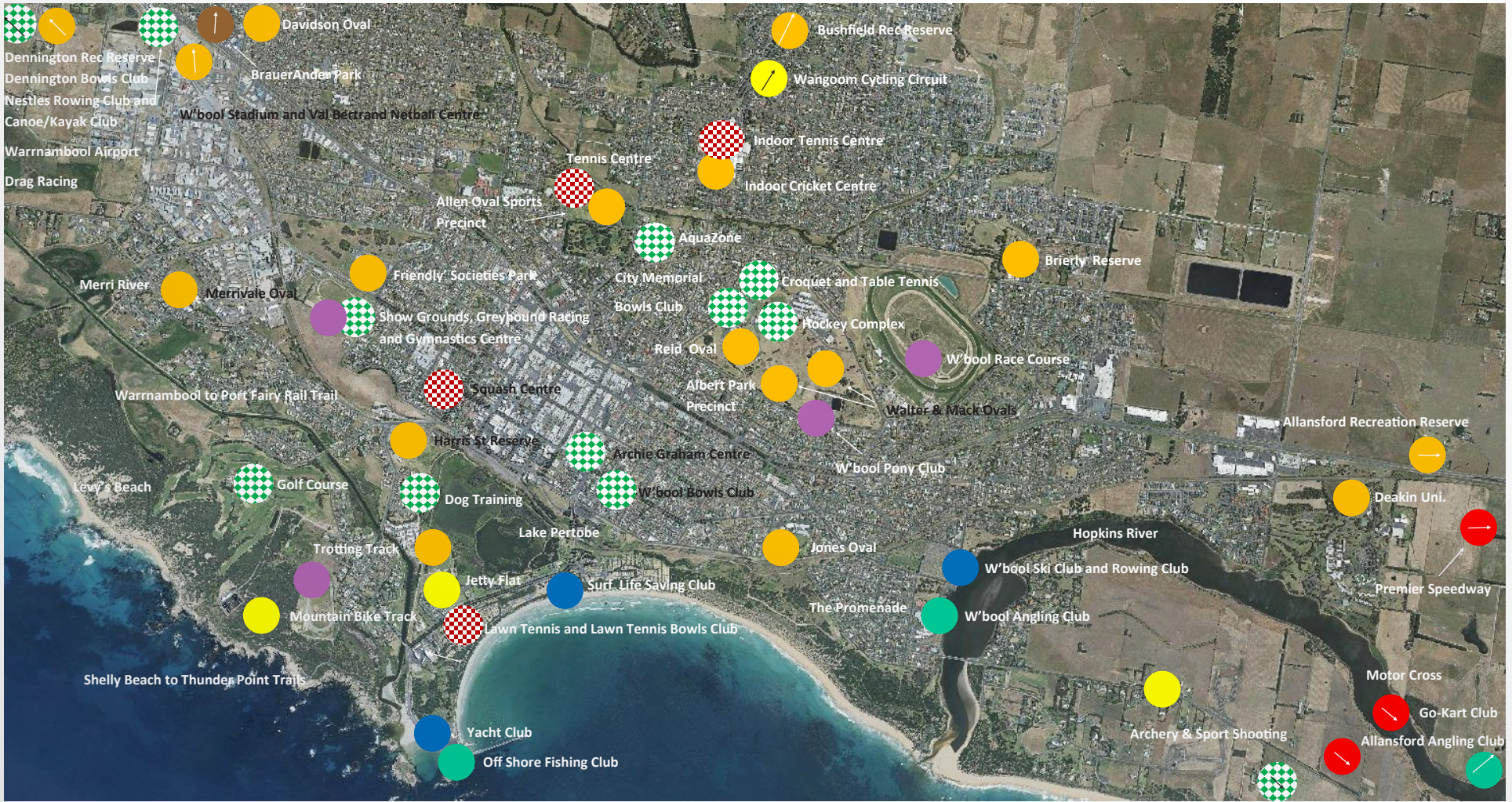


Figure 8 - Sports and Active Recreation Facilities in Warrnambool



# Informal Sports and Recreation Facilities in Warrnambool

- Water Sports
- Equestrian Sports
- Angling
- Walking, Running,
- Cycling/MTB/BMX
- ◻ Other activities



Figure 9 - Informal Sports and Active Recreation Facilities in Warrnambool



# 8 WHAT NEEDS TO BE DONE?

Responses to the Issues and Opportunities identified in the Issues and Opportunities Paper are outlined in this section of the Strategy.

Three themes, with corresponding Goals, were established to present the key components for sport, recreation and physical activity in the Strategy:

- Activity (What People Do), Goal - For more people to be more physically active and socially connected, more often.
- Facilities and Spaces (Where people do activities), Goal - For facilities and spaces to be well-managed and utilised to optimise health and wellbeing outcomes.
- Council Management and Programming (How people are supported to do activities), Goal – To utilise the resources available to efficiently manage and deliver on key priorities.

## THEME 1: ACTIVITY (What People Do),

Goal - For more people to be more physically active and socially connected, more often.

### I&O A: To recognise physical activity is a key factor in community health and wellbeing.

A key objective of Warrnambool – A Healthy City 2017-2021 is to support healthy lifestyles by increasing active living.

The Active Warrnambool Strategy aims to provide all residents with the opportunity to participate in sport, recreation and physical activity. Actions to reduce the numbers of residents not participating in any form of sport or active recreation and to remove barriers to participation is a focus.

Warrnambool's population has diversified and aged significantly in recent years, and the CALD community is larger than ever before. Council has signed up to be a member of the Welcoming Cities Network and as an Age Friendly City.

Section 5 of this report also outlines the benefits of sport, recreation and physical activity to individuals, communities and governments.

### I&O B: To maintain the strong culture of involvement in sports clubs and participation within them, and promote the benefits of Club membership as a mechanism to increase physical activity.

There is high participation in organized sport by Warrnambool residents. Participation within sports clubs supports a physically and socially connected community. A collective aim of club administrators and Council should be to help the community to understand the importance of lifelong involvement in sport, recreation and physical activity and the benefits that accrue from participating.

### I&O C: Continue to support the sustainability of sporting clubs and community, recognising the importance of volunteers.

Clubs with strong committees and adequate numbers of players, officials and members are typically clubs that enjoy sustained success, can operate independently, and are resourceful. Warrnambool should aim to maintain a network of sustainable clubs with a high degree of independence/sustainability.

Clubs and associations continually advise their concerns around the impacts on volunteerism and growing burden of meeting legislative and other compliance requirements (i.e. Working with Children Check and Child Safe Standards).

### I&O D: Consider options to assist/encourage clubs to be more inclusive of female participation

Girls and women are continuing to become more involved in sport, recreation and physical activity as players, officials and administrators, and Council has a role to facilitate this increased participation.

Options that Council can be consider to support increased female participation include discounts on user fees and charges, Community Development Funding criteria weightings being influenced, and the introduction of an annual capital funding program to co-fund projects to make sporting facilities female friendly.

### I&O E: Identify and recognise new sport and active recreation activities that have not had a strong presence previously in Warrnambool.

The increase in popularity of new sport and active recreation activities (e.g. Ultimate Frisbee, small-sided soccer, futsal and petanque) and sports that have not traditionally had a strong presence in the Warrnambool is reflected in a shortfall of facilities suited to these activities. Lack of facilities for non-mainstream sports is likely to reduce physical activity by those interested in these sports. Increased community demand for access to diverse and high quality open space may impact upon levels of activity if this demand is not able to be met.

The diversity of sport and active recreation opportunities in Warrnambool is also likely to continue to increase as the population increases and becomes more diverse, media coverage and the internet continue to showcase emerging sports, and people's interest in non-mainstream sport continues. Council should consider how to support emerging sport and active recreation activities to aid their establishment and development.

Key considerations in the development of policy to support new and emerging sport and active recreation opportunities will include factors such as:

- Supporting cultural diversity, female and all abilities participation
- Limitations of budgets
- Modified versions of traditional sports, such as cardio tennis.



- Access for emerging sports and clubs to facilities, administration and promotion
- Allowing sharing of facilities through co-location with compatible tenants
- Provision of seed funding for new clubs and activities
- Need for new facilities
- Review of tenancy agreements - allow new clubs to also expand or share.

## THEME 2: FACILITIES AND SPACES (Where people do activities),

**Goal** - For facilities and spaces to be well-managed and utilised to optimise health and wellbeing outcomes.

### **I&O F: Support increasing flexibility of programming to help overcome or ease the barriers to participation.**

The Active Victoria - Valuing Sport and Recreation background report found that the mix of sport and recreation activities that Victorians engage in is changing, reflecting changed needs and interests. Changes in work patterns and lifestyle, cost, time and transport issues are all driving people to options that best fit their own circumstances.

Whilst there are currently incentives (funding through VicHealth and Sport and Recreation Victoria) for Clubs and Associations to increase the flexibility of their programming and diversity, feedback provided indicates that impacts on volunteerism make it challenging for many clubs to take up these opportunities and ensure they remain sustainable.

Initiatives to support increasing flexibility of unstructured programs and activation of public spaces could include:

- Support for the establishment of neighbourhood and community based physical activity initiatives.
- Promotion to clubs and the community the benefits of non-traditional activities on traditional active spaces, particularly sports reserves.
- Incentive-based framework to encourage clubs and associations to make available facilities and programs at non-traditional times of the week with options being discounts on user fees and charges, and Community Development Funding criteria weightings being influenced.
- Renewal/upgrade of sports lighting at Reserves to increase the opportunities for use at non-traditional times.

### **I&O G: Investigate increasing mixed use of existing Reserves for social and non-competitive activities.**

The single use focus of most formal sports spaces inherently limits their use for a broader range of activities and therefore by a broader sector of the community.

Sports clubs sense of ownership over some facilities and spaces may limit the

availability of these spaces for community use and thereby reduce activity within those spaces.

The growing desire of the Warrnambool community to be involved in an increasingly diverse range of informal, social and non-competitive active recreational pursuits could require more diverse use of Council Reserves. The single sport use focus of many existing sports Reserves presents an opportunity to provide this diversify at such facilities. An important consideration will be to ensure that the capacity of a Reserve to provide for its primary activity is not compromised by the introduction of a new activity.

Since participation in informal, social and non-competitive activities is not able to be gauged by traditional measures (such as club membership) this requires Council to undertake more focused and regular monitoring of this type of activity than has occurred in the past to ensure that facilities and spaces used for it remain accessible but are also available for structured sporting activities as required.

Educating existing reserve tenants on the need for a greater diversity of activity, once the capacity of a reserve to provide for a range of new informal recreation activities has been established, will be an important consideration.

### **I&O H: Improve connection to and between existing spaces and facilities**

W2040 has identified the goal that Warrnambool's environment encourages and supports sustainable transport. To achieve the goal all daily destinations (work, school, shopping, recreation and health services) should be accessible within 15 minutes using active/sustainable travel modes.

Review of the W2040 long form survey data reveals that the most popular activities amongst the Warrnambool community remain running, walking and cycling. The establishment of an integrated and comprehensive trail network will not only cater for this activity as an end in itself but will also encourage greater use of the diversity of recreational spaces available to the community.

This will apply to both off-road paths and trails and on-road cycle lanes. Facilitating improved connections to Brierly Reserve from the northeast growth node is an example of where good linkages will enhance the opportunities for new residents to engage in sporting and recreation activities.

The following plans related to pedestrian and cycle networks and infrastructure are under development:

- Principal Pedestrian Network
- Principal Bicycle Network
- South of the Merri River Open Space Precinct Plan
- Botanic Precinct Local Area Traffic Management Plan.

## **I&O I: Provide neighbourhood parks and open space within walking distance of residential areas and enhance appropriate neighbourhood community infrastructure and its utilisation**

Warrnambool is well catered for with a wide range of formal and informal sports and recreation venues. One area where there is a potential lack of provision is in neighbourhood parks and open space within walking distance of residential areas. This requirement is recognised in Council's Municipal Strategic Statement. While meeting this standard within established residential areas is difficult, it will be important to identify priority areas such as low socio-economic neighbourhoods. Council should ensure the provision of well-planned and designed neighbourhood open space with appropriate community infrastructure within new development and priority areas. **Figure 10** below shows the growth areas of Warrnambool City, and highlights the significance of the northeast, the area north of the Merri, the southeast and Dennington as growth nodes requiring provision of upgraded facilities and/or improved connections to existing sporting and recreation facilities.

The provision of neighbourhood scale open space accessible by walking or cycling is a proven influence in encouraging informal physical activity and enhancing the liveability of residential neighbourhoods. The Warrnambool Open Space Strategy requires Neighbourhood, Municipal or Regional open spaces within 500 metres or Local open space within 300 metres of 95% of properties in residential areas.

There is a need to diversify and increase multi-use of community facilities. A key element in encouraging and broadening the use of sports and open space Reserves by the non-sporting community is the provision of park infrastructure. Appropriate infrastructure is particularly significant in encouraging activity by groups who are often less involved in organized sport and physical activity, such as people with disabilities, chronic illnesses and older adults. The installation or replacement of such infrastructure is often relatively simple and comparatively low cost and so can be achieved through the annual Open Space Capital Works budget and need not be reliant upon master planning or detailed design.

### **Principles to guide the provision of community recreation infrastructure may include:**

- Provision of seating, particularly in clusters, within open spaces associated with playgrounds, and also in sporting reserves to further encourage social interaction and involvement of non-participants. To encourage use, seats should be located to take advantage of built or natural shade, to provide views to points of natural interest, and to provide views to activity areas and play spaces.
- Regular seating along circulation routes both within reserves and along trails. The provision of 1 seat per 400m of path or trail is a commonly used standard to particularly encourage use of paths and trails by the elderly and the disabled. Such seats should have arm rests and backs to allow for use by all ages and abilities.
- Provision of shade (either planting of shade trees or physical structures) in both

open space and sports reserves to encourage the use of spaces in all weather conditions and the interaction of non-participants with sporting events.

- Provision of cycle rails around all buildings, at all activity nodes (such as picnic shelters), near all sports fields and at all play spaces to encourage access to open space via active transport.
- Provision of drinking fountains at key locations along paths and trails, and at other key community activity spaces.

Consider the directions from the Playspace Strategy (under development) to inform opportunities for the development of community recreation infrastructure, particularly where some of these projects might respond to local demand and access to active recreation facilities. There is currently a lack of guidance for the coordinated provision of play opportunities across the municipality.





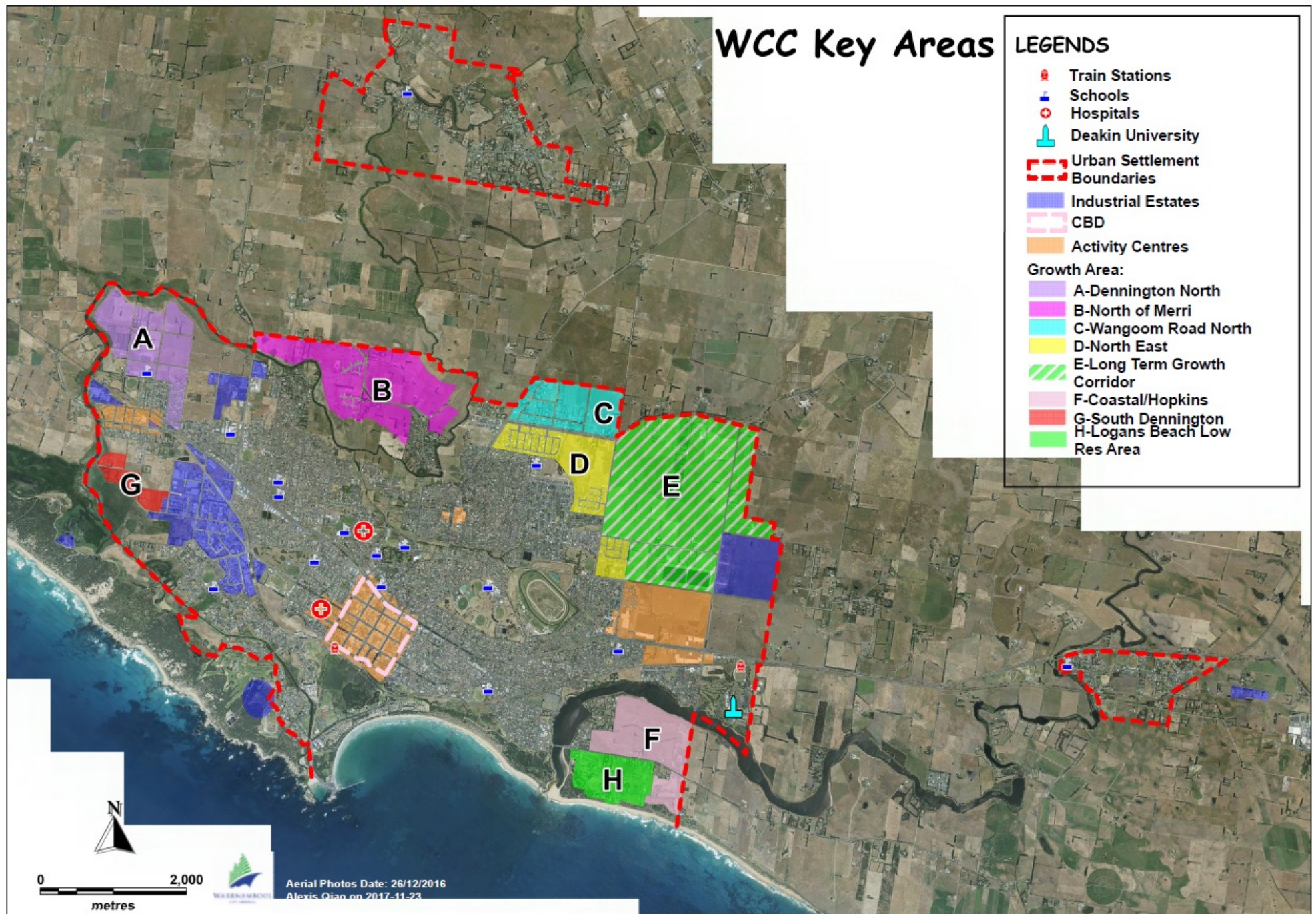


Figure 10 - Warrnambool City Council Growth Areas



### **I&O J: Identify the future needs and strategic provision of facilities for key sports.**

It is important for Council to have a good understanding of the current and likely future use of sporting facilities for organised sport, to assist in future decision making, planning, and management of its sports and recreation assets. An adequate level of facility provision is important to allow for participation in sports and activities by the local community, and best use of existing facilities and sites.

Review of current facility provision and sports participation levels reveals the following needs:

- demand for up to four additional soccer pitches by 2036
- demand for flexible active open spaces that provide for non-traditional sports
- planning is needed to ensure that the indoor stadium can cater for future growth
- support by clubs and other stakeholders for selected sites and facilities to undergo master planning processes in the next few years

The facility provision and sports participation needs identified should inform the active open space facility provision in Precinct Structure Plans under development or to be reviewed.

Broader strategic plans and strategies recently completed such as the Great South Coast Regional AFL, Cricket and Netball Strategy will require Council to closely assess its capacity to action recommendations.

The Active Warrnambool Background Report reveals that Council has a range of policies, strategies and master plans to guide the development of sport and active recreation goals. As in the past, the implementation of these strategies and plans will be crucial to Council's on-going success in encouraging physical activity within the Warrnambool community. It should be noted that, while Council has been successful in implementing its master plans in the past, the anticipated limited availability of implementation resources presented by rate capping raises the question of the extent to which Council should continue to prepare such master plans in the future. It is likely that future master plans will need to take a needs-based approach to maximise the available funding, with potentially the focus being on the asset management of existing/smaller reserves and new master planning being directed to new residential areas, e.g. North of the Merri, or to reserves/facilities where the significant need and demand for new/upgraded facilities can be clearly justified, e.g. the Warrnambool Stadium.

### **I&O K: The protection and enhancement of key physical and environmental assets and provision of appropriate public access to waterways and coastal environments is needed.**

W2040's vision for the environment is that Warrnambool will be Australia's most resilient city. The goals identified include achieving zero net emissions for a renewable future; adapting to the impacts of climate change; being waste and water wise; and respecting and caring for the natural environment.

Review of Warrnambool 2040 community survey data reveals that nature-based activities including walking, swimming, cycling, bushwalking, fishing and surfing are the most popular activities amongst the Warrnambool community and have higher participation levels than National levels.

Public access to waterways and coastal environments for sport, recreation and physical activity is a high priority for residents, however this must be balanced with the required environmental protections.

There are opportunities for Council to partner with Wannon Water, the Glenelg Hopkins Catchment Management Authority and the Department of Environment, Land, Water and Planning on the development of Integrated Water Management Plans (IWMP). IWMPs present opportunities to identify water harvesting and reuse options and may increase opportunities for access to sustainable water sources for the irrigation sports grounds and open space. A draft IWMP for Albert Park has been developed, and the Lake Pertobe Master Plan recommends the development of a plan for the precinct.

### **I&O L: Changing standards in facility provision and their consequential impacts need to be considered.**

Guidelines developed by the Victorian Government and State Sporting Associations inform facility development requirements and also reflect increased female participation in traditionally male sports.

Most existing sports pavilions fall short of the current standards and Council will need to determine the priority of actions required in response.

The guidelines often reflect a level of provision which will not necessarily be appropriate or achievable at small scale community facilities.



**THEME 3: COUNCIL MANAGEMENT AND PROGRAMMING (How people are supported to do activities),**  
**Goal – To utilise the resources available to efficiently manage and deliver on key priorities.**

**I&O M: Undertake an assessment of existing reports and master plans to consolidate outstanding actions that will be part of a prioritised list of projects.**

Council has completed a range of strategic plans and master plans to guide the development and enhancement of existing facilities and spaces within the City. The challenge for Council is to establish a prioritised list of projects that reflects identified needs and demands from across the whole of the City.

**These plans include:**

- Allansford Recreation Reserve Master Plan (good level of implementation achieved)
- Aquazone 2025 Strategy (modest level of implementation)
- Brierly Reserve Master Plan (modest level of implementation achieved, funding required to implement Stages 3-5)
- Lake Pertobe Master Plan (funding received to commence implementation)
- Structure Plans for North East, North of the Merri, North Dennington, South Dennington, Eastern Activity Precinct, and Hopkins Coastal (various stages of implementation)
- Community Services and Infrastructure Plan (modest level of implementation achieved)
- Open Space Strategy (good level of implementation achieved)
- Public Amenities Strategy (high level of implementation achieved with budget allocated)
- Reid Oval Development Plan (Business Case completed, significant funding received, and project implementation commenced)
- South Warrnambool Crown Land Precinct Plan (modest level of implementation achieved)
- Sustainable Transport Strategy (modest level of implementation achieved)
- Municipal wide Principal Pedestrian Network Analysis (project under development)
- Playspace Strategy (project under development)
- Sportsground Management Review (Playing Fair) (project under development).

A review of and prioritisation of projects embodied in the above existing plans would ensure consistency between recommendations and actions generated in this Strategy.

The review should use a set of agreed criteria to determine what projects remain relevant and what their priority would be. Some possible criteria are outlined below:

- Projects that are consistent with the planning principles developed for the Strategy, and which are validated by the research and findings from the Active Warrnambool study process.

- Projects aligned with the strategic priorities of other organisations, such as peak sporting bodies and government.
- Projects that will, or have potential to, maximise usage and value, or will result in multi-purpose/ shared-use sport and recreation assets.
- Projects which meet immediate and high priority club needs
- Projects that have potential to be implemented by clubs and other community groups, or have relatively low cost implications for Council to implement, while remaining likely to positively influence participation or address known gaps.
- Does the project create new or increased sporting participation opportunity, e.g. female friendly facilities, sports lighting?
- Will the project increase operational self-sufficiency or improve the viability of a club(s)?
- Will the development reduce the level of maintenance costs to Council?
- Is the facility available for public use, and is it accessible?
- Will the project provide increased safety and security to users?
- Will the project reduce gaps in current facility provision?
- Is the club, or other external group, able to fund the required capital contribution?
- Will the project increase multi-use and cater for a broader range of users?
- Will the project upgrade an existing low-standard (non-compliant) facility?
- Is the project identified as a strategic priority?

**I&O N: Undertake further investigation into a range of current reports and plans to address issues, opportunities and barriers identified in the preparation of the Active Warrnambool Strategy.**

Whilst there may be some support expressed by clubs and other stakeholders for selected sites and facilities to undergo extensive master planning processes in the next few years, the focus for the next 10 years should be to review all existing master plans and re-prioritise recommended projects based on the findings of the research undertaken during the Strategy.

**I&O O: There are a range of existing policies that require review or new policies are required**

Council has a range of policies in place. There are policies which need to be updated or developed to provide guidance for the ongoing development and enhancement of facilities, spaces and programs to encourage community activity.

A review of the following existing policies is required to ensure they remain relevant and reflect good practice:

- Capital contributions policy (2013),
- Community Development Fund guidelines
- Fees and Charges for the Use of Council's Outdoor Sports Facilities (2009)
- Finals Use of Sports Ground Allocations for Finals Use Policy (2011)
- Assistance to Individuals or Groups Participating in National or International Events or Activities (2011).

A gap analysis of existing policies and recommendations for new policies or improvement to existing documents has identified the following issues require some policy framework:

- Encouraging Female Participation in all Aspects of Club Activity
- Open Space Contributions (commenced)
- Community Facility Access
- Reserve Sponsorship and Naming
- Healthy by Design (a resource designed to help guide the design of built environments that promote health and active communities).
- Active Warrnambool Policy (to embed strategies and objectives in the Municipal Strategic Statement).
- Support for new and emerging sport and recreation activities
- Development of Sport and Recreation Infrastructure
- Provision of infrastructure on flood-prone land
- Assessment of proposals for disposing of or change use of open spaces.

**I&O P: Council does not currently have a formal and consistent framework for requesting and spending of open space contributions**

The collection of open space contributions is an accepted and effective method for providing open space.

A review of open space contributions has occurred is being developed into an open space contributions Policy.

An Open Space Contributions Policy will direct the collection and spending of open space contributions, ensuring this considers:

- Current policy and legislation that informs the collection of open space contributions
- Recent VCAT decisions and benchmarking against comparable Councils
- Whether it is appropriate to set a rate or rates for open space contributions in the planning scheme (schedule to 52.01)
- Guidelines for what constitutes an open space contribution (land contributions)
- Administration of and guidelines for spending open space contributions
- A review of current open space provision and demand.

**I&O Q: Comparison of local participation data collected in 2013 and 2017 shows that, while facilities and infrastructure have been developed and improved over that time, responses indicate reduced participation and satisfaction in some areas. This may reflect an increase in participants' aspirations and perhaps a lack of awareness of new and enhanced facilities.**

Comparison of local participation data collected in 2013 and 2017 shows that, while facilities and infrastructure have been developed and improved over that time, responses indicate reduced participation and satisfaction in some areas. This may reflect an increase in participants' aspirations and perhaps a lack of awareness of new and enhanced opportunities to participate. A response may be to raise awareness of recreation opportunities through Council publications and programs. There is a need to seek to understand why there has been a reduction in participation and satisfaction and should be clarified through future community engagement.

There may be a need for raising awareness of sport, recreation and physical activity





opportunities available to the community. Council would have a role in raising that awareness. This will involve:

- Considering the benefit of further raising community awareness of activity opportunities.
- Determining the type of communications and promotional opportunities required.

**I&O R: A planned approach to responding to, and meeting the asset renewal gap will be critical for Council.**

Council should prioritise sport and active recreation facility renewal and upgrade of existing facilities, over the development of new facilities.

W2040 aspires for Warrnambool to have accessible, high-quality public spaces and facilities. To achieve this aspiration the asset renewal gap (the gap is the difference between the level of asset renewal expenditure allocated and the asset renewal funding required) for community recreation and sports infrastructure will need to be addressed and assets maintained to maximise the benefits for the community.

The likelihood of limited funds for asset renewal now and into the future will inevitably limit Council's capacity to renew and replace community infrastructure. This is particularly important in supporting community recreation services that rely heavily on infrastructure such as pavilions and buildings, shared pathways and trails, and other open space infrastructure.

A planned approach to responding to and meeting the asset renewal gap will be critical for Council, particularly for infrastructure items such as pavilions and buildings, pathways and other open space infrastructure.

**I&O S: There is a need for council to invest in evidence-based development and enhancement of recreation facilities and spaces.**

Council support for sport, recreation and physical activity infrastructure and programs should be based on:

- Maintaining what is existing and providing value.
- Renewing high use facilities and spaces.
- Investment must be targeted towards projects and proposals that demonstrate evidence based and measurable community benefit
- Investment is required in communities where inequality exists.
- New infrastructure should be prioritized for facilities that are publicly accessible, support high levels of community use, and include spaces that can be used by more than one group and provide for a range of activities.

**I&O T: Clarification of Council's role in recreation provision is needed to guide its responsibilities and ensure appropriate resources are provided for it. Council's role is outlined under Section 7.**

Staff workload has increased, and therefore the capacity of Council to absorb increased tasks and responsibilities may be limited unless additional resources are provided.

Council needs to provide and fund, physical and financial resources to support its role. It is noted that additional funds have been allocated in the draft 2019/20 budget in response to workload and to implement the Active Warrnambool Strategy.

Council's Community Development Fund has been an important source of funding for community sporting and recreation clubs to not only purchase essential equipment but to also fund initiatives, such as events and tournaments. The program is crucial to providing seed funding to sport and active recreation clubs. The annual funding round is usually oversubscribed and there has been no increase in the budget in five years. Opportunities to increase the annual budget should be considered.

**I&O U: The implementation of sustainable and effective facility management models that support community-based leadership should be considered.**

Council is responsible for the management of over 170 areas of open space, including 15 sports grounds. One sports Reserve, the Allansford Recreation Reserve, is managed by a locally elected Committee of Management, and this model has been successful at this Reserve.

An internal review of Council's management of sports grounds identified a high level of inconsistency and inequity in the delivery of a number of operational services. A report, Playing Fair – Developing a response to the Sports Ground Management Review was presented to Council in early 2017. Council will need to consider how it might respond to the issues.

Council should also continue to monitor the impact of season creep by some oval based sports, e.g. football and soccer, on other sports sharing grounds, such as cricket, and how this impacts on the capacity of Council staff to complete ground refurbishment tasks between seasons.

## 9 A FRAMEWORK FOR THE STRATEGY

A framework has been developed for Active Warrnambool which incorporates a vision, planning principles, themes and goals that underpin the Strategy.



Figure 11 – Active Warrnambool Strategy Framework



# VISION

## The vision underpinning the Active Warrnambool Strategy is:

**Vision: Warrnambool will be a healthy, active regional city where people thrive.**

# PRINCIPLES

Council will be guided by the following principles:

### Principle 1 - Health and Wellbeing through Participation

Opportunities to participate in sport, recreation and physical activity are fundamental to improving community health and wellbeing.

#### Increased participation in sport, recreation and physical activity will be enabled by:

- Support residents to be more active more often.
- Balance the provision of structured and unstructured recreation opportunities by providing facilities and places that are safe, affordable and functional for people of all ages, genders, abilities and interests.
- Seek and encourage increased flexibility of programming and innovation to overcome or reduce the barriers to participation (e.g. modified programs, shortened or alternate timeframes, social/casual models, female-friendly approaches, etc).

### Principle 2 - Environmental Sustainability

The community seeks to use the natural environment sustainably for sport, recreation and physical activity.

In providing access to waterways and the natural environment for sport, recreation and physical activity, adequate environmental protections are essential and users must be respectful to protect the environment for future generations.

### Principle 3 - Financial Sustainability

Resources for sport and recreation facilities and investment in places for physical activity, especially public funding, are likely to be constrained in the foreseeable future.

**Investment in sport, recreation and physical activity infrastructure and programing will focus on:**

- Maintaining existing assets and providing value.
- Maintaining and renewing high-use facilities and public spaces.
- Projects that demonstrate significant and measurable community benefit and are evidence-based.
- New infrastructure investment is prioritised towards facilities that are publically accessible, support high levels of community use, and include spaces that can be used by more than one group and provide for a range of activities.
- Establishing partnerships and joint ventures with clubs, community and service groups, schools, all levels of government, peak sporting organisations and/or the private sector for the planning, provision and management of sport and recreation facilities and public spaces.

### Principle 4 - Social Connection and Access

Social connection for all people is a key factor in improving community health and wellbeing.

#### Strengthening social connections will be facilitated by:

- Improving accessible connections for walking and cycling to and between open space, community destinations and recreation facilities, with open space available within walking distance of residential areas.
- Strengthening the existing culture of local participation in clubs and organisations – as participants, spectators, members or officials - to support a more inclusive and socially-connected community.

### Principle 5 - Diversity and Inclusion

Focus on providing opportunities to enable increased participation by those traditionally less engaged in physical activity.

#### Strengthening diversity and inclusion in sport and active recreation participation by:

- Prioritise increased inclusion for people of all abilities, genders, ages and cultural backgrounds in planning for and provision of active recreation opportunities
- Support and encourage clubs and organisations to build their capacity to welcome increasing diversity in their membership.
- Encourage increasing diversity of available activities to increase opportunities for and access to participation.

### Principle 6 - Best Use

Ensure facilities and programs are well-utilised to optimise health and wellbeing outcomes and provide the best return on investment.

#### Council support for participation in best use of services and facilities is based on:

- Maximising the use and capacity of existing facilities and spaces.

- Increasing mixed use and sharing of existing facilities, encouraging co-location of social and non-competitive activities at them.
- Ensuring adaptable facility design to cater for multiple users and changing needs over time.

### **Principle 7 - Infrastructure Quality and Provision**

Quality, quantity and accessibility of sport, recreation and physical activity infrastructure is critical to achieving participation and health and wellbeing outcomes.

#### **Council support for quality and quantity of sport, recreation and physical activity infrastructure is based on:**

- Maintaining the existing provision of outdoor sports facilities except for soccer, where increased access to facilities is required to meet demand.
- Long term planning which provides for flexible active spaces that provide for non-traditional sports.
- Maintaining access to high quality indoor sports facilities that meet the community's needs.
- Developing facilities according to the requirements determined in strategies and plans, informed by community needs and to appropriate standards.
- Providing for new recreation and open space infrastructure when developing precinct structure plans, development plans or in areas where gaps in facility provision are identified.
- Determining community infrastructure priorities based on the evidence of community need, goals to increase participation and diversity of users and funding availability.
- Application of Universal Design principles for all sport and active recreation infrastructure.

### **Principle 8 - Partnerships:**

Recognising the importance and value of partnerships to share the responsibility in the provision of sport, recreation and physical activity infrastructure and programs.

#### **Support for a partnership approach is based on the need to:**

- Identify opportunities for joint ventures for new/upgraded sport and recreation facilities with clubs, schools, all levels of government, peak sporting organisations, and the private sector.
- Collaborate with clubs, community and service groups, schools, and the private sector for the management of sport and recreation facilities.
- Investigate funding opportunities from clubs, service groups, all levels of government, peak sporting organisations, and the private sector for maintaining and upgrading existing infrastructure, or for the development of new facilities and spaces.





# 10 OBJECTIVES AND ACTIONS

**The section details the objectives and actions which respond to the issues and opportunities identified previously in this Strategy.**

On adoption of the Strategy, the Objectives and Actions table following will be further developed into an implementation plan (including the following additional components to guide the implementation of the actions - prioritisation/timing; responsibility to lead implementation; and partners and resources required to support implementation). The report will be presented to Council for consideration in the first half of 2019/20.

The Objectives and Actions are grouped under the themes under which the Strategy was developed with the community:

## **Theme 1: Activity (What people do)**

Goal - For more people to be more physically active and socially connected, more often.

## **Theme 2: Facilities and Spaces (Where people do activities)**

Goal - For facilities and spaces to be well-managed and utilised to optimise health and wellbeing outcomes

## **Theme 3: Management and Programming (How people are supported to do activities)**

Goal – To utilise the resources available to efficiently manage and deliver on key priorities.



THEME 1: ACTIVITY (What people do) GOAL - For more people to be physically active and socially connected, more often.		
ISSUES & OPPORTUNITIES:	OBJECTIVES	ACTIONS
<b>A. To recognise physical activity is a key factor in community health and wellbeing.</b>	<b>1.</b> Increase opportunities for residents to improve their health and wellbeing through physical activity.	<ul style="list-style-type: none"> <li><b>i.</b> Develop a promotional campaign encouraging residents to be more active, more of the time.</li> <li><b>ii.</b> Work with partners to promote a culture of walking and cycling for transport and recreation within the City</li> <li><b>iii.</b> Collaborate with other regional agencies to identify key initiatives that aim to increase participation for residents who are less active.</li> <li><b>iv.</b> Improve the coordination and promotion of the various Council physical activity initiatives and programs.</li> <li><b>v.</b> Develop a policy which guides Council officers in responding to requests for provision for informal recreation activities including criteria that identifies when demand for an activity triggers the provision of new spaces and/or facilities.</li> </ul>
<b>B. To maintain the strong culture of involvement and participation in sports clubs and promote the benefits of club membership as a mechanism to increase physical activity.</b>	<ul style="list-style-type: none"> <li><b>2.</b> Promote participation and involvement in sporting and recreation clubs as a way to improve both physical and mental health and social connection.</li> <li><b>3.</b> Assist clubs to become more welcoming and inclusive of new people, particularly those groups who are less active.</li> </ul>	<ul style="list-style-type: none"> <li><b>i.</b> Utilise the 'Connect' and other suitable platforms to share positive information and stories about individuals, clubs and associations, in an aim to inspire increased participation.</li> <li><b>ii.</b> Encourage clubs and associations to promote 'good news' stories concerning their members and group's achievements.</li> <li><b>iii.</b> Support clubs and associations to develop, endorse and implement diversity, disability access, gender equity and inclusion policies and strategies.</li> <li><b>iv.</b> Promote a safer drinking culture in Warrnambool and increase the participation of sports clubs in the Good Sports program.</li> </ul>
<b>C. Continue to support the sustainability of sporting clubs, recognising the importance of volunteers.</b>	<b>4.</b> Improve the sustainability of sport and recreation clubs and organisations.	<ul style="list-style-type: none"> <li><b>i.</b> Collaborate with other regional agencies to determine how to best continue to support sports clubs.</li> <li><b>ii.</b> Continue to collaborate with and encourage State Sports Associations to strengthen sport pathways and the transition of junior players into senior ranks.</li> <li><b>iii.</b> Utilise 'Connect' and other suitable platforms to disseminate sport and recreation information to clubs, associations and community groups.</li> </ul>
<b>D. Consider options to assist/encourage clubs to be more inclusive of female participation</b>	<b>5.</b> Support increased female participation and involvement in sport, recreation and physical activity.	<ul style="list-style-type: none"> <li><b>i.</b> Encourage clubs to work with the State Government's Office for Women in Sport and Recreation, VicHealth and other organisations, to actively support female players, coaches, officials, administrators, volunteers, coaches and supporters</li> <li><b>ii.</b> Develop a policy and an incentive-based framework to encourage clubs and associations to actively support female players, administrators, coaches and volunteers.</li> <li><b>iii.</b> Secure funding from Council to leverage external grant applications to support the development of female friendly facilities.</li> </ul>
<b>E. Identify and recognise new sport and active recreation activities that have not had a strong presence previously in Warrnambool.</b>	<b>6.</b> Facilitate and support access to more diverse sport and active recreation opportunities in Warrnambool.	<b>i.</b> Develop a policy/protocol and implementation plan, including guidelines and toolkits, around support for new and emerging sport and recreation activities.



THEME 2: FACILITIES AND SPACES (Where people do activities)		
GOAL - For facilities and spaces to be well-managed and utilised to optimise health and wellbeing outcomes		
ISSUES & OPPORTUNITIES:	OBJECTIVES	ACTIONS
<b>F. Support increasing flexibility of programming to help overcome or ease the barriers to participation.</b>	<b>7.</b> Seek increased and more efficient use of Council and non-Council sporting reserves and open space to grow participation.	<p><b>i.</b> Develop a protocol to guide Council in increasing use of under-utilised facilities and identifying mechanisms to encourage user groups to partner with other compatible users.</p> <p><b>ii.</b> Investigate and pursue increased use of school facilities and spaces to increase the number of facilities available, diversify the range of activities available to the Warrnambool community and to make more effective use of available public land.</p> <p><b>iii.</b> Increase the use of Council Reserves and open spaces for flexible and unstructured physical activities.</p> <p><b>iv.</b> Promote opportunities to maximise all sport and active recreation facilities including use the courts at the Warrnambool Stadium and the Val Bertrand Netball Centre at non-traditional times of the week.</p>
<b>G. Investigate increasing mixed use of existing Reserves for social and non-competitive activities.</b>	<b>8.</b> Encourage more diverse use of Council and non-Council sporting reserves and open space to encourage participation.	<b>i.</b> Review current reserve master plans and existing facility use to determine the capacity of Reserves and facilities to host additional activities to effectively maximise and diversify use of all facilities.
<b>H. Improve connection to and between existing spaces and facilities</b>	<b>9.</b> Establish safe and functional walking and cycling connections to all facilities and spaces.	<p><b>i.</b> Develop and implement the Principle Pedestrian and Principal Bicycle Networks to ensure planned links to and between key sport and recreation destinations</p> <p><b>ii.</b> Invest open space contributions (from the subdivision process) and other funding to infill gaps in open space along the coast and waterways.</p> <p><b>iii.</b> Implement the Wayfinding Strategy to improve navigation along paths and trails.</p> <p><b>iv.</b> Improve access and connectivity along the Russell's Creek, the Merri River, the Warrnambool to Port Fairy Rail Trail and where feasible, the Hopkins River.</p> <p><b>v.</b> Prepare a business case for an off road connection between Deakin University and the city centre.</p> <p><b>vi.</b> Undertake a needs assessment of recreational walking across the municipality.</p>
<b>I. Provide neighbourhood parks and open space within walking distance of residential areas and enhance appropriate neighbourhood community infrastructure and its utilisation</b>	<b>10.</b> Develop policies and guidelines to inform the provision and development of neighbourhood open space in accordance with current strategies and standards.	<p><b>i.</b> Prepare open space planning and design guidelines which:</p> <ul style="list-style-type: none"> <li>• Deliver a linked network of parks/playspaces equitably across the city</li> <li>• Delivers diverse open spaces which are designed for all ages and abilities</li> <li>• Support both organised sport and informal active recreation</li> <li>• Ensures all parks and spaces are well connected to footpaths and shared paths</li> <li>• Incorporate seating, shade and access to water.</li> </ul> <p><b>ii.</b> Enhance and improve existing public open space where opportunities arise through funding for associated works such as maintenance, repair or other capital works programs.</p> <p><b>iii.</b> Develop and implement a policy to guide provision, location and management of exercise equipment and spaces.</p> <p><b>iv.</b> Ensure that quality open space is provided in new areas in accordance with the Warrnambool Open Space Strategy and through inclusion in precinct plans, structure plans and subsequent development plans.</p> <p><b>v.</b> Complete and implement the Warrnambool Playspace Strategy to inform and prioritise the provision of play opportunities.</p> <p><b>vi.</b> Develop a policy to guide the provision of active recreation infrastructure in growth areas.</p>

<p><b>J. Identify the future needs and strategic provision of facilities for key sports.</b></p>	<p><b>11.</b> Plan and provide for identified needs through better utilisation of existing reserves and sports facilities.</p>	<ul style="list-style-type: none"> <li><b>i.</b> Provide improved facilities to support the current and future growth in soccer participation by continuing to implement the Brierly Reserve Master Plan, and by undertaking improvement at existing facilities and providing amenities for females at the existing soccer facilities.</li> <li><b>ii.</b> Implement the Reid Oval Business Case.</li> <li><b>iii.</b> Undertake a feasibility study for the upgrade and expansion of the Warrnambool Stadium that includes assessment of the potential for increased opportunities for other compatible sports including squash and table tennis.</li> <li><b>iv.</b> Continue implementing the AquaZone 2025 Strategy and undertake work to guide the future provision of aquatic facilities in the city post 2025.</li> <li><b>v.</b> Implement the South Warrnambool Crown Land Precinct Plan to support additional sport and recreation pursuits and additional user groups within the Thunder Point Coastal precinct including development/improvements to the Mountain Bike Trail network.</li> <li><b>vi.</b> Lead the coordination of the Great South Coast Regional Sport Partnership Network to implement the Great South Coast Regional AFL, Netball and Cricket Strategy</li> <li><b>vii.</b> Develop a Water Sports Strategy, incorporating rowing, dragon boats racing/skiffs, kayaking, water skiing, stand up paddle boarding, surfing, open water swimming, other unstructured swimming activities and fishing.</li> <li><b>viii.</b> Develop a master plan for the North of the Merri active open space precinct.</li> </ul>
<p><b>K. The protection and enhancement of key physical and environmental assets and provision of appropriate public access to waterways and coastal environments is needed.</b></p>	<p><b>12.</b> Promote the sustainable and responsible use of physical and environmental assets.</p>	<ul style="list-style-type: none"> <li><b>i.</b> Develop landscape guidelines to define environmental protection needed where recreation occurs in areas of environmental sensitivity.</li> <li><b>ii.</b> Continue to support Integrated Water Management Plans (IWMPs), with the priority to be completion and implementation of the Albert Park IWMP.</li> <li><b>iii.</b> Support clubs and associations to build knowledge, skills and involvement in protecting the natural environment and increasing sustainable practices.</li> </ul>
<p><b>L. Changing standards in facility provision and their consequential impacts need to be considered.</b></p>	<p><b>13.</b> Apply best practice approaches, industry standards, tools and guidelines to inform facility provision.</p>	<ul style="list-style-type: none"> <li><b>i.</b> Apply Universal Design Principles when designing all new and upgraded sporting facilities to improve access for all</li> <li><b>ii.</b> Support the improved sustainability of facilities and spaces through irrigation upgrades, drainage improvements, LED lighting redevelopments and other measures</li> <li><b>iii.</b> Adhere to the standards and guidelines of relevant State Sporting Associations when scoping new and upgraded sporting facility projects.</li> <li><b>iv.</b> Advocate for more appropriate rural and regional facility provision standards by State Sporting Associations and SRV.</li> </ul>



<p><b>THEME 3: MANAGEMENT AND PROGRAMMING (How people are supported to do activities)</b>  <b>GOAL – To utilise the resources available to efficiently manage and deliver on key priorities.</b></p>		
<p><b>ISSUES &amp; OPPORTUNITIES:</b></p>	<p><b>OBJECTIVES</b></p>	<p><b>ACTIONS</b></p>
<p><b>M. Undertake an assessment of existing reports and master plans to consolidate outstanding actions that will be part of a prioritised list of projects.</b></p>	<p><b>14.</b> Continue to implement based on existing reports and relevant master plans as appropriate.</p>	<p><b>i.</b> Develop a capital funding assessment tool to prioritise sport and active recreation facility improvement projects that incorporates the Active Warrnambool Strategy principles within its criteria.  <b>ii.</b> Compile and prioritise a list of ongoing projects from adopted master plans and other strategic facility plans.  <b>iii.</b> When developing the Implementation Plan for the Strategy, review comments outlined under the other issues document (Appendix B) to determine what responses may be required.</p>
<p><b>N. Undertake further investigation into a range of current reports and plans to address issues, opportunities and barriers identified in the preparation of Active Warrnambool.</b></p>	<p>Refer other recommendations within this table.</p>	<p>Refer other actions within this table.</p>
<p><b>O. There are a range of existing policies that require review or new policies are required.</b></p>	<p><b>15.</b> Review existing sport and active recreation policies and develop new policies where a consistent approach is needed to underpin Council's decision-making and sport and recreation service delivery.</p>	<p><b>i.</b> Review existing policies including:</p> <ul style="list-style-type: none"> <li>• Capital contributions policy (2013)</li> <li>• Community Development Fund guidelines</li> <li>• Fees and Charges for the Use of Council's Outdoor Sports Facilities (2009)</li> <li>• Finals Use of Sports Ground Allocations for Finals Use Policy (2011)</li> <li>• Assistance to Individuals or Groups Participating in National or International Events or Activities (2011).</li> </ul> <p><b>ii.</b> Develop new policies for sport and recreation, to support:</p> <ul style="list-style-type: none"> <li>• Implementation of this strategy through an Active Warrnambool Policy via the Municipal Strategic Statement (Planning Scheme)</li> <li>• Increased Female Participation in all Aspects of Club Activity</li> <li>• Improved Community Facility Access</li> <li>• Management of Reserve Sponsorship and Naming</li> <li>• Consistent application of Healthy by Design Principles (which to help guide the design of built environments that promote healthy and active communities).</li> <li>• Support for new and emerging sport and recreation activities</li> <li>• Development of Sport and Recreation Infrastructure</li> <li>• Provision of recreation infrastructure on flood-prone land</li> <li>• Assessment of proposals to dispose or change use of open spaces</li> </ul>
<p><b>P. Council does not currently have a formal and consistent framework for requesting and spending of open space contributions</b></p>	<p><b>16.</b> Adopt and implement an open space contributions policy to direct the collection of funds and their allocation for open space improvements.</p>	<p><b>i.</b> Use the open space contributions review process to identify areas where there are gaps in open space provision and to provide for appropriate and equitable developer contributions for open space provision.  <b>ii.</b> Use the Open Space Contributions Policy to identify and obtain funding for open space enhancement.</p>

<p><b>Q. Comparison of local participation data collected in 2013 and 2017 shows that, while facilities and infrastructure have been developed and improved over that time, responses indicate reduced participation and satisfaction in some areas. This may reflect an increase in participants' aspirations and perhaps a lack of awareness of new and enhanced facilities.</b></p>	<p><b>17.</b> Promote awareness of sport, recreation and physical activity opportunities available to the community.</p>	<p><b>i.</b> Develop a promotional campaign to raise awareness in the community around the availability of sport, recreation and physical activity opportunities, including specific walking and cycling trails.</p>
<p><b>R. A planned approach to responding to and meeting the asset renewal gap will be critical for Council.</b></p>	<p><b>18.</b> Council to allocate additional funding for renewal of sport and active recreation assets</p> <p><b>19.</b> Council will manage assets in an efficient manner to ensure their long term sustainability.</p>	<p><b>i.</b> Continue to partner with key stakeholders in asset renewal projects, including user groups, other community organisations, and the private sector.</p> <p><b>ii.</b> Consider alternatives to Council management of sporting and recreation assets.</p> <p><b>iii.</b> Where assets and services are assessed to be surplus to need or not sustainable, either decommission the asset or determine a future sustainable use.</p> <p><b>iv.</b> Undertake assessments with full involvement of tenant groups.</p>
<p><b>S. There is a need for council to invest in evidence-based development and enhancement of recreation and facilities and spaces.</b></p>	<p><b>20.</b> Investigate, source and publish data collection and related research to ensure support a strong evidence based approach to sport and active recreation facility provision in the city.</p>	<p><b>i.</b> Collect sports club and association membership data annually.</p> <p><b>ii.</b> Collect regional participation data every three years from the peak bodies of the major participation sports to monitor trends.</p> <p><b>iii.</b> Undertake a needs assessment for tennis and basketball and other sports as demand requires.</p> <p><b>iv.</b> Review the facility infrastructure provision needs required to support the most popular informal recreation pursuits (as revealed in the W2040 research).</p> <p><b>v.</b> Undertake the Municipal Health and Wellbeing community survey (W2040 Community Survey) every four years in line with the review of the Health and Wellbeing Plan and seek to gain further understanding of the issues identified under Q.</p> <p><b>vi.</b> Integrate the recommendations from the Great South Coast Regional AFL, Netball and Cricket Strategy into the Recreation Capital Works and Asset Management Plans.</p>
<p><b>T. Clarification of Council's role in recreation provision is needed to guide its responsibilities and ensure appropriate resources are provided for it.</b></p>	<p><b>21.</b> Council will provide additional investment to implement the Active Warrnambool Strategy.</p>	<p><b>i.</b> Council to provide additional resources over the life of the Active Warrnambool Strategy to ensure it can be implemented. Specific initiatives proposed include:</p> <ul style="list-style-type: none"> <li>• Leverage funding for existing SRV funding programs to increase from \$190,000 to \$300,000</li> <li>• Establish new leverage funding of \$200,000 for SRV female friendly facilities.</li> <li>• Increase the Community Development Fund budget by 35% per year over three years.</li> <li>• Increase asset management funds for recreation and community facilities by \$235,000 per year.</li> <li>• Funding for implementation of the Active Warrnambool Strategy of \$50,000 per year over the life of the Strategy.</li> </ul>
<p><b>U. The implementation of sustainable and effective facility management models that support community-based leadership should be considered.</b></p>	<p><b>22.</b> Develop a more equitable and efficient approach for the provision of sports grounds.</p> <p><b>23.</b> Formalise new use agreements that reflect how facilities are used and managed, and who is responsible for them.</p>	<p><b>i.</b> Present Council with the next steps to implement Playing Fair (Sports Ground Management Review).</p> <p><b>ii.</b> Develop recommendations for the Playing Fair Review.</p> <p><b>iii.</b> Implement the new sports ground management system.</p> <p><b>iv.</b> Implement new usage agreements for clubs occupying sports grounds.</p>



# 11 MONITORING AND REVIEW

**The Active Warrnambool Strategy will be monitored to ensure that the vision, objectives and actions, remain relevant and are able to be effectively implemented.**

Research into strategic recreation plans and operations of a number of municipalities of similar scale to Warrnambool City Council has revealed that no other Councils have adopted Key Performance Indicators or performance measures to assess the success or impact of their work. There are some service-specific measures available from the Community Satisfaction Survey conducted by the Office of Local Government of Victoria regarding recreation facilities and by the Essential Services Commission for Aquatic facilities available.

The implementation of the Active Warrnambool Strategy will be measured through:

- 1) Process measures – ie. the number of actions delivered/completed.
- 2) Tracking membership/participation in sporting clubs and associations, and of other community groups providing physical activity opportunities.
- 3) Tracking levels of participation in non-club based physical activity and recreation programs/activities, measured using Ausplay, WCC Community Survey and other data sets.
- 4) The ratio of the funding mix between Council, community and external funding sources for the delivery of projects.
- 5) The overall health and wellbeing levels, and physical activity levels of the Warrnambool City population (measures from Warrnambool A Healthy City).
- 6) An increase in the performance rating of Warrnambool City in the service area of Recreational Facilities in the annual Council Community Satisfaction Survey.

# 12 IMPLEMENTATION / NEXT STEPS

To deliver on this Strategy Council will:

- Develop a detailed implementation plan which identifies the priorities, proposed timing, and resources required.
- Identify agencies and others with a responsibility for implementation and where partnership opportunities are possible.
- Report against the action plan every twelve months.
- Review the Strategy and the detailed implementation plan, every three years to consider emerging issues, opportunities, trends or changing conditions.
- Conduct a major review of the Strategy, including public consultation, in 2030.
- Develop and implement a communications strategy to regularly promote the Strategy outcomes, reviews and updates.



# 13 APPENDICES

## Appendix A: References

Australian Government (2011) National Sport and Active Recreation Policy Framework

Commonwealth of Australia, Department of Health (2018), Sport 2030

JWS Research (not dated), Local Government Community Satisfaction Survey, Warrnambool City Council: 2017 Research Report

KPMG (2018) Valuing Community Sport Infrastructure: Investigating the value of community sports facilities to Australia.

Marsden Jacob Associates (2018) Active impacts: The economic impacts of active recreation in Victoria

Saxena, S., Van Ommeren, M., Tang, K. C., & Armstrong, T. P. (2005). Mental health benefits of physical activity. *Journal of Mental Health* 14: 5, 445–451

SportAus (2017) AusPlay 2017 National participation data for the sport sector

State of Victoria, Department of Health and Human Services (July 2017) Active Victoria: A strategic framework for sport and recreation in Victoria 2017 - 2021

State of Victoria, Department of Health and Human Services (December 2016) Valuing Sport and Recreation: A framework for the future. Background information

VicHealth Physical Activity Strategy 2018 – 2023

Warrnambool City Council (not dated), Warrnambool 2040 Phase 1 Engagement Findings Fact Sheet

Warrnambool City Council (not dated), Active Warrnambool Strategy 2016 - 2025 Background Report

Warrnambool City Council (not dated), Annual Report 2017 - 2018.

Warrnambool City Council (2019), Council Plan 2017 – 2021.

Warrnambool City Council (not dated), Warrnambool Recreation Plan 2007 - 2017

Warrnambool City Council (not dated), Warrnambool – A Healthy City 2017 – 2021

Warrnambool City Council (not dated), Warrnambool City Council Disability Action Plan 2017 – 2026

Warrnambool City Council (not dated), Warrnambool Open Space Strategy 2014

## Appendix B: Other Issues

In addition to the specific Issues and Opportunities identified through the Warrnambool 2040 and Active Warrnambool consultation processes, a number of other issues have emerged which will require investigation and resolution beyond the preparation of the current Strategy, but during its lifetime.

These issues are summarised below:

### Issue

- Stakeholders have different views around the future use of the cycling track at Friendlies Societies Park.
- Brauerander Park currently is the main venue in Warrnambool for community access to competition and training facilities for various athletics' disciplines.
- Warrnambool Golf Club is continuing to seek confirmation around their land tenure arrangements and future use of the site at Thunder Point.
- Gymnastics is a growing sport that currently occupies leased premises at the Warrnambool Showgrounds.
- The Warrnambool Lawn Tennis Bowls Club is considering a range of improvements to its facilities.
- It is expected that the synthetic hockey pitch will require replacement over the term of the Strategy.
- The Warrnambool Surf Life Saving Club is developing a Strategic Plan that will incorporate a future direction for the existing facility at Lady Bay.
- User clubs at Lake Gilleard Target Sports Complex may require support around governance and facility management.