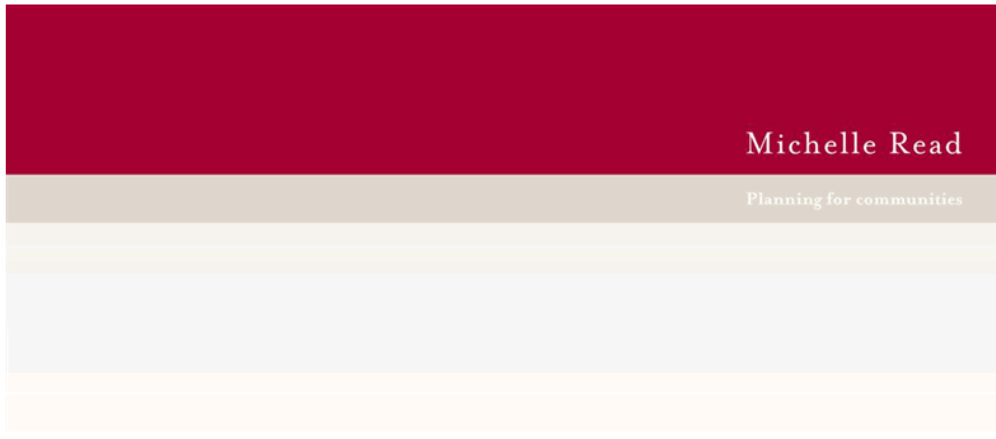


# **ATTACHMENT TO AGENDA ITEM**

Ordinary Meeting

15 December 2015

<b>Agenda Item 6.3</b>	<b>Shepparton Cycling Precinct Master Plan Adoption &amp; Strategic Plan - Shepparton BMX Club and Shepparton Cycling Club Endorsement</b>	
<b>Attachment 1</b>	<b>Final Strategic Plan - November 2014 - Shepparton Cycling and BMX Clubs.....</b>	<b>189</b>
<b>Attachment 2</b>	<b>Final Master Plan Report - Shepparton Cycling Precinct - June 2015.....</b>	<b>255</b>
<b>Attachment 3</b>	<b>Final Landscape Plan - Shepparton Cycling Precinct Masterplan - June 2015 .....</b>	<b>333</b>
<b>Attachment 4</b>	<b>Feedback – Shepparton Cycling Precinct Master Plan(2)</b>	<b>334</b>



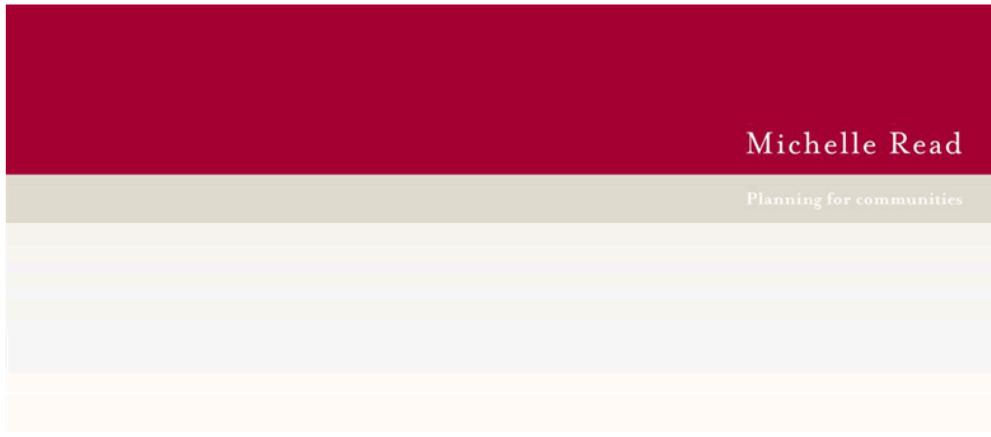
# Strategic Plan

## Shepparton BMX Club

## Shepparton Cycling Club

Prepared for the City of Greater  
Shepparton and Shepparton BMX and  
Cycling Clubs

November 2014



#### DISCLAIMER

In accordance with standard professional practice, it is stated that Michelle Read is not responsible in any way whatsoever to any person or organisation other than the City of Greater Shepparton in respect of the information provided in this report, including any errors or omissions therein, arising through negligence or otherwise however caused.

The reproduction of this report for internal purposes by the City of Greater Shepparton, Shepparton BMX Club and Shepparton Cycling Club is automatically permitted. However, for professional indemnity reasons, reproduction or distribution of the report or parts thereof for other purposes is prohibited unless prior permission has been specifically obtained in writing from Michelle Read.

The findings presented in this report are based on the sources indicated and on the best possible estimates. As the study involves market forecasts which can be influenced by a number of unforeseen variables and as Michelle Read cannot in any way influence Council or Club decisions, future events or management decisions affecting the operation of the facilities, programs and services which are recommended, no warranty can be given that the forecasts contained in the report will be achieved.

<b>Contents</b>	<b>Page No.</b>
1.0 Introduction	1
2.0 Profile Shepparton Cycling Club	2
2.1 SCC Membership	2
2.2 SCC Activities and Participation	3
2.3 SCC Governance and Operating Capacity	5
2.4 SCC Priority Challenges and Constraints	6
3.0 Profile Shepparton BMX Club	8
3.1 SBMXC Membership	8
3.2 SBMXC Programs and Participation	9
3.3 SBMXC Governance and Operating Capacity	11
3.4 SBMXC Priority Challenges and Constraints	12
4.0 Shared Issues and Priorities	14
5.0 The Facilities	15
5.1 Facility Strengths and Opportunities	15
5.2 Facility Constraints	16
6.0 The External Context	17
6.1 Policy Setting	17
6.2 Participation and demographic Profile	18
6.2.1 Demographic Characteristics	18
6.2.2 Participation Trends	19
6.2.3 Challenges and Opportunities for Shepparton Cycling and BMX Clubs	20
6.3 Consultation Findings	21
7.0 Strategic Vision and Goals	23
7.1 Shared Goals	23
7.2 Shepparton Cycling Club Vision and Goals	23
7.3 Shepparton BMX Club Vision and Goals	24
8.0 Actions and Priorities	26
Attachment A: Detailed Review of Past Planning	37
Attachment B: Detailed Demographic Profile and Participation Trends	43
Attachment C: Detailed Consultation Outcomes - External Stakeholders	48





## 1.0 INTRODUCTION

This Strategic Plan has been prepared to provide clear direction and priorities for the continued growth and development of the Shepparton Cycling Club and the Shepparton BMX Club. It examines the key internal and external factors impacting upon the Clubs, and seeks to provide a clear indication of where the Clubs should focus their energy and resources over the next ten years.

While the original intent was to develop separate plans for each Club, the research and consultation process identified a number of similar issues and opportunities for both Clubs, consequently it was agreed developing a joint Plan was preferable.

The Plan first examines the internal context outlining the operating conditions of both organisations, including governance structures, programs and activities, facilities and operating capacity. This is followed by an examination of key external factors including relevant policies and plans prepared by Greater Shepparton Council, demographic characteristics, sport and recreation participation trends, and findings from consultation with several organisations identified as being important stakeholders for the Clubs. The Plan then turns its focus towards planning for the future, identifying key goals and objectives for each organisation. This is supported by an action plan outlining how the Clubs will achieve their goals and objectives.

Shepparton Cycling Club, Shepparton BMX Club and Greater Shepparton Council have all been active participants in developing the Strategic Plan, participating in various workshops and telephone conversations throughout the process. The active involvement and support of the following people in preparing the Plan is acknowledged:

Edward Dalle Nogare	President	Shepparton Cycling Club
Ash Roberston	President	Shepparton BMX Club
Brent Law	Secretary	Shepparton BMX Club
Mel Sporry	Team Leader Recreation and Strategy	Greater Shepparton Council
Stacey Cole	Recreation Program and Services Coordinator	Greater Shepparton Council
Anthony Nicolaci	Team Leader Tourism and Events	Greater Shepparton Council

## 2.0 Profile Shepparton Cycling Club

Established in 1948 following the amalgamation of the amateur and professional clubs the first of which was established in 1929, the Shepparton Cycling Club has been an active provider of road and track cycling opportunities for all levels over many years. The Club boasts an enviable racing pedigree of four Olympians, John Thorsen, Shaun O'Brien, Stephen Fairless and Brett Lancaster. Current and former professional cyclists including Brett Lancaster, David Tanner and David McKenzie have all been members of the Club and it has been home to countless Australian and Victorian champions.

The Cycling Club has previously prepared strategic / business plans with the most recent developed in 2011. This identified the strategic goals and priorities for the Club, many of which remain relevant to this current strategic planning process.

### 2.1 SCC Membership

At September 2014, the Club had 102 members, 96 active members and 6 life members who no longer ride. Club membership numbers have increased in recent years from a low point of around 30.

Member Age	No.
12 years and below	7
13 – 17 years	12
17 – 18 years	5
18 – 35 years	24
35 and over	40
Recreational members	8
Life members	6
Male	80
Female	22

Table 2.1: Membership Numbers SCC at September 2014

## 2.2 SCC Activities and Participation

Event	Description	Participation
Lake Criterium Series	<p>A new initiative by SCC, the 5 event series was held last summer around Lake Victoria in Shepparton. It was specifically developed to help rebuild Club membership and participation in Club activities.</p> <p>The events are conducted late afternoon / evening on a Saturday.</p>	<ul style="list-style-type: none"> <li>• With its format of two hours in a highly visible location, the Criterium Series was successful in attracting participation and helping to increase membership by 20 – 30 people.</li> <li>• An estimated 60 percent of participants are local with the remainder from outside Shepparton eg: Echuca, Bendigo, Cobram and Melbourne.</li> <li>• It also attracts good participation by junior riders.</li> </ul>
Christmas Carnival at the velodrome	<p>Part of a series which runs in the region between Christmas and New Year. The series is held in a number of locations, with Shepparton Cycling Club hosting one of the events.</p>	<ul style="list-style-type: none"> <li>• The event attracts 110 junior and 60 – 70 senior riders.</li> <li>• It is not well supported by local riders, with the vast majority coming from other parts of Victoria eg: Melbourne and Bendigo.</li> </ul>
Club Track Events	<p>These were conducted at the velodrome on a monthly basis (Friday evenings) over summer and were designed to provide riders with an opportunity to gain experience in track racing. The committee has recently decided to change the format of the track season by introducing 2 coaching sessions per week (Tuesday and Sunday) and moving racing to Friday, in an effort to attract more participants, particularly junior riders.</p>	<ul style="list-style-type: none"> <li>• Participation in these events are low eg: an average of 6 junior and 3 – 4 senior riders. Before Christmas there are usually sufficient riders to conduct races, after Christmas numbers fall away making this difficult.</li> </ul>

Event	Description	Participation
Shepparton Junior Tour	This is one of the largest junior road cycling events for junior riders in the state. It caters for riders from 11 – 17 years of age and is conducted in June each year.	<ul style="list-style-type: none"> <li>The event attracts a high number of participants (around 140) however few local riders. The 2014 event attracted only 3 local riders.</li> </ul>
Small Road Races	The Club conducts some smaller road races including: Road races at the DECA (Driver Education Centre of Australia) and the North Central Cycling Series with Seymour, Echuca and Castlemaine Cycling Clubs	<ul style="list-style-type: none"> <li>The road races at DECA attract around 20 – 25 entries (20 seniors and 3 – 4 juniors). These are local participants.</li> <li>The series with Seymour, Echuca and Castlemaine cycling clubs attract around 80 participants – 12 junior and 60 – 70 senior riders. Around 25 are local participants.</li> </ul>
Training Activities at the Velodrome	In the past the Club has conducted formal and regular training activities at the velodrome, however training was not always structured due to the unavailability of coaches. Some informal training occurs with senior riders guiding junior riders and the Club has recently employed 2 coaches to ensure training sessions are structured and junior riders are well supported.	<ul style="list-style-type: none"> <li>Participation has typically been low with around 6 junior riders attending training. It is hoped that with the new approach, participation will increase.</li> </ul>
Breeze Program	This is a program initiated and developed by Cycling Victoria and implemented at a local level. It is focused upon getting more women riding bikes and consequently has a social focus. A member of the Shepparton Cycling Club is guiding and driving this program at a local level, with great success.	<ul style="list-style-type: none"> <li>The Clubs Breeze program has 110 register participants and this is growing.</li> <li>The Club is seeing a number of women from the Breeze program transitioning to competitions.</li> </ul>



t +61 424 239 850 e michelle@michelleread.com.au w michelleread.com.au abn 80 571 425 268

6

### 2.3 SCC Governance and Operating Capacity

<b>Governance:</b>	<p>There are 8 committee members including:</p> <ul style="list-style-type: none"> <li>• President</li> <li>• Vice President</li> <li>• Secretary</li> <li>• Treasurer</li> <li>• 4 General Committee members.</li> </ul> <p>The committee meets regularly and an Annual General Meeting is held in July each year to re-elect existing or elect new committee members.</p>
<b>Financial Position:</b>	<p>The Club is in a sound financial position with \$30,000 in cash.</p> <ul style="list-style-type: none"> <li>• <b>Income</b> is generated partially from membership fees but largely from the events conducted by the Club eg: the Lake Criterium Series and hire of the club rooms by external organisations.</li> <li>• <b>Expenses</b> include operation of cycling events, maintenance and operating costs for the velodrome and club rooms. The leasing, maintenance and operating costs for the club rooms is significant - \$8,000 per annum for insurance, electricity and rental fees.</li> </ul>
<b>Club owned Equipment:</b>	<ul style="list-style-type: none"> <li>• 20 track specific bikes</li> <li>• Event equipment eg: signage, PA and trailer</li> <li>• Computer</li> <li>• Club room equipment</li> </ul>
<b>Volunteer Resources:</b>	<p>The Club has only a small core group of 3 – 4 volunteers who support the running of events and activities. Substantial numbers of volunteers are required to conduct events, so the Club has developed a partnership with Kirwanis Club which sees the Kirwanis Club provide volunteers and SCC make a donation to them for their support.</p>



## 2.4 SCC Priority Challenges, Constraints and Opportunities

Like many community sporting clubs, the Shepparton Cycling Club faces a number of challenges and constraints which impact upon its operations, participation and membership levels. Importantly there are also a number of opportunities available to grow and strengthen the Club. The priority challenges, constraints and opportunities for the Club are outlined below. These have been identified through workshop discussions with the committee and club members.

The top three priority areas are:

1. **Taking a whole of sport approach to cycling in Greater Shepparton.** Specific advantages of this approach include:
  - Achieving a shared pool of resources for activities such as publicity and promotion eg: one website instead of multiple websites
  - Improving the financial viability of all cycling disciplines
  - A larger pool of human (volunteers) and physical resources
  - Improved capacity to pursue funding. A larger membership base, provides greater evidence of demand for facility upgrades or program initiatives.
2. **Decreasing junior participation in the Club and its activities.** This is recognised as an issue not unique to cycling and is occurring for a number of reasons:
  - The Club did not maintain a junior development program in the 1990's and 2000, and consequently lost its momentum in relation to junior development.
  - Cycling is competing with a wide range of other sports and activities eg: soccer, AFL, cricket, tennis etc.
  - The real or perceived high cost of cycling compared to other sports, particularly in relation to start-up costs.
  - Being unable to attract and retain coaching personnel.
  - Perceptions about safety issues with cycling including perceptions about the influence of performance enhancing drugs in the sport.
3. **Low volunteer involvement.** Substantial numbers of volunteers are required for racing officials plus passionate and committed volunteers are needed for the committee and to develop and

implement new initiatives eg: the Breeze program. One person is driving this program, if they step away the program will likely fold.

Other priorities identified by the Club are:

- **Raising the profile of cycling:** The profile of cycling as a whole remains low, particularly compared to other competing sports eg: Soccer and AFL.
- **Continuing to grow the Lake Criterium Series.** A new initiative which has seen rapid growth in participation and is strongly supported by members of the local community. Its format as a two hour event is attractive to participants who are looking for leisure and recreation activities with shorter timeframes. It is also well located in the middle of town, easy to get to, very visible and the track is of a good quality. Its location means that it helps to raise the profile of cycling, attracting interest from people who know nothing or very little about cycling.
- **Continuing to improve the financial position of the organisation:** The current committee has worked hard over the past 2 – 3 years to rebuild the Club from a very low point, with a particular focus upon ensuring the Club is well placed financially. This has been achieved through securing grant funding and corporate sponsorship from local businesses.
- **Growing and supporting the Breeze Program:** A new initiative focusing upon improving women's participation in cycling, the program provides social road rides for women of all abilities. It has been very successful in attracting large numbers of local participants, and transitioning some across into other club activities.
- **Addressing the poor condition of some facilities and infrastructure:** In particular the poor condition and age of the velodrome track, and the existing seating and shelter on the far side of the track. The seating needs to be upgraded or replaced and additional covered seating is required close to the pavilion. Removal of the concrete strip running through the centre of the grassed area and drainage works on the grassed area will provide capacity for the space to be used for other activities eg: soccer.
- **The costs involved in conducting events** eg: road closures and donations to volunteer organisations to provide officials / Marshalls for the events. The Club needs to be confident it will attract participants to ensure the cost of holding events is covered and additional income generated to support the operation of the Club.
- **Addressing the perceived lack of support from Valley Sports** for the Club and cycling in general, particularly in relation to raising the profile of cycling and lobbying for funding to improve facilities.

### 3.0 Shepparton BMX Club

Established in the early 1980's, the Shepparton BMX Club provides BMX training and competition opportunities for the Greater Shepparton community. The club has built a reputation for hosting high level competitions ie: State and National BMX titles because of the quality of its facilities and the well run nature of the events.

This is the first time Shepparton BMX Club has prepared a strategic plan and it is seen as a critical step in the Club developing a more structured and targeted approach to pursuing and addressing priorities.

#### 3.1 SBMXC Membership

At November 2014, the Club had 100 members. Following the 2010 National title event which was hosted by SBMXC, membership numbers increased significantly to around 130. To provide some indication of the significance of this, in Victoria there are around 1,000 registered BMX riders.

Earlier this year the Club hosted the 2014 National titles and a Come n Try Day which has resulted in membership numbers increasing over the past few months.

Member Age	No.
12 years and below	50
13 – 17 years	35
18 – 35 years	12
35 and over	3
Male	60
Female	40

Table 3.1: Membership Numbers SBMXC at November 2014



### 3.2 SBMXC Activities and Participation

Event	Description	Participation
Coaching Sessions	Held during school terms on a Saturday morning, these sessions are conducted by a qualified BMX coach and are open to beginner and experienced riders.	<ul style="list-style-type: none"> <li>Conducted during school terms, these sessions attract 15 – 20 participants per week.</li> </ul>
Training Sessions	Training sessions are held on Tuesday afternoons / evenings throughout the year. The timing of winter training sessions is dictated by the lack of lighting available at the track.	<ul style="list-style-type: none"> <li>Conducted most weeks of the year, these sessions attract 12 – 15 participants per week.</li> </ul>
Active After School Program	Working in partnership with local schools and the City of Greater Shepparton, the Active After School Program is designed to encourage children to be active and healthy through participating in BMX.	<ul style="list-style-type: none"> <li>This activity is conducted weekly, and some times more frequently. Between 20 and 30 children participate in each session.</li> </ul>
Club Competitions (Clubby)	Club competitions are conducted for SBMX Club members and are designed to give members an opportunity to compete.	<ul style="list-style-type: none"> <li>Clubbys are conducted 15 – 17 times per year and attract an average of 45 – 50 participants each time. Participation increases leading up to major events.</li> </ul>
Come n Try Days	Conducted annually, this event is designed to allow people who have not previously tried BMX cycling to have a go.	<ul style="list-style-type: none"> <li>With 85 people attending the July 2014 Come n Try day, this far outstripped the Clubs expectations.</li> </ul>
Inter Club Challenge	The recent inter club challenge with Bendigo BMX Club is the first time, SBMX Club has participated in inter club challenges for some years. Essentially it involved a series competition meets usually over several months involving two or more	<ul style="list-style-type: none"> <li>The recent inter club challenge consisted of 4 meets and attracted an average of 80 participants per meet.</li> </ul>

---

clubs.	
--------	--

Event	Description	Participation
<b>BMX Victoria Events</b>		
Victorian Pre Titles	To be held in October 2015, this is held in preparation for the Victorian State Titles.	<ul style="list-style-type: none"> <li>An estimated 600 riders from across the state and interstate attend this event.</li> </ul>
Victorian State Titles	To be held in November 2015.	<ul style="list-style-type: none"> <li>An estimated 1000 riders from across the state and interstate attend this event.</li> </ul>
Victorian Junior State Series	To be held in April 2015.	<ul style="list-style-type: none"> <li>An estimated 350 – 400 riders from across the state attend this event.</li> </ul>
BMX Australia National Series	To be conducted in February 2015 as part of a national series that will also include Cairns, Gold Coast, Brisbane and Perth, with elite riders gathering UCI (international) points to go towards World Championship and Olympic Games qualification.	<ul style="list-style-type: none"> <li>An estimated 350 riders with approximately 60 percent from outside Victoria.</li> </ul>
Oceania and BMX National Championships	The conduct of this event in Shepparton is subject to the final bid stage. If Shepparton is successful in securing the event it will occur in April 2016.	<ul style="list-style-type: none"> <li>An estimated 1400 riders from all over Australia (and around 4000 visitors) with approximately 75 percent from outside Victoria.</li> </ul>







### 3.3 Governance and Operating Capacity

<b>Governance:</b>	<p>There are 9 committee members including:</p> <ul style="list-style-type: none"> <li>• President</li> <li>• Vice President</li> <li>• Secretary</li> <li>• Treasurer</li> <li>• 5 General Committee members.</li> </ul> <p>The committee meets regularly and an Annual General Meeting is held now in February each year to re-elect existing or elect new committee members.</p>
<b>Financial Position:</b>	<p>The Club is in a reasonably good financial position with around \$10,000 in cash.</p> <ul style="list-style-type: none"> <li>• <b>Income</b> is generated from a combination of membership fees, training fees, sale of canteen items, and from hosting major and minor events. Overall the Club has improved its operations and is generating more consistent income.</li> <li>• <b>Expenses</b> include track maintenance, power, insurance, and hire / use of the Shepparton Cycling Club facilities.</li> </ul>
<b>Club owned Equipment:</b>	<p>Key pieces of equipment owned by the Club include:</p> <ul style="list-style-type: none"> <li>• 20 bikes of various size</li> <li>• A car which is used to roll the track</li> <li>• Equipment associated with the start gate</li> <li>• Catering facilities</li> <li>• Large storage containers which house all of the Clubs equipment.</li> </ul>
<b>Volunteer Resources:</b>	<p>The Club has only a small core group of 6 volunteers who provide the main support for running events and activities.</p>

### 3.4 SBMXC Priority Challenges, Constraints and Opportunities

Like many community sporting clubs, the Shepparton BMX Club faces a number of challenges and constraints which impact upon its operations, participation and membership levels. Importantly there are also a number of opportunities available to grow and strengthen the Club. The priority challenges, constraints and opportunities for the Club are outlined below. These have been identified through workshop discussions with the committee and club members which identified four priority areas.

1. **Taking a whole of sport approach to cycling** with the specific aim of developing a new entity with all cycling disciplines coming under the banner of that entity, with all disciplines working together to produce the best cyclists.
2. **Addressing the facility needs of BMX**, specifically:
  - Lighting to support after school / evening training outside daylight saving time.
  - Development of a UCI 8 metre start hill. This is essential to secure future state and national events, important economic generators for Shepparton and surrounds.
  - Access to clubroom / canteen, toilet and storage facilities. Currently the club operates out of a shipping container. The Club is not able to obtain insurance for its equipment because the storage container is not considered secure. The lack of a canteen facility severely reduces the Club's income generating capacity eg:: for major events external caterers are brought in. Not having a clubroom means that the Club does not have a space for socialising, conducting meetings, or watching training from a comfortable venue – parents currently stand out in the cold and wet to watch their children train.
3. **Raising the profile of BMX and cycling as a whole**, particularly focusing on how BMX can support other cycling disciplines.
4. **The high cost of the licensing fees.** The fees are particularly prohibitive if cyclists wish to move between cycling disciplines. This is recognised as an issue all cycling clubs and disciplines are facing.

Other constraints and opportunities identified by the Club but not necessarily viewed as key priorities are:

- **Low volunteer involvement:** Substantial numbers of volunteers are required for racing officials plus passionate and committed volunteers are needed for the committee and to

develop and implement new initiatives. While there is a good committee in place, the Club becomes vulnerable if there are personality clashes at a committee level.

- **Governance:** Personalities play a major role in how effectively the Club is governed. Building good trust between the committee and members of the Club and understanding the capacity of volunteers is a constant challenge.
- **Working collaboratively with other cycling disciplines** to establish a calendar of events and identify how the Clubs can work together to support each other in delivering major events eg: sharing of volunteers and infrastructure.

#### 4.0 Shared Issues and Priorities

As noted previously, there are a number of similar issues and opportunities for both the Shepparton Cycling Club and the Shepparton BMX Club and this has driven the development of a joint Strategic Plan. Outlined below is a summary of the shared issues and priorities.

	BMX	Cycling
Taking a whole of sport approach to cycling ie: all cycling clubs and disciplines working together to share resources, raise the profile of cycling and increase participation across all disciplines.	√	√
Maintaining or increasing participation, particularly for junior riders.	√	√
Low levels of volunteer involvement and support. For both Clubs only a small band of dedicated volunteers, including committee members keep the Clubs operational.	√	√
The high cost of licensing fees and the lack of flexibility to move between disciplines is viewed as a key prohibited to increasing participation in all forms of cycling. While the Clubs recognise this is a state and national issue largely beyond their control, they believe addressing this issue will be critical to securing a sustainable future for cycling.	√	√
Infrastructure constraints. Both Clubs have identified a number of priority infrastructure improvement projects to grow the capacity and sustainability of the Clubs.	√	√
Lack of profile for cycling disciplines, particularly by comparison to other sporting disciplines. Raising the profile of cycling as a whole is seen as critical to increasing participation in all forms of the sport.	√	√

## 5.0 Facilities

Shepparton Cycling Club and Shepparton BMX Club are collocated on land opposite the Wanganui Park Secondary College with equestrian facilities on its northern boundary and sporting fields on its eastern boundary. It forms part of the Greater Shepparton Regional Sports Precinct.

The Cycling Club facilities are located on the eastern side of the land while the BMX Club facilities are located at the western end. Facilities include:

- A two storey pavilion / clubroom incorporating meeting space, toilet / change rooms and storage facilities. Located on the first floor, the meeting facilities are modern with significant refurbishment works undertaken 2011 as a consequence of storm damage to the building. The toilet / change room and storage facilities are located on the ground floor.
- A velodrome including lighting and a small amount of tiered seating, some of which is under cover. The velodrome track is around 30 years old and while still functional, it is deteriorating because of its age. In the centre of the velodrome is a grassed area with a concrete strip running through the middle. This space is largely unused.
- A national standard BMX track that was constructed in 2010.
- Shipping containers which act as a storage facilities for the BMX Club.

Through a lease agreement, Shepparton Cycling Club has sole use of the velodrome and the pavilion / club rooms, although the BMX Club has access to the change room facilities on the ground level.

The Cycling Club also makes use of public roads around Shepparton for road cycling events and activities eg: the Lake Criterium Series. Use of these roads is subject to obtaining relevant permits from Greater Shepparton City Council.

### 5.1 Facility Strengths / Opportunities:

- The national standard BMX track which has hosted both national and state titles and will continue to do so in 2014 and 2015. The track will continue to be a strength, provided it is maintained at a high national level.
- The modern meeting room. While currently underutilised, it is a modern and pleasant space which could support a range of community activity.

- The grassed area in the middle of the velodrome. While currently underutilised, this is a space that could be more actively programmed for sporting activities eg: soccer.
- The location within a broader sporting and community Precinct.

## 5.2 Facility Constraints

- The positioning of the Pavilion overlooking the velodrome. There is no visual and limited physical connection to the BMX track.
- The lack of shared use of the Pavilion. As noted previously, the Cycling Club has sole use of the Pavilion (with the exception of the change room) and it receives very limited use.
- The lack of connection to the broader sporting and community precinct.
- Concerns about vandalism, particularly in relation to the BMX track, mean that the site is fully fenced and locked up when it is not being used by either the Cycling or BMX Club.
- The lack of club room facilities to support BMX activity. It could be argued however, that the lack of fixed infrastructure provides greater flexibility to respond to the requirements for state and national titles eg: marquees etc.
- The variable condition and accessibility of public roads for road cycling training and events. The closure of public roads for cycling events is costly and can be time consuming to organise, while public roads used for training are in variable condition and can compromise rider safety.



## 6.0 The External Context

As part of planning for the future growth and development of the Shepparton Cycling Club and Shepparton BMX Club, it is important to understand the context within which these organisations operate. In particular it is important to understand the possible impacts of:

- Broader strategies and policies eg: Council's priorities in relation to community wellbeing and sport and recreation,
- The changing social and demographic structures of the community
- The strategic priorities and directions for other cycling organisations in Shepparton and wider Victoria.

This chapter explores each of these areas identifying possible impacts and implications for the BMX and Cycling Clubs.

### 6.1 Policy Setting

As part of planning for the future growth and development of sporting organisations, it is important to understand the existing strategic and policy context for Council and local communities. A number of strategic plans and documents prepared by Greater Shepparton City Council have been examined to assist in developing this understanding. These include:

- Greater Shepparton Council Plan 2013 - 2017
- Greater Shepparton Municipal Health and Wellbeing Action Plan 2013 - 2014
- Greater Shepparton Housing Strategy 2011
- Greater Shepparton Sport 2050 Strategic Plan
- Greater Shepparton Cycling Strategy 2013-2017

The review of these documents found that Council has a clear focus upon building an active and engaged community. Improved liveability is essential to this and will be achieved through building community capacity, providing quality community infrastructure and focusing upon social inclusion.

Other key focuses for Council are:

- Developing Shepparton as the regional sporting capital of Victoria
- Valuing and supporting the economic and tourism benefits that come from attracting regional, interstate and intrastate sporting events
- Investing in sporting facilities, particularly where participation is maximised, strong partnerships are formed and maintained, multiuse and a community hub approach will be

implemented. Council's investment in facilities will be greater where these outcomes are occurring.

Importantly the Greater Shepparton Cycling Strategy recognises and articulates the value of cycling as a means of transport and for recreational purposes, particularly highlighting the health, economic and tourism benefits for the community. The Strategy has a strong emphasis upon the bicycle network and cycling tourism initiatives and opportunities in and around Shepparton, with a lesser focus upon cycling sports. However, it identifies the value of the cycling disciplines and the broader community and business sectors working together to grow cycling opportunities in Greater Shepparton, particularly cycling tourism opportunities. It specifically identifies opportunities and recommendations about how to encourage and support growth in the membership base of the two clubs and participation in cycling in general. Actions in relation to the Cycling and BMX Clubs are:

<b>Cycling Club:</b>	<ul style="list-style-type: none"> <li>• Resurfacing the velodrome and upgrading the public grandstand seating, especially the northern side.</li> <li>• Supporting the development and running of criterium races within the overall Shepparton Sports Precinct.</li> <li>• Developing a long term master plan for the velodrome.</li> </ul>
<b>BMX Club:</b>	<ul style="list-style-type: none"> <li>• Installing lighting at the track and installing an 0.8m standing start.</li> <li>• Securing an annual two-day national BMX event and potentially the National titles on a two or four year basis.</li> <li>• Giving consideration to developing informal facilities that the general public can use at their own convenience.</li> <li>• Support the Club to develop a regional BMX academy based in or at least frequently visiting Greater Shepparton</li> <li>• Supporting the Club to develop a long term master plan for the BMX facility.</li> </ul>

More detailed information about each of the planning documents which have been reviewed can be found in Attachment A.

## 6.2 Participation and Demographic Profile

### 6.2.1 Demographic Characteristics

t +61 424 239 850 e michelle@michelleread.com.au w michelleread.com.au abn 80 571 425 268

25

Located approximately 180 kilometres north of Melbourne, the City of Greater Shepparton covers 2,422 square kilometres. Shepparton is the major town centre with a series of smaller townships and rural land making up the remainder of the municipality. Consistent population growth is a feature of Greater Shepparton, with the population projected to increase from 60,442 in 2011 to 80,080 by 2031. With this, comes increasing demand for sport and recreation opportunities and facilities, however, this is also impacted by the age profile of the community.

While there is some evidence the population will age between 2011 and 2031, this is fairly moderate. In addition, participation by older adults in sport and recreation activities has steadily increased in recent years. This is expected to continue and will drive increased demand for sport and recreation opportunities in Greater Shepparton, as will the large number of children and young adults.

There are however, a number of other factors which will impact upon the demand for sport and recreation opportunities, and influence an individual's capacity to participate. These include education and income levels and the ethnicity and cultural background of the population. Participation rates are generally lower where household income and education levels are low. In addition, people born in non-English speaking countries are less likely to participate in sport and recreation pursuits, as are people from an indigenous background

Greater Shepparton, is characterised by:

- Declining household incomes
- Low but increasing education levels
- High levels of ethnicity, and
- A significant Aboriginal and Torres Strait Islander population.

These factors suggest that intervention may be required to support some members of the community to participate in sport and recreation activities, in particular to overcome barriers such as cost, lack of knowledge about the benefits of participating in sport and recreation pursuits and language barriers.

See Attachment B for more detailed information about the demographic profile of Greater Shepparton.

### 6.2.2 Participation Trends

In relation to trends in sport and recreation participation the 2001 - 2010 ERASS data (Exercise, Recreation and Sport Survey) has been reviewed. This data provides the most continuous and consistent assessment of sport and recreation participation in recent years. The ERASS data shows that:

- Overall participation in sport and recreation is increasing.
- There is increasing participation in non-competitive and passive activities rather than traditional formal sports. Plus there is declining participation in some team and small group sports eg: tennis and lawn bowls, with a move towards non-competitive but active pursuits such as cycling, walking, and swimming.
- There is increased demand for more flexible and diverse leisure pursuits rather than a commitment to a small number of activities
- Non-organised physical activity has much higher rates of participation than organised physical activity eg: in Victoria in 2010 participation in non-organised cycling was 12.1 percent compared to 1.6 percent for organised cycling
- Participation is highest for people aged 15 – 24 years, with significant declines from 25 years of age onwards.
- Male participation is much higher than female participation eg: in Victoria in 2010 participation in cycling by males was 16.9 percent compared to 8.6 percent for females
- There are notably lower rates of participation for those not in the workforce, and for those living in households where a language other than English is spoken.
- Participation in cycling experienced a small but steady increase between 2001 and 2010 eg: in Victoria participation increased from 12.1 percent to 12.7 percent and across Australia, from 9.5 percent to 11.9 percent.

See Attachment B for more detailed information about sport and recreation participation trends.

### 6.2.3 Challenges and Opportunities for Shepparton Cycling and BMX Clubs

1. The increasing population and the consistently large proportions of children and young adults in the population, combined with consistent growth in cycling participation will help drive increased demand for cycling. This is encouraging and a potentially an exciting opportunity for the Clubs, however the high levels of ethnicity and cultural diversity, low incomes in the community and the trend towards non-competitive and non-organised sport and recreation activities, particularly in relation to cycling, present some challenges for the Clubs.

The Clubs will need to explore strategies for providing low or no cost options to reduce the barriers for participants from low income households. In addition the Clubs should consider offering specialist programs that target different ethnic and cultural groups in the community, and identify options for less structured cycling participation.

2. Demand is also likely to increase from older members of the population who will be seeking opportunities to remain physically active and involved in their local community. However, their interest is more likely to be in non-organised and less structured cycling activities. Partnerships with the Greater Shepparton Bicycle User Group or Goulburn Valley Veterans Cycling Club could be explored to provide riders with a range of cycling options.
3. With substantially lower rates of participation by females, an opportunity exists for the Clubs to examine how they might change this profile for their organisations. Key to this will be identifying and minimising the barriers which make it more difficult for females to participate in cycling / BMX activities eg: the time of day / days of the week activities are offered.
4. Junior participation also presents an opportunity for the Clubs. With participation in sport and recreation activities highest for those aged 24 years or less, this age group is more likely to be involved in organised and club based sporting activities such as those provided by the Cycling and BMX Clubs. An opportunity exists for the Clubs to focus their energies towards junior riders and identifying strategies for retaining junior riders as they move into older age categories. In addition, the Clubs should consider identifying opportunities for supporting participation by family groups, rather than just individual riders.
5. The move towards more flexible and diverse leisure pursuits and participation in recreation activities across a wider period of the day and week is particularly challenging for the Clubs. While the Clubs could consider offering a wider range of activities and programs across more days of the week, the resourcing and capacity of the organisation will dictate the ability of the Clubs to achieve this.

### 6.3 Consultation Findings

To help ensure the Strategic Plan for the Shepparton Cycling Club and Shepparton BMX Club considers a broad context, discussions were held with several organisations and Council service areas identified as being important stakeholders for the Clubs. These included:

- Greater Shepparton Bicycle User Group
- Goulburn Valley Veterans Cycling Club
- Goulburn Valley Mountain Bike Club

- Shepparton Triathlon Club
- Valley Sports (Goulburn Valley Sports Assembly)
- Cycling Victoria
- Greater Shepparton Council Access and Inclusion.

Key questions and areas explored through the discussions with the stakeholder organisations were:

- An outline of the focus and activities undertaken by the organisation. This was particularly relevant for the local cycling organisations.
- Whether the stakeholders had any involvement / relationship with either the BMX or Cycling Clubs
- Whether the stakeholders had any involvement / relationship with other cycling organisations in Shepparton
- Would the stakeholder organisation be supportive of a whole of sport approach to cycling in Shepparton and prepared to be involved?
- Are there any barriers that would need to be overcome to implement a whole of sport approach to cycling?

The key messages gathered from these discussions were:

- Many of the cycling organisations in Shepparton and the Goulburn Valley region already have connections with each other, although the strength of these connections is variable and often informal.
- There is strong interest and good support for pursuing a whole of sport approach to cycling from all organisations involved in cycling in Greater Shepparton.
- There is also strong support from the peak bodies (Cycling Victoria and Valley Sports) with a clear recognition that a whole of sport approach is not only beneficial, but most probably essential to the future viability of the various disciplines. Both Cycling Victoria and Valley Sports believe they can play a role in helping to facilitate the move towards a whole of sport approach.
- There are a number of barriers that may impact upon how a whole of sport approach can be applied and these include concerns about the varying financial capacity and resources of each cycling organisation, concerns about any change being perceived as a takeover and the complex and costly licensing arrangements. Specific issues in relation to licencing include the requirement to have multiple licences to race in different disciplines, and that there are different governing bodies for various cycling disciplines eg: Cycling Australia and the Australian Veterans Cycling Council.



- There is opportunity for the BMX and Cycling Clubs to incorporate into their strategic plan, key principles and actions which will help encourage and facilitate universal access to cycling for all members of the Greater Shepparton community.

See Attachment C for more detailed information about the consultation discussions.

## 7.0 Strategic Vision and Goals

### 7.1 Shared Goals

<b>Goals:</b>	1. To establish a whole of sport model for all cycling disciplines in Shepparton.
	2. To raise the profile of cycling as a whole.
	3. To substantially increase volunteer involvement in cycling activities.
	4. To influence licensing fees and structures with State and National peak bodies, with a focus upon improving the accessibility of cycling as a sport.

### 7.1 Shepparton Cycling Club Vision and Goals

<b>Vision:</b>	A community of cyclists and cycling enthusiasts who promote cycling in all its forms and act in the best interests of local cyclists.
<b>Goals:</b>	5. To substantially increase membership numbers with a strong focus upon junior development pathways.
	6. To build a more activated Club offering a wider range of activities, opportunities and benefits for members.
	7. To secure substantially improved velodrome and road cycling facilities.
	8. To maintain a sustainable financial and governance position to support and grow the Shepparton Cycling Club.



## 7.2 Shepparton BMX Club Vision and Goals

<b>Vision:</b>	A leader in the BMX, Cycling and Greater Shepparton communities, providing lifelong cycling opportunities and experiences.
<b>Goals:</b>	9. To secure world class track and support facilities.
	10. To achieve a sustainable financial and governance position that will support and grow the Shepparton BMX Club.
	11. To substantially increase membership numbers (from 60 – 200) with a strong junior focus supported by a cross section of age groups.
	12. To raise the profile and change perceptions about BMX ensuring that it is recognised as an integral part of Greater Shepparton and the cycling community.



## 8.0 Actions and Priorities

Integral to the Strategic Plan is identifying the actions required to help achieve the goals outlined in chapter 7. The following pages identify the recommended actions including the organisation responsible for leading or implementing the action and the priority for each action. It should be noted a responsible organisation has not been identified for all actions, as some are dependent upon the implementation of earlier actions.

The following priority rating has been applied:

- Priority 1:** The highest priority with an anticipated timeframe for implementation of 1 – 2 years.
- Priority 2:** A medium level priority with an anticipated timeframe for implementation of 3 – 5 years.
- Priority 3:** A longer term priority with an anticipated timeframe for implementation of 5 – 10 years.
- Ongoing:** Those actions which are currently being implemented and / or will continue to be implemented on an ongoing basis.

The abbreviations in the responsibility column represent the following:

- GSCC** Greater Shepparton City Council
- SCC** Shepparton Cycling Club
- SBMXC** Shepparton BMX Club.

Shared Goals	No.	Shared Actions	Responsibility	Priority
1. To establish a whole of sport model for all cycling disciplines in Shepparton.	1a	<p>Explore the idea of pursuing a whole of sport model for cycling through an initial workshop with representatives from all cycling clubs / disciplines in Greater Shepparton. Key aspects of the workshop should include:</p> <ul style="list-style-type: none"> <li>• Exploring what a whole of sport model could look like eg: an entirely new organisation or retention of existing organisations with agreement about how the clubs will work together.</li> <li>• Exploring and understanding the pros and cons of a whole of sport model.</li> <li>• Looking at examples of the whole of sport model at work eg: Ballarat Sebastopol, Wangaratta Cycling Club.</li> <li>• Examining what support is available to pursue and implement a whole of sport model eg: Council, Valley Sports, Cycling Victoria.</li> <li>• Identifying and agreeing upon whether or how the whole of sport model might be pursued.</li> </ul>	GSCC	1
	1b	<p>Depending upon the outcome of the workshop outlined in action 1a, establish a working group with representatives from the various cycling disciplines / groups in Greater Shepparton to explore options for implementing a whole of sport model for cycling. This might include:</p> <ul style="list-style-type: none"> <li>• Developing a memorandum of understanding about how the various clubs or disciplines will work together.</li> <li>• Investigating possible organisational structures for a whole of sport model.</li> <li>• Identifying options for working with the City of Greater Shepparton, Valley Sports and Cycling Victoria to implement a whole of sport model.</li> </ul>	GSCC	1

Shared Goals	No.	Shared Actions	Responsibility	Priority
2 To raise the profile of cycling as a whole.	2a	Work with the City of Greater Shepparton and Valley Sports to develop a marketing and promotional plan for cycling in Shepparton.	Cycling Working Group	1
	2b	Develop an annual calendar of activities and events that are specifically conducted to promote cycling. For example annual come n' try events, for the various disciplines, conducting come 'n try days in schools and participating in local community events eg: youth week.	SCC SBMXC	1
	2c	Develop a Shepparton Cycling brand to promote all cycling activities and events in Shepparton.	Cycling Working Group	2
3 To substantially increase volunteer involvement in cycling activities.	3a	Implement a compulsory volunteer system which requires all club members who participate in events / races (including parents of junior members) to volunteer a minimum number of times per year (the number could be altered depending upon the particular requirements of each Club) or for particular events and activities eg: National or State BMX titles.  If members are unable /unwilling to volunteer then require them to pay an increased race or membership fee. The additional income could then be used to train and pay adult race marshals.	SCC SBMX	1
	3b	If a whole of sport model is implemented, explore options to share volunteers across the various disciplines to support different events and activities eg: qualified mountain bike race officials can also officiate for BMX events.	Cycling Working Group	2

Shared Goals	No.	Shared Actions	Responsibility	Priority
	3b	Review the structure of the committees for each Club, dividing up the tasks into more manageable parcels of work. The committee may continue to have one person responsible overall for the broad task (eg: media officer) but separate individuals become responsible for the specific / smaller tasks (eg: one person responsible for the website, a separate person responsible for media enquiries and the development of press releases.)	SCC SBMXC	2
4 To influence licensing fees and structures with State and National peak bodies, with a focus upon improving the accessibility of cycling as a sport.	4a	Advocate to Cycling Victoria and Cycling Australia to develop a less complex and less costly approach to licensing arrangements. The Clubs may wish to seek support from other cycling clubs to lobby Cycling Victoria and Cycling Australia.	SCC SBMXC	2

Shepparton Cycling Club Goals		Shepparton Cycling Club Actions	Responsibility	Priority
5 To substantially increase membership numbers with a strong focus upon junior development pathways.	5a	Work with Shepparton BMX Club to develop a pathway program to encourage and support riders to move between track, road and BMX cycling. As part of this explore options for joint training and development opportunities for riders eg: building the strength and condition of track and road cyclists through training with BMX.	SCC	1
	5b	Develop a plan for training and employing a coach or coaches to support the development of junior riders. Explore whether there is any opportunity to share coaching resources and costs with other cycling clubs / disciplines in Shepparton. The Country Action Grant Scheme provides an opportunity to seek funding to support any planning or initiatives related to coaching.	SCC	1
	5c	Investigate what strategies other road and track cycling clubs are using to grow and retain junior membership.	SCC	1
	5d	Explore options to conduct an Active After School program, perhaps in association with the Shepparton BMX Club that have conducted an Active after school program for the past 2 years.	SCC SBMXC	1
	5e	As outlined in Action 2b, conduct activities and events specifically to promote cycling eg: example annual come n' try events, come 'n try days in schools and participating in local community events eg: youth week.	SCC	2

Shepparton Cycling Club Goals		Shepparton Cycling Club Actions	Responsibility	Priority
	5f	Explore options to offer bulk buying and rental options for bikes and equipment, particularly for novices, junior riders and older adults. This is critical to reducing the real / perceived cost of participating in BMX.	SCC	2
6 To build a more activated Club offering a wider range of activities, opportunities and benefits for members.	6a	Explore opportunities to offer programs for older adults (modified cycling options), women, indigenous Australians and people from culturally diverse backgrounds. Consideration needs to be given to the barriers these groups experience when participating in sport and recreation activities eg: a lack of time, low financial resources, language barriers, hesitation to try new things etc. The Country Action Grant Scheme may provide an option for funding to support this type of initiative.	SCC	2
	6b	Identify strategies for continuing to support the growth and development of the Breeze Program, particularly identifying strategies for achieving sustainable growth of the program ie: its success is currently heavily reliant upon one individual.	SCC	1
	6c	Grow participation in the Lake Criterium Series to capitalise upon demand for sport and recreation activities which occur over a shorter timeframe and require less commitment from participants.	SCC	1
		<b>NOTE:</b> Many of the Actions outlined under goal 5 above, also have a strong focus upon activation of the Club and increasing opportunities for members.		



Shepparton Cycling Club Goals		Shepparton Cycling Club Actions	Responsibility	Priority
7 To secure substantially improved velodrome and road cycling facilities.	7a.	<p>Work with Shepparton BMX Club and the City of Greater Shepparton to develop a Master Plan for the cycling precinct which identifies infrastructure priorities for the Cycling Club as follows:</p> <ol style="list-style-type: none"> <li>1. Removal of the concrete strip running through the centre of the grassed area and undertake drainage works to allow the grassed area to be used for other activities eg: soccer.</li> <li>2. Upgrade / replacement of the existing seating and shelter on the northern side of the track. The current facilities are in poor condition and are a safety concern.</li> <li>3. Upgrade / replacement of the velodrome track which is in poor condition.</li> <li>4. Construction of additional covered seating close to the clubroom / pavilion.</li> </ol> <p>The Master Plan should consider whether there is opportunity for the development of a multipurpose clubroom / pavilion which could be used by both the BMX and Cycling Club and shared seating / shelter.</p>	SCC GSCC	1
	7b	Work collaboratively with Shepparton BMX Club and the City of Greater Shepparton to build the condition and capacity of the cycling precinct as a whole. This will include identifying overall priorities for the Precinct and actively pursuing opportunities to work in partnership with Shepparton BMX Club.	SCC	Ongoing
	7c	Advocate to the City of Greater Shepparton to improve the condition and maintenance of local roads used for road cycling training and events.	SCC	Ongoing

Shepparton Cycling Club Goals		Shepparton Cycling Club Actions	Responsibility	Priority
8 To maintain a sustainable financial and governance position to support and grow the Shepparton Cycling Club.	8a	Explore alternate lease and licencing arrangements with the City of Greater Shepparton to determine whether the current arrangement is the most effective and appropriate one for the Shepparton Cycling Club.	SCC GSCC	2
	8b	As outlined in Action 4a, advocate to Cycling Victoria and Cycling Australia to develop a less complex and less costly approach to licensing arrangements. This will encourage greater participation in cycling, helping to grow the Shepparton Cycling Club.	SCC	2
	8c	Continue to pursue government funding and sponsorship opportunities for the Club, in particular seeking external funding to pursue new program, training and infrastructure initiatives. Initiatives which involve partner organisations eg: Shepparton BMX Club will be particularly appealing to government funding agencies.	SCC	Ongoing
	8d	Maintain strong governance structures to support the growth and development of the Club.	SCC	Ongoing

Shepparton BMX Club Goals		Shepparton BMX Club Goals	Responsibility	Priority
9 To secure world class track and support facilities.	9a	With support from the City of Greater Shepparton, actively seek funding for the installation of lighting and a UCI standard 8 metre track as a priority. This is critical to the Club and Council securing future state and national events.	SBMXC GSCC	1
	9b	Work with Shepparton Cycling Club and the City of Greater Shepparton to develop a Master Plan for the whole of the cycling precinct which identifies infrastructure priorities for the BMX Club as follows: <ol style="list-style-type: none"> <li>1. Lighting to support training after school / evenings during winter months.</li> <li>2. A UCI standard 8 metre start hill and associated track to secure future state and national events.</li> <li>3. Canteen, toilet and storage facilities</li> <li>4. Central clubroom / meeting and viewing space.</li> </ol> The Master Plan should consider whether there is opportunity for the development of a multipurpose clubroom / pavilion which could be used by both the BMX and Cycling Club and shared seating / shelter. .	SBMXC GSCC	1
	9c	Work collaboratively with Shepparton Cycling Club and the City of Greater Shepparton to build the condition and capacity of the cycling precinct as a whole. This will include identifying overall priorities for the Precinct and actively pursuing opportunities to work in partnership with Shepparton Cycling Club.	SBMXC	Ongoing

Shepparton BMX Club Goals		Shepparton BMX Club Goals	Responsibility	Priority
10 To achieve a sustainable financial and governance position that will support and grow the Shepparton BMX Club.	10a	As outlined in Action 4a, advocate to Cycling Victoria and Cycling Australia to develop a less complex and less costly approach to licensing arrangements. This will encourage greater participation in cycling, helping to grow the Shepparton BMX Club.	SBMXC	2
	10b	Pursue government funding and sponsorship opportunities for the Club, in particular seeking external funding to pursue new program and infrastructure initiatives. Initiatives which involve partner organisations eg: Shepparton Cycling Club will be particularly appealing to government funding agencies.	SBMXC	1
	10c	Develop stronger governance structures to support the growth and development of the Club. This includes conducting regular meetings of the Committee, maintaining minutes of all committee meetings, conducting an Annual General Meeting within the required timeframes, ensuring the Club's constitution is current and meeting all financial and reporting requirements.	SBMXC	1
	10d	Actively pursue the development of canteen, toilet and storage facilities to support the operation of the BMX Club. Canteen facilities will substantially improve the Clubs capacity to generate income from local, state and national BMX events conducted in the cycling precinct.	SBMXC GSCC	2

Shepparton BMX Club Goals		Shepparton BMX Club Goals	Responsibility	Priority
11 To substantially increase membership numbers with a strong junior focus supported by a cross section of age groups.	11a	Work with Shepparton Cycling Club to develop a pathway program to encourage and support riders to move between track, road and BMX cycling. As part of this explore options for joint training and development opportunities for riders eg: building the strength and condition of track and road cyclists through training with BMX.	SBMXC SCC	1
	11b	Identify strategies and incentives to encourage Active After School participants to become ongoing members of the BMX Club. This might include reduced membership fees, access to BMX equipment through loan arrangements etc.	SBMXC	1
	11c	Explore opportunities to offer programs for women, indigenous Australians and people from culturally diverse backgrounds. Consideration needs to be given to the barriers these groups experience when participating in sport and recreation activities eg: a lack of time, low financial resources, language barriers, hesitation to try new things etc. The Country Action Grant Scheme may provide an opportunity to seek funding to support this type of initiative.	SBMXC	2
	11d	Work with the City of Greater Shepparton and Cycling Victoria to secure state and national events. Hosting these events raises the profile of BMX and encourages the local community to try the sport, resulting in increased membership numbers.	SBMXC GSCC	Ongoing
	11e	Explore options for offering bulk buying and rental options for bikes and equipment, particularly for novices and junior riders. This is critical to reducing the real / perceived cost of participating in BMX.	SBMXC	2

Shepparton BMX Club Goals		Shepparton BMX Club Goals	Responsibility	Priority
12 To raise the profile and change perceptions about BMX ensuring that it is recognised as an integral part of Greater Shepparton and the cycling community.	12a	As part of the proposed Master Plan for the cycling precinct, explore options for developing informal facilities that the general public can use at their own convenience. A key barrier to participation in BMX may be the availability / access to facilities. While it is not safe to allow general access to the training track without supervision, the provision of informal facilities may help to increase participation, change perceptions and increase the profile of the sport in the local community.	SBMXC GSCC	1
	12b	As outlined in Action 2a, work with the City of Greater Shepparton and Valley Sports to develop a marketing and promotional plan for cycling in Shepparton.	SBMXC GSCC	2
	12c	As outlined in Action 2b, conduct activities and events specifically to promote BMX eg: example annual come n' try events, come 'n try days in schools and participating in local community events eg: youth week.	SBMXC	1
	12d	Explore options with the City of Greater Shepparton, Cycling Victoria and Valley Sports to develop a State Regional BMX Academy based in or frequently visiting Greater Shepparton.	SBMXC	1

## ATTACHMENT A: Detailed Review of Past Planning

### A.1 Council Plan 2013 – 2017

The Council Plan is the key tool Council uses to guide resourcing and determine how Council can achieve the community's vision for the City. It is important to consider this Plan in relation to the BMX and Cycling Clubs because it identifies Council's aspirations for the community and provides the strategic context for Council's decision making. In a new initiative, the Council Plan 'reflects the integration of health and wellbeing matters at a strategic level to strengthen Council's commitment to building a healthier community'. A Municipal Health and Wellbeing Action Plan has been prepared and this is discussed in section XX below.

The Council Plan has five strategic goals and these are:

- Active and engaged community: We will improve liveability through social and recreational opportunities, a range of inclusive community services and activities, and valuing our diversity.
- Enhancing the environment
- Economic prosperity
- Quality infrastructure
- High performing Organisation.

While all of these goals are important, of greatest relevance to the development of the Strategic Plans for the BMX and Cycling Clubs are:

- *Active and engaged community*: We will improve liveability through social and recreational opportunities, a range of inclusive community services and activities, and valuing our diversity.
- *Economic Prosperity*: We will promote economic growth through working with existing businesses and industries, encouraging new business development and diversification, attracting and supporting education within our city, and strengthening the agricultural industry.
- *Quality infrastructure*: We will provide and maintain urban and rural infrastructure to support the development and liveability of our communities.

Key priorities in relation to these goals are:

t +61 424 239 850 e michelle@michelleread.com.au w michelleread.com.au abn 80 571 425 268

46

- *Continue to enhance community capacity building:* We will work with all our communities to assist them to create opportunities whereby the community can develop, implement and sustain actions which allow them to exert greater control over their physical, social, economic and cultural environments.
- *Ensure liveability options are always considered in our decision making activities:* Council will work with the community in partnership and collaboration, to enable the provision of infrastructure that reflects the needs of the community.
- *Make Greater Shepparton the regional sporting capital of Victoria and a leading sporting destination:* Through ongoing development of high quality sporting infrastructure throughout Greater Shepparton and facilitating the conduct of regional, intrastate, interstate and national sporting events we will become the sporting capital of Victoria.
- *Ensure the community has access to high quality facilities:* Council will continue to provide for the development and maintenance of high quality facilities to enhance the opportunities for community participation in a broad range of activities at both a passive and active level.

Specific relevant strategies for 2013/2014 include:

- Pursue opportunities for Greater Shepparton to be the location for major sporting events.
- Continue the development of the Shepparton North sporting precinct.

#### **A.2 Municipal Health and Wellbeing Action Plan 2013 - 2014**

The Municipal Health and Wellbeing Action Plan identifies specific goals and strategies Council and other lead agencies have committed to in order to improve the health and wellbeing of the Greater Shepparton community. Goals include:

- *Social Environment - Active and engaged communities:* Provide equitable access to health services, increase civic engagement, volunteering and leadership, promote community health and wellbeing, improve health literacy, prevent family violence, in socially inclusive, resilient and supportive community environments
- *Natural Environment – Enhancing the Environment:* Increase smoke free environments, decrease pollution, raise awareness of climate change and promote river health strategies that continue to celebrate the cultural significance of our local heritage and significant landmarks.
- *Economic Environment – Economic Prosperity:* Encourage supportive learning environments and education opportunities, to improve school retention rates, expand retail trading opportunities adding value to local tourism, community events and local business.



- *Built Environment – Quality Infrastructure*: Improve open spaces, urban environments and places to encourage healthy lifestyle choices, social inclusion opportunities, pedestrian mobility and universal access; including safe public amenities
- *Governance and Leadership – High performing organisation*: Encourage cross-sector collaborative partnerships across Greater Shepparton to advocate for improved safety, tourism, refugee settlement services and inclusive workplace improvements'

### **A.3 Greater Shepparton Housing Strategy 2011**

Developed between 2007 and 2009, the Housing Strategy was revised and re-adopted by Council in 2011 following recommendations from the C93 Panel Report. The Strategy is designed to guide the long term identification and provision of residential land within the municipality. It identifies key issues and challenges including the impact of an increasing population and changing community profile upon housing needs / demands. Importantly it identifies objectives and strategies including:

- Ensure an Adequate Supply of Appropriate Land for Residential Development
- Improve the Quality and Performance of Future Residential Development.
- Promote Active and Healthy Living Environments
- Achieve a Wide Choice of Affordable and Market Housing
- Promote Leadership, Innovation and Learning.

The objective to 'promote active and healthy living environments' is of greatest relevance to the development of strategic plans for the Shepparton Cycling and BMX Clubs. This objective emphasises the importance of giving priority to active modes of transport (walking and cycling), particularly emphasising that open space should be readily accessible by walking and cycling. Quality infrastructure which creates a network of footpaths and cycling paths was identified.

The Strategy also highlights that open space should be thought of as multi-functional with the capacity to be used for more than just recreation purposes eg: community food production, rainwater harvesting etc.

### **A.4 Sport 2050 Strategic Plan – Volume 2**

Adopted in 2011 the Sport 2050 Strategic Plan is largely focused upon traditional sporting infrastructure eg: sportsgrounds, tennis courts, netball courts and indoor stadium facilities. There is

little mention of cycling, and this is perhaps best demonstrated by the lack of acknowledgement of the cycling facilities located on the fringe of /within the Shepparton Sports Precinct.

Despite this, the Plan provides important information about the demographic profile of the community and the implications for the provision of sporting infrastructure and opportunities, examines what Council's role should be in relation to sport, and identifies key principles and strategic directions for sport in Shepparton. It highlights that:

- Increasingly people are moving towards participating in unorganised sport / physical activity and 'pay as you play' sport, resulting in declining club based participation. This change has been driven by aging infrastructure, and changes in volunteering and employment.
- The population is increasing and will likely retain a younger age profile, resulting in increased participation in sport. However, key factors that will impact upon the participation rates for sport in Greater Shepparton are cost (particularly for low income households), cultural background (particularly people born overseas), disability and indigenous people.
- Council has a key role in providing local and district level facilities, supporting the development of regional sporting facilities as a driver for economic development and tourism in the City, and pursuing partnership opportunities that focus upon supporting participation in sport and funding for sporting infrastructure.
- All facilities should be incrementally made accessible to people with a disability, both genders, and people of all cultural backgrounds.
- Sports facilities with multiple playing fields / courts and hubbed together with other community facilities will be more viable, and more easily maintained to a higher quality than others.
- Shepparton Sports Precinct should primarily cater to the higher levels of competition sport.
- It is advantageous for a range of sports to be supported by Council in order to enhance opportunities for the greatest range of the population to find suitable and enjoyable activities in which to participate. However, Council cannot support all sports equally, and provide infrastructure at all levels of the hierarchy.
- Council's investment in sports facilities will give priority to maximising and supporting participation rates.
- Smaller sports can share facilities with larger sports.

- Sportsgrounds should generally be licensed not leased to ensure sharing and flexibility of use.
- If facilities are available to the community and not used exclusively by a club/sport, local or state government should generally share the cost for capital works.

#### **A.5 Greater Shepparton Cycling Strategy 2013 - 2017**

Prepared in 2013, the Cycling Strategy is a revised version of the 2006-2011 Cycling Strategy. The Strategy identifies that there is growing support for bicycle use both as a legitimate form of transport and for recreational purposes, with benefits including preventative health measures, tourism and economic development. However, a number of barriers were identified including the lack of infrastructure available to support cycling, and community attitudes and behaviours to cyclists sharing the road network.

The Strategy has a strong emphasis upon the bicycle network and cycling tourism initiatives and opportunities in and around Shepparton. There is a lesser focus upon cycling sports however, the Strategy identifies the value of the cycling disciplines and the broader community and business sectors working together to grow cycling opportunities in Greater Shepparton, particularly cycling tourism opportunities.

Importantly the Strategy identifies the contribution and value of the Shepparton Cycling Club and Shepparton BMX Club, with specific opportunities and recommendations about how to encourage and support growth in the membership base of the two clubs and participation in cycling in general.

Specific actions identified in relation to the Cycling Club are:

- Resurface the velodrome, as it is almost 30 years old
- Upgrade the public grandstand seating, especially the northern side as it is currently in a poor state
- Support the Cycling Club in developing and running criterium races within the overall Shepparton Sports Precinct.
- Support Shepparton Cycling Club to develop a long term master plan for the velodrome.

Specific actions identified in relation to the BMX Club are:

- Install lighting at the track to enable activities to occur in the evenings during winter
- Install an 0.8m standing start which would make the facility comparable to the best facilities in Australia.

- Aim to secure an annual two-day national BMX event and potentially the National titles on a two or four year basis.
- Give consideration to developing informal facilities that the general public can use at their own convenience. Much like a skateboard park, such a facility would help encourage the introduction of the sport to potential users.
- Support the Shepparton BMX Club in regards to developing a regional BMX academy based in or at least frequently visiting Greater Shepparton
- Support the Shepparton BMX Club to develop a long term master plan for the BMX facility.

#### **A.6 Shepparton Cycling Club Strategic Plan January 2012 – December 2014**

Prepared in late 2011, the Strategic Plan identifies the strategic goals and priorities for the Cycling Club for 2012 – 2014. Key Goals and objectives identified in the Plan are:

- Building and maintaining an efficient operating structure
- Developing robust and sustainable income streams
- Establishing a clear picture of clubs financial position
- Providing easy access to club branded apparel by members
- Using the media to promote the club and its events
- Actively seek new members
- Maintaining communication with all members
- Using social media to share information with members
- Providing benefits for recreational and non-riding members
- Increasing participation in club events
- Improving member satisfaction
- Actively promote the SCC to local schools
- Providing at least 2 coaches available to club members
- Supporting members who excel
- Promoting safe cycling

The Club has progressed a number of these goals and objectives during the past 3 years, however many remain relevant for future planning. In particular:

- Increasing membership numbers and participation in Club events and activities
- Raising the profile of the Club and cycling in general
- Ensuring robust structures to support the operations of the Club.

## **ATTACHMENT B: Detailed Demographic Profile and Participation Trends**

**A.1 Population Size and Growth – Greater Shepparton 2006 - 2031**

	2006	2011	2016	2021	2031	Change
Greater Shepparton	57,088	60,442	67,004	71,510	80,080	22,992
Urban Centre	31,572	30,293	32,778	34,491	37,513	5,941

Source: profile.id Community Profile and forecast.id Population Forecasts City of Greater Shepparton

**A.2 Age Profile – Greater Shepparton 2006 - 2031**

	2006		2011		2021		2031		Change	
	No.	%	No.	%	No.	%	No.	%	No.	%
Babies and pre-schoolers (0 to 4)	3,770	6.6	4,307	7.1	5,105	7.1	5,470	6.8	1,700	45.1%
Primary schoolers (5 to 11)	6,198	10.9	5,877	9.7	7,089	9.9	7,794	9.7	1,596	25.8%
Secondary schoolers (12 to 17)	5,397	9.5	5,545	9.2	5,482	7.7	6,211	7.8	814	15.1%
Tertiary education and independence (18 to 24)	4,676	8.2	5,060	8.4	5,622	7.9	6,050	7.6	1,374	29.4%
Young workforce (25 to 34)	6,885	12.1	7,067	11.7	8,867	12.4	9,348	11.7	2,463	35.8%
Parents and homebuilders (35 to 49)	12,315	21.6	12,411	20.5	14,694	20.5	16,694	20.8	4,379	35.6%
Older workers and pre-retirees (50 to 59)	7,323	12.8	7,812	12.9	8,995	12.6	10,181	12.7	2,858	39.0%
Empty nesters and retirees (60 to 69)	4,912	8.6	6,009	9.9	7,376	10.3	8,337	10.4	3,425	69.7%
Seniors (70 to 84)	4,666	8.2	5,103	8.4	6,986	9.8	8,565	10.7	3,899	83.6%
Elderly aged (85 and over)	939	1.6	1,251	2.1	1,294	1.8	1,430	1.8	491	52.3%
<b>Total</b>	<b>57,081</b>	<b>100</b>	<b>60,442</b>	<b>100</b>	<b>71,511</b>	<b>100</b>	<b>80,080</b>	<b>100</b>	<b>22,999</b>	

Source: profile.id Community Profile and forecast.id Population Forecasts City of Greater Shepparton

**A.3 Household Incomes – Greater Shepparton 2006 - 2011**

	2006	2011	2011 Regional Vic
Lowest Group	28.2	30.2	32.0
Medium Lowest	28.2	29.7	29.0
Medium Highest	26.5	24.8	23.5
Highest Group	17.1	15.4	15.6

Source: profile.id Community Profile City of Greater Shepparton

**A.4 Education Levels (Tertiary and Vocational) 2006 - 2011**

	2006	2011
Greater Shepparton	31.1	35.5
Regional Victoria	35.2	40.4
Victoria	40.8	45.6

Source: profile.id Community Profile City of Greater Shepparton

**A.5 Culture and Ethnicity – Greater Shepparton 2006 - 2011**

	2006	2011
Born overseas	10.8	13.1
Non English speaking background	7.7	9.9
Arrived within the last 5 years	13.4	27.0
Identify as Aboriginal or Torres Strait Islander		3.4

Source: profile.id Community Profile City of Greater Shepparton

**A.6 Trends in Leisure and Recreation Pursuits**

In the last two decades there have been significant changes in the leisure and recreation interests of the community and in the types of leisure and recreation opportunities available to the community. These changes have been driven by higher education levels, changed work and business hours,



greater community affluence, a willingness to pay for high standard experiences, insurance and litigation issues, the changed cultural mix of the community, greater expectations of quality and professional service, a greater awareness of the benefits of recreational involvement, and the ageing of the population.

There has been an increasing shift towards participation in non-competitive and passive activities rather than traditional formal sports, and increased demand for more flexible and diverse leisure pursuits rather than a commitment to a small number of activities. This has resulted in declining participation in some traditional team and small group sports such as tennis and lawn bowls, and a move towards non-competitive but active pursuits such as cycling, walking, travel and swimming.

Overall participation in sport and recreation activities is occurring across a wider period of the day and week, with a major move to week day evening sports participation. There is also far greater diversity and variety in the recreation opportunities available and a growing trend for families to share recreational activities or to pursue related activities at one venue rather than pursuing a wide range of different activities.

To assist in developing a greater understanding of how participation in exercise, recreation and sport is changing, and particularly how participation in cycling is changing, the *Standing Committee on Sport and Recreation – Participation in Exercise, Recreation and Sport Annual Report (ERASS)* - 2001, 2004, 2008 and 2010 has been examined. While the ERASS survey was last completed in 2010, it provides valuable comparative data across a ten year period, and consequently is considered to be the most reliable source of data for the development of the Strategic Plan.

#### **A.7 General Participation Trends**

Overall participation in physical activity in Victoria increased between 2001 and 2010, and this pattern was generally consistent with participation rates across Australia. However, as people age participation clearly declines. For example in Victoria in 2010, 90.2 percent of 15 – 24 year olds participated in some form of physical activity. By comparison, the participation rate for those aged 65 years and over was only 73.1 percent. Despite this, there is also clear evidence that participation in exercise, sport and recreation by older adults has grown. In 2001 the participation rate in Victoria for those aged 65 years or more was 61.1 percent compared with 73.1 percent in 2010.



Other key participation trends include:

- Significantly higher rates of participation in non-organised physical activity (70.8 percent in Australia in 2010) compared to organised physical activity (40 percent in Australia in 2010).
- Substantially higher rates of participation in organised physical activity for those aged 15 – 24 year, with a significant decline from 25 years and onwards.
- Notably higher rates of participation for males compared to females in all age categories with the exception of 65 years and older when female participation is higher than males.
- Notably lower rates of participation for those not in the workforce, and for those living in households where a language other than English is spoken.
- Increasing rates of participation as education levels rise.

#### **A.8 Cycling Participation Trends**

Between 2001 and 2010 participation in cycling increased in both Victoria and across Australia as a whole (the participation rate in Victoria increased from 12.1 percent to 12.7 percent and across Australia, from 9.5 percent to 11.9 percent). Cycling also had the fourth highest participation rate in exercise, recreation and sporting activity in Victoria and Australia.

Significantly:

- Participation in non-organised cycling activity was substantially higher than organised cycling activity. In 2010 the participation rate for non-organised cycling activity in Victoria was 12.1 percent compared with 1.6 percent for organised cycling activity, and participation in non-organised cycling in Australia increased by 46 percent between 2001 and 2010. This highlights that participation in cycling largely occurs in informal settings ie: not as part of a club. Further reinforcing this, cycling was NOT one of the top ten club based exercise, recreation or sporting activities during this timeframe.
- There are notable differences in cycling participation rates between males and females. In Victoria in 2010 the participation rate for males was 16.9 percent compared with 8.6 percent for females.

**A.9 Total Participation in exercise, recreation and sport for Victoria and Australia 2001  
- 2010**

Age	2001		2004		2008		2010	
	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %
15 – 24	87.1	88.8	91.5	91.7	90.5	90.1	90.2	87.7
25 – 34	82.8	85.3	87.8	85.4	85.6	86.1	86.6	86.1
35 – 44	82.6	80.6	85.3	84	85.7	85.9	86	85.1
45 – 54	75.8	75.4	85.7	81.9	82.9	82.9	82.7	82.1
55 – 64	68	70.2	79.5	79.1	81.3	80.4	79.9	78.7
65 plus	61.1	60.1	77.6	71.6	72.8	73.4	73.1	72.2
<b>Total</b>	<b>77.4</b>	<b>77.8</b>	<b>85.1</b>	<b>82.8</b>	<b>83.4</b>	<b>83.4</b>	<b>83.4</b>	<b>82.3</b>

Source ERASS Annual Report 2001, 2004,2008 and 2010

**A.10 Participation in selected exercise, recreation and sport in Victoria and Australia  
2001 - 2010**

Activity	2001		2004		2008		2010	
	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %
Walking	27.5	28.8	39.9	39.0	38.8	39.2	36.6	35.9
Aerobics/fitness	14.8	13.0	21.2	17.1	24.2	23.5	24.7	23.5
Swimming	13.7	16.0	16.5	16.5	13.2	14.5	13.5	13.0
Cycling	12.1	9.5	11.6	10.5	13.8	11.6	12.7	11.9
Running	7.8	7.2	9.3	8.3	10.1	9.9	12.7	10.6
Golf	9.3	8.2	8.6	7.9	7.6	7.1	7.3	6.7
Tennis	9.2	9.2	9.2	8.4	7.2	0.8	6.8	6.0
Bushwalking	4.1	5.3	4.7	5.2	5.7	6.4	4.6	4.8
Soccer (outdoor)	3.1	3.7	2.6	4.2	3.4	5.2	3.5	4.8
Netball	4.4	4.1	4.0	3.6	4.9	3.9	3.8	3.7

Source ERASS Annual Report 2001, 2004,2008 and 2010

## ATTACHMENT C: Detailed Consultation Outcomes – External Stakeholders

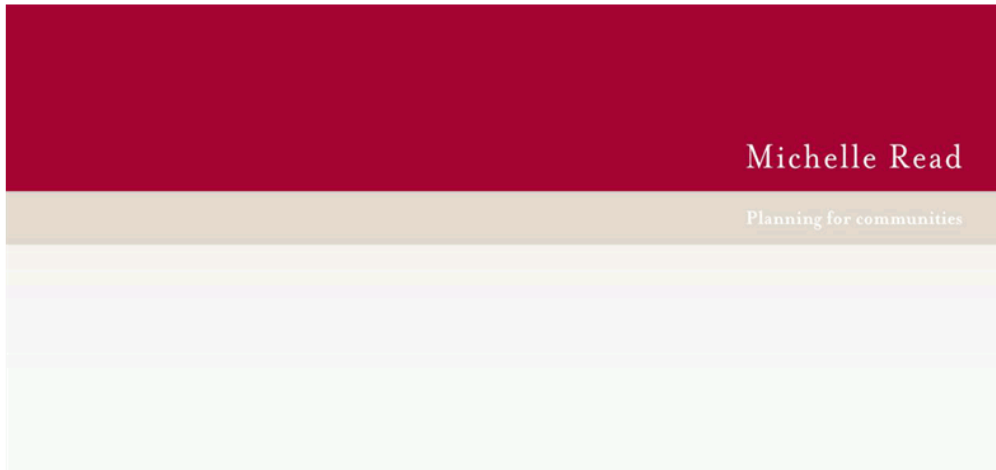
Organisation / Service Area	Findings
<b>Greater Shepparton Bicycle User Group (BUG)</b>	<ul style="list-style-type: none"> <li>• The BUG has approximately 50 members, the majority of whom are 50 or more years of age. The BUG has tried to engage families however finds that this is difficult to achieve, largely because of the other commitments families have on weekends.</li> <li>• The BUG conducts programmed rides most weekends and public holidays. The rides usually occur around Shepparton or Mooroopna and are of varying distance. Occasionally the BUG travels to other locations to undertake a ride.</li> <li>• The focus of the BUG is social / recreational cycling. They provide an easy way to learn about and participate in cycling.</li> <li>• The group does not have any connection with the BMX or Cycling Clubs.</li> <li>• While the BUG agrees that a whole of sport approach should be pursued for Cycling in Shepparton, there are varying opinions amongst BUG members. Particular barriers identified include: <ul style="list-style-type: none"> <li>– The licencing fees. The BUG fees are very low and affordable compared with the fees for the Cycling and BMX Clubs</li> <li>– Concern that a whole of sport approach will mean a takeover occurs, rather than a joint initiative. The BUG indicated a whole of sport model has been proposed previously and this was not pursued because of concerns about a perceived takeover by the Shepparton Cycling Club.</li> </ul> </li> </ul>
<b>Goulburn Valley Veterans Cycling Club</b>	<ul style="list-style-type: none"> <li>• The Veterans Club has 50 - 60 members, and caters for men aged 35 years or over and women aged 30 years or over. It was formed in 2009.</li> <li>• The Club conducts races every Sunday in various locations in the Shepparton region and many of the Club's members train together,</li> </ul>

	<p>although this is not a formal activity of the Club.</p> <ul style="list-style-type: none"> <li>• The focus of the Club is to provide competitive cycling opportunities for veteran riders.</li> <li>• The Club works with the Shepparton Cycling Club often conducting races concurrently. They also share resources and volunteers. Some of its Club's members have become involved in cycling through the BUG before moving across to the Veterans Club.</li> <li>• While the Veterans Club agrees that a whole of sport approach should be pursued for Cycling in Shepparton, a key barrier to this is the race licensing arrangements. Veterans cycling clubs are governed by the Australian Veterans Cycling Council and not Cycling Australia. This is the primary reason why the Veterans Club and Shepparton Cycling Club cannot conduct joint events and instead are required to conduct concurrent events. Veterans Club members are not able to ride in Shepparton Cycling Club events unless they also have a separate licence with Cycling Australia.</li> </ul>
<p><b>Goulburn Valley Mountain Bike Club</b></p>	<ul style="list-style-type: none"> <li>• The Club has more of a social focus rather than a competitive one, although nearly all of the junior members race competitively. The Club is also investigating whether they can support an emerging cycling discipline – Cyclecross (a road bike using dirt tyres).</li> <li>• The Mountain Bike Club has provided support to the BMX Club in the past. In addition quite a few of the junior members practice with the BMX Club. More recently the Club has become aware that qualified officials can officiate both BMX and Mountain Bike racing. This is something that could be advantageous for both Clubs if pursued.</li> <li>• While the Mountain Bike Club agrees that a whole of sport approach should be pursued for cycling in Shepparton, key barriers that would need to be overcome include: <ul style="list-style-type: none"> <li>– The licensing fees. Separate licences are required for each cycling discipline and the cost is prohibitive for riders.</li> <li>– Concerns about the varying financial position of each Club. Some clubs will bring more financial resources to the table than</li> </ul> </li> </ul>

	<p>others and consequently are likely to be concerned about equity.</p> <ul style="list-style-type: none"> <li>The Club agrees there would be merit in looking at an approach where all the cycling clubs worked together more effectively but not necessarily as one organisation. For example a shared calendar of activities, joint publicity and promotion.</li> </ul>
<b>Shepparton Triathlon Club</b>	<ul style="list-style-type: none"> <li>The Tri Club has recently undergone some significant changes in terms of the makeup of its committee and is reviewing its strategic directions and priorities. It is timely to be having discussions about the relationship between the Triathlon Club and cycling organisations in Shepparton.</li> <li>The Tri Club is of the view they need to exist as a stand-alone organisation because they are involved in more than just cycling, however they believe there is a need to work more closely with all cycling organisations in Shepparton but particularly the BMX Club and Cycling Club.</li> <li>The Tri Club has held some informal discussions with the Cycling Club about how they can get more women involved in cycling. In addition they see value in pursuing joint promotion and marketing opportunities.</li> </ul>
<b>Valley Sports (Goulburn Valley Sports Assembly)</b>	<ul style="list-style-type: none"> <li>Valley Sports is a regional sports assembly that provides support to sporting clubs across Shepparton and the surrounding region. Its focus is upon providing support and information for clubs across a range of areas including governance, strategic planning, increasing participation etc.</li> <li>Discussion with Valley Sports focused around the development of a whole of sport approach to cycling in Shepparton. Valley Sports indicated they are supportive of pursuing a whole of sport approach. They believe a more coordinated approach will help strengthen cycling and increase participation across all forms of cycling. The role Valley Sports can play in pursuing this model includes: <ul style="list-style-type: none"> <li>Being part of discussions with all Clubs to explore the level of support for the whole of sport approach and determine a</li> </ul> </li> </ul>

	<p>possible pathway for implementation.</p> <ul style="list-style-type: none"> <li>- Potentially provide project officer support to implement the model.</li> <li>- Guide the Clubs through a planning process to develop a strategic plan or undertake action planning to implement the model.</li> </ul> <ul style="list-style-type: none"> <li>• Generally assisting the clubs to move in a more co-ordinated direction whether that be under the banner of a new organisation or working collectively to achieve co-ordinated outcomes such as joint promotion initiatives, a shared calendar of events and sharing of volunteers.</li> </ul>
<b>Cycling Victoria</b>	<ul style="list-style-type: none"> <li>• Cycling Victoria is the peak body for cycling in Victoria. Discussions with the organisation focused around the development of a whole of sport approach to cycling in Shepparton.</li> <li>• Cycling Victoria is very supportive of pursuing a whole of sport approach and believes this is the way of the future for cycling clubs across Australia, particularly in regional areas. They identified the Wangaratta Cycling Club as a good example of an organisation that has moved in this direction and consequently is steadily growing.</li> <li>• Key issues that will need to be resolved by the individual clubs include concern about the varying financial capacity / resources of each organisation and resistance to changing the status quo.</li> <li>• The licensing fees structures applied by Cycling Australia are acknowledged as being a key barrier and Cycling Victoria continues to actively lobby Cycling Australia to address this. They are hopeful that over time, Cycling Australia change the fee structures to make it more cost effective and easy for cyclists to move between the various cycling disciplines.</li> <li>• Cycling Victoria can play a role in helping to facilitate discussions between the various cycling clubs in Shepparton. They indicated willingness to be a part of discussions / workshops with all Clubs to explore the level of support for the whole of sport approach and determine a possible pathway for implementation.</li> </ul>

<b>Greater Shepparton Council Access and Inclusion</b>	<ul style="list-style-type: none"><li>• Council's Access and Inclusion Officer focuses upon advocating for universal access for all members of the Shepparton community. It has a particular focus upon people with disabilities but broader than this advocates for fair and equitable access for all members of the community.</li><li>• The Strategic Plans for the BMX and Cycling Clubs should include the key principles of integration and universal access / providing access for all. These principles should underpin all decision making for the Clubs including but not limited to facility upgrades, publicity and promotion and program development. Key actions that could be considered for inclusion in the Strategy are:<ul style="list-style-type: none"><li>- Referring to the Disability Discrimination Act and seeking advice from Council's Disability Advisory Committee in relation to facility upgrades.</li><li>- Reviewing publicity and promotional material for Club activities and events ensuring that there is clear information about access arrangements and that the format and style of the material is easy for follow for people with sight impairments.</li><li>- When planning for events and programs, ensuring the Clubs consider how they can be made accessible to the whole community.</li></ul></li></ul>
--	--



MICHAEL SMITH AND ASSOCIATES  
LANDSCAPE ARCHITECTURE AND URBAN DESIGN

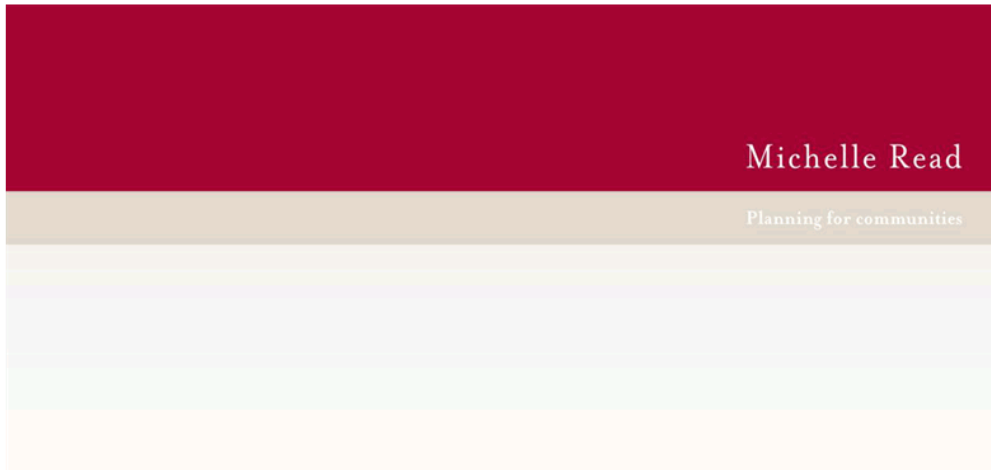


# Master Plan Shepparton Cycling Precinct

Prepared for the Greater Shepparton  
City Council

June 2015





#### DISCLAIMER

In accordance with standard professional practice, it is stated that Michelle Read and Michael Smith and Associates are not responsible in any way whatsoever to any person or organisation other than Greater Shepparton City Council in respect of the information provided in this report, including any errors or omissions therein, arising through negligence or otherwise however caused.

The reproduction of this report for internal purposes by Greater Shepparton City Council is automatically permitted. However, for professional indemnity reasons, reproduction or distribution of the report or parts thereof for other purposes is prohibited unless prior permission has been specifically obtained in writing from Michelle Read.

The findings presented in this report are based on the sources indicated and on the best possible estimates. As the study involves market forecasts which can be influenced by a number of unforeseen variables and as Michelle Read Michael Smith and Associates cannot in any way influence Council decisions, future events or management decisions affecting the operation of the facilities, programs and services which are recommended, no warranty can be given that the forecasts contained in the report will be achieved.

<b>Contents</b>	<b>Page No.</b>
1.0 Introduction	2
2.0 The Precinct	3
3.0 Wider Context	4
3.1 Strategic Priorities	4
3.2 Participation and Demographic Profile	6
3.2.1 Demographic Characteristics	6
3.2.2 Participation Trends	7
3.2.3 Implications for Shepparton Cycling Precinct	8
4.0 Consultation Findings	10
5.0 Assessment of the Precinct	12
5.1 Use and Participation	12
5.2 Leasing and Management	13
5.3 Integration and Connections	14
5.4 Visual Appeal and Landscaping	15
5.5 Infrastructure Condition and Accessibility	16
6.0 Future Management Use and Development	18
6.1 Guiding Principles	18
6.2 Recommendations and Priorities	19
6.3 Landscape Plan	30
6.4 Opinion of Probable Cost	31
Attachment A: Strategic and Policy Context	34
Attachment B: Detailed Demographic Profile and Participation Trends	43
Attachment C: Detailed Consultation Outcomes	49
Attachment D: SWOT Analysis	63

## 1.0 INTRODUCTION

This Master Plan has been prepared to provide Greater Shepparton City Council and the Shepparton Cycling and BMX Clubs with a clear plan for the future development, management and use of cycling facilities in the Shepparton Cycling Precinct. The Master Plan considers the needs of both the local community and visitors, recognising the value of cycling and BMX events to the local economy. Importantly it considers management and participation needs along with infrastructure requirements.

The process of developing the Master Plan has included:

- A detailed assessment of the strengths, weaknesses, opportunities and threats for the Precinct. This has been informed by a visual assessment of the Precinct and consultation with the Shepparton Cycling and BMX Clubs, Council officers, and Wanganui Park Secondary College.
- An assessment of the demographic characteristics of the Greater Shepparton community and cycling participation rates and trends.
- A review of key documents to understand the strategic priorities Greater Shepparton City Council, Shepparton Cycling and BMX Clubs, and Cycling Victoria have in relation to community infrastructure, community wellbeing, sport and recreation.
- Consultation with the Shepparton Cycling and BMX Clubs, Council officers, Wanganui Park Secondary College and Cycling Victoria.

The information gathered from these steps has been used to:

- Develop guiding principles to assist Council in making decisions and establishing priorities for the Cycling Precinct
- Develop recommendations for the future management, use and development of the Precinct
- Provide a graphic representation of the Master Plan.

## 2.0 THE PRECINCT

Located in the Greater Shepparton Regional Sports Precinct, the Shepparton Cycling Precinct is home to the Shepparton Cycling Club and the Shepparton BMX Club. Positioned opposite the Wanganui Park Secondary College, the Precinct is bounded by equestrian facilities to the north, sporting fields to the east and largely undeveloped private and public land to the west.

The Cycling Club facilities are located at the eastern end of the Precinct while the BMX Club facilities are located at the western end. Facilities include:

- A two storey pavilion / clubroom incorporating meeting space, a canteen, toilet / change rooms and storage facilities. Located on the first floor, the meeting facilities are modern with significant refurbishment works undertaken in 2011 as a consequence of storm damage to the building. The first floor has floor to ceiling windows providing excellent viewing over the velodrome track. The canteen, toilet / change room and storage facilities are located on the ground floor.
- A velodrome track approximately 30 years old which includes lighting and a small amount of tiered seating on the north and south side of the track. The seating on the north side of the track is covered. In the centre of the velodrome is a grassed area with a concrete strip running through the middle.
- A shipping container located at the eastern end of the Precinct which the Cycling Club uses for storage.
- An international standard BMX track that was constructed in 2010 incorporating a 5 metre start hill and finish line.
- Shipping containers located on the south side of the BMX track which provides storage and very simple canteen facilities for the BMX Club.

### 3.0 Wider Context

As part of planning for development of the Shepparton Cycling Precinct, it is important to understand the broader context within which the Precinct operates. In particular it is important to understand the relevance and possible impacts of:

- Strategic priorities Greater Shepparton City Council, local Cycling Clubs, and peak sporting bodies may have in relation to community infrastructure, community wellbeing, sport and recreation
- The changing social and demographic structures of the Greater Shepparton community.

This chapter explores each of these areas identifying implications that may need to be considered in planning for the development of the Cycling Precinct.

#### 3.1 Strategic Priorities

A review of key strategic documents prepared by Greater Shepparton City Council, the Shepparton BMX and Cycling Clubs and Cycling Victoria has identified that Council has a clear focus upon building an active and engaged community. Improved liveability is essential to this and will be achieved through building community capacity, providing quality community infrastructure and focusing upon social inclusion. Specific priorities for Council are:

- Developing Shepparton as the regional sporting capital of Victoria,
- That the Shepparton Sports Precinct (in which the Cycling Precinct is located) should primarily cater to the higher levels of competition sport.
- Valuing and supporting the economic and tourism benefits that come from attracting regional, interstate and intrastate sporting events
- Investing in sporting facilities, particularly where participation is maximised, strong partnerships are formed and maintained, multiuse and a community hub approach will be implemented and facilities are not used exclusively by clubs. Council's investment in facilities will be greater where these outcomes are occurring.

Importantly the Council's Cycling Strategy (2013 – 2017) recognises and articulates the value of cycling as a means of transport and for recreational purposes, particularly highlighting the health, economic and tourism benefits for the community. Further it highlights the benefits that can occur

when cycling disciplines, the broader community and business sectors work together to grow cycling opportunities, particularly cycling tourism opportunities. The Strategy specifically identifies opportunities and recommendations about how to encourage and support growth in the membership base of the Shepparton Cycling and BMX Clubs and participation in cycling in general. Infrastructure priorities related to the Cycling Precinct include:

- Resurfacing the velodrome and upgrading the public grandstand seating, especially the northern side
- Supporting the development and running of criterium races within the overall Shepparton Sports Precinct
- Developing a long term master plan for the velodrome and BMX facilities
- Installing lighting and an 0.8m standing start for the BMX track
- Giving consideration to developing informal facilities that the general public can use at their own convenience. Based upon guidelines outlined in Council's Playground Provision Strategy, this priority is likely to be difficult to achieve with insufficient land in a visually prominent location to support informal cycling or playground infrastructure.

The recently developed Joint Strategic Plan for the BMX and Cycling Clubs also identified as a key priority substantial improvements to the facilities in the Cycling Precinct.

- The Shepparton Cycling Club identified securing substantially improved velodrome and road cycling facilities as a key goal for the Club. Specific priorities include:
  1. Removal of the concrete strip running through the centre of the grassed area and drainage works to allow the grassed area to be used for other activities eg: soccer, Cyclo-cross etc.
  2. Upgrade / replacement of the existing seating and shelter on the northern side of the track, and construction of additional covered seating close to the clubroom / pavilion
  3. Upgrade / replacement of the velodrome track.
- The Shepparton BMX Club identified securing world class track and support facilities as a key goal for the Club. Specific priorities include:

1. Lighting to support training after school / evenings during winter months.
  2. A UCI standard 8 metre start hill and associated track.
  3. Canteen, toilet and storage facilities.
  4. Central clubroom / meeting and viewing space.
- A joint priority is to explore whether there is opportunity for the development of a shared multipurpose clubroom / pavilion and seating / shelter that can be used by both clubs.

Interestingly, while infrastructure improvements were clearly priorities for the Clubs, the number one shared priority was the establishment of a whole of sport model for all cycling disciplines in Shepparton. The development of a shared multipurpose clubroom / pavilion is clearly consistent with this and is consistent with a key objective from Cycling Victoria's Strategic Plan (2013 – 2016):

*to integrate the disciplines of Mountain Bike, BMX, Road, Track and Cycle-Cross.*

This suggests there may be value in widening the multiuse nature of any facility in the Cycling Precinct to include other cycling disciplines.

Other relevant objectives from the Cycling Victoria Strategic Plan include:

- Improving access to facilities to enhance participation, and
- Enhancing Victoria's reputation as the leader in cycling events.

More detailed information about each of the planning documents that have been reviewed can be found in Attachment A.

### **3.2 Participation and Demographic Profile**

#### **3.2.1 Demographic Characteristics**

Located approximately 180 kilometres north of Melbourne, the Greater Shepparton covers 2,422 square kilometres. Shepparton is the major town centre with a series of smaller townships and rural land making up the remainder of the municipality. Consistent population growth is a feature of Greater Shepparton, with the population projected to increase from 60,442 in 2011 to 80,080 by

2031. With this, comes increasing demand for sport and recreation opportunities and facilities, however, this is also impacted by the age profile of the community.

While there is some evidence the population will age between 2011 and 2031, this is fairly moderate. In addition, participation by older adults in sport and recreation activities has steadily increased in recent years. This is expected to continue and will drive increased demand for sport and recreation opportunities in Greater Shepparton, as will the large number of children and young adults.

There are however, a number of other factors which will impact upon the demand for sport and recreation opportunities, and influence an individual's capacity to participate. These include education and income levels and the ethnicity and cultural background of the population. Participation rates are generally lower where household income and education levels are low. In addition, people born in non-English speaking countries are less likely to participate in sport and recreation pursuits, as are people from an indigenous background.

Greater Shepparton, is characterised by:

- Declining household incomes
- Low but increasing education levels
- High levels of ethnicity, and
- A significant Aboriginal and Torres Strait Islander population.

These factors suggest that intervention may be required to support some members of the community to participate in sport and recreation activities, in particular to overcome barriers such as cost, lack of knowledge about the benefits of participating in sport and recreation pursuits and cultural barriers.

See Attachment B for more detailed information about the demographic profile of Greater Shepparton.

### **3.2.2 Participation Trends**

In relation to trends in sport and recreation participation the 2001 - 2010 ERASS data (Exercise, Recreation and Sport Survey) has been reviewed. This data provides the most continuous and



consistent assessment of sport and recreation participation in recent years. The ERASS data shows that:

- Overall participation in sport and recreation is increasing.
- There is increasing participation in non-competitive and passive activities rather than traditional formal sports. Plus there is declining participation in some team and small group sports eg: tennis and lawn bowls, with a move towards non-competitive but active pursuits such as cycling, walking, and swimming.
- There is increased demand for more flexible and diverse leisure pursuits rather than a commitment to a small number of activities.
- Non-organised physical activity has much higher rates of participation than organised physical activity eg: in Victoria in 2010 participation in non-organised cycling was 12.1 percent compared to 1.6 percent for organised cycling.
- Participation is highest for people aged 15 – 24 years, with significant declines from 25 years of age onwards.
- Male participation is much higher than female participation eg: in Victoria in 2010 participation in cycling by males was 16.9 percent compared to 8.6 percent for females.
- There are notably lower rates of participation for those not in the workforce, and for those living in households where a language other than English is spoken.
- Participation in cycling experienced a small but steady increase between 2001 and 2010 eg: in Victoria participation increased from 12.1 percent to 12.7 percent and across Australia, from 9.5 percent to 11.9 percent.

See Attachment B for more detailed information about sport and recreation participation trends.

### **3.2.3 Implications for the Shepparton Cycling Precinct**

1. The increasing population and the consistently large proportions of children and young adults, combined with consistent growth in cycling participation will help drive increased demand for cycling, and possibly increased demand for cycling infrastructure. However, the high levels of ethnicity and cultural diversity, low incomes in the community and the trend towards non-competitive and non-organised sport and recreation activities, particularly in relation to cycling, present some challenges and will moderate any increase in participation. Programming and community development responses which reduce barriers to participation are likely to be more critical than new or redeveloped infrastructure.

2. Demand for cycling opportunities is likely to increase from older members of the population who will be seeking opportunities to remain physically active and involved in their local community. While their interest is more likely to be in non-organised and less structured cycling activities, research by Cycling Victoria shows that safety is a key factor in cycling participation by older adults. The velodrome is a venue that could provide a safe environment for older adults to both learn and continue to participate in cycling, however as above, programming and community development responses will be critical to addressing this opportunity.
3. With very low rates of participation in cycling by females, an opportunity exists to identify strategies which will fundamentally improve participation by females. Programming and community development responses such as the Breeze program, (a Cycling Victoria initiative which creates riding safe and welcoming opportunities for women), will be critical. However, consideration also needs to be given to the physical infrastructure available, particularly in the Cycling Precinct. Improving the safety, accessibility and visual appeal of the Precinct are key to creating a physical environment in which female riders feel safe and comfortable. Specific improvements that should be considered are improved lighting and sightlines in and around the Precinct, improved pathways and vehicle access, upgraded female toilet and change facilities, and improved presentation and landscaping of the Precinct.
4. A similar opportunity exists in relation to junior participation, particularly the retention of junior riders as they move into older age categories. Like female participation, programs and community development initiatives that focus upon reducing barriers to participation are critical. But the provision of high quality, accessible, safe and well-presented facilities are key to retaining participation in cycling and BMX. For example the development of an 8 metre start hill for BMX will not only ensure the Club has international standard facilities, but will provide access to a high quality training venue for local riders, encouraging their continued involvement and opportunity to excel in the sport. For track cyclists a velodrome track which is smooth, safe and well maintained will also encourage their continued involvement and provide an opportunity to excel in the sport.
5. The move towards more flexible and diverse leisure pursuits presents a particular challenge for the Cycling Precinct. The Cycling Precinct is currently fully fenced and only accessible for club based events and activities as determined by the BMX and Cycling Clubs. This compromises flexibility and does not allow general access for the public. As part of developing the Master Plan, consideration should be given to whether and / or how more flexible access to the Precinct could be achieved.

## 4.0 Consultation Findings

To help ensure the Master Plan for the Cycling Precinct considers a wide range of issues and opportunities, consultation was conducted with the Shepparton BMX and Cycling Clubs, Cycling Victoria, the Wanganui Park Secondary College and several Council service areas.

Key areas explored were:

- The strengths and weaknesses of the Precinct
- The infrastructure requirements / wishes for the Precinct
- Leasing and management arrangements
- Linkages to the wider sporting precinct
- Use and participation including increasing access to the Precinct
- Multiuse / collocation opportunities
- The role of the Precinct – local participation and economic benefit.

The key messages gathered from these discussions were:

- Strengths of the Precinct include the newly refurbished pavilion, the collocation of the velodrome and BMX tracks, the capacity for expansion in the Precinct, and its location away from residential areas.
- Weaknesses of the precinct include the lack of connectivity to the wider sporting and school precinct, a lack of signage, a lack of and poorly defined car parking, drainage and flooding in the velodrome and along Packham Street, the poor landscaping and presentation of the precinct.
- Both clubs have a number of specific infrastructure needs / wishes. For the BMX Club these include replacing the existing start hill and corners (berms) on the track because of safety concerns, development of an 8 metre start hill, development of canteen / clubroom facilities, and installation of security and track lighting. For the Cycling Club infrastructure needs / wishes include additional storage, upgrading the grand stand seating on the south side of the track, upgrading / replacing the surface of the velodrome track, installation of security and precinct lighting and upgrading and improving track lighting.

- Non infrastructure related issues raised by the Clubs include the high cost to the Clubs of maintaining and operating the velodrome and BMX track facilities and surrounding areas, the lack of use the pavilion receives, the difficulty of maintaining an effective committee and parent involvement.
- That the Cycling and BMX Clubs would be willing to consider moving away from their current lease agreements with Council to a licence agreement.
- The Precinct is underutilised because participation in BMX and track cycling is low and the facilities are not open to the general public. There is some interest in removing the perimeter fencing and opening the Precinct up to the general public. This will require some consideration of safety and changing the current leasing arrangements the clubs have with Council.
- There is a disconnect between community participation and the state and national BMX events which occur in the Precinct. The events attract large numbers of participants and spectators and consequently provide a significant economic return / impact for Shepparton, however there are few joint strategies to increase participation in BMX at the local level.
- The Clubs appear to have limited capacity to develop and grow participation opportunities. Cycling Victoria identified that working with the Clubs to grow their capacity in this area should be a key focus for the Master Plan, rather than infrastructure improvements. Wanganui Park Secondary College has expressed strong interest in working with the Clubs to develop joint cycling / BMX programs and access the cycling / BMX facilities.
- Improving multiuse and collocation options is recognised as a priority for the precinct, although relocating the BMX track to inside the velodrome track is not viable. A staged approach to achieving a multiuse building will be important.

See Attachment C for more detailed information about the consultation discussions.

## 5.0 Assessment of the Precinct

This section has been compiled after preparation of a SWOT analysis of the Cycling Precinct, and giving careful consideration to the findings identified earlier in the Master Plan. A copy of the SWOT Analysis can be found in Appendix D.

The assessment examines a range of issues and opportunities for the Precinct including:

- Use and participation
- Leasing and management arrangements
- Integration and connections both within the Cycling Precinct and the broader Sporting Precinct
- Visual appeal and landscaping
- The condition and accessibility of infrastructure.

### 5.1 Use and Participation

The velodrome track, pavilion and BMX track are used almost solely by the Shepparton Cycling Club and Shepparton BMX Club. As at November 2014, the Cycling Club had 102 members and the BMX Club 100 members.

While the facilities in the Precinct are used by the clubs most weeks, regular use is limited, particularly for the velodrome track.

- The Cycling Club conducts twice weekly training sessions and monthly Club Track events between October and March. These activities typically attract 5 – 10 riders. The track is also used as part of an annual regional cycling series held between Christmas and New Year. This event attracts up to 200 riders.
- The BMX track receives a higher level of use, but regular use remains moderate. Training sessions are held twice weekly and usually attract 15 – 20 participants. Club Events are held 15 - 17 times per year attracting between 45 and 50 riders, and the quarterly Inter Club Challenge attracts around 80 riders.
- The toilet / change facilities are used by both clubs for training, club activities and events.

- The meeting room and canteen at the velodrome are used very little. The Cycling Club estimates they use the meeting room about once a month and the canteen even less than this.
- The central grass area inside the velodrome track receives very little use at all, largely because of the concrete strip running through the centre, plus drainage is poor and the ground becomes boggy and unusable in wet weather.

Where use of the BMX track differs most significantly from the velodrome track is that it hosts several state and national BMX events each year. These events attract between 400 and 1,400 riders and up to 4,000 visitors per event. Council plays a key role in pursuing and conducting these events as it recognises the substantial economic benefit generated for the Shepparton community. A recent economic impact assessment suggests that hosting 15 state and national BMX titles over the next 4 years will generate a \$20 million return to the Shepparton economy. This has been a key driver for investment in the BMX track over the past 4-5 years.

However, these events produce very little return in terms of community participation. Following major events, the BMX Club usually experiences a spike in participation, however this swiftly declines, largely because the club is not able to offer new or additional programs / activities that might attract and retain participants. With a small committee and few volunteers, the Club uses much of its energy and resources to support the major events, leaving little capacity to focus upon increasing participation. In addition, there is no consideration of possible leverage opportunities for or with the Cycling Club.

A final aspect to be considered in relation to use and participation is the lack of interaction with the Wanganui Park Secondary College. Despite being located directly opposite the Cycling Precinct, neither the Cycling nor BMX Clubs have any connection with the school. Through the consultation process, the school has expressed strong interest in developing a relationship with the clubs to deliver programs and activities and access the cycling and BMX facilities.

## **5.2 Leasing and Management**

The Precinct is managed by the Cycling and BMX Clubs under two separate lease agreements Council has with the Clubs.

- The Cycling Club leases the eastern end of the precinct which incorporates the velodrome track, surrounding area and the pavilion.

- The BMX Club leases the western end of the precinct which incorporates the BMX track and surrounding area.

Under these agreements, the clubs are responsible for managing and maintaining the tracks, buildings and surrounding grounds eg: mowing lawns, landscaping, rubbish etc. Both Clubs have indicated that with limited man power and financial resources, it is difficult to maintain the facilities and grounds. The impact of this is evident throughout the precinct with poor presentation and maintenance levels.

Both Clubs pay a leasing fee to Council with the Cycling Club paying a significantly higher fee to cover the cost of Council maintaining public liability insurance for the pavilion. While this is a requirement under Council's Community Facilities Leasing Policy, it has been identified as an area of concern for the Cycling Club causing financial stress.

The exception to these leasing arrangements is in relation to the hosting of state and national BMX events. When these events occur, Council provides specific resources and infrastructure to ensure the BMX facilities and Cycling Precinct overall are well presented and able to cater for these events.

As part of developing the Master Plan, the idea of moving from a lease agreement to a licence agreement has been discussed with the clubs as a way of removing or reducing maintenance responsibilities for the clubs. Their primary concern with this option is whether the costs to the club will increase, and how their use / access to the precinct may change. There is clearly uncertainty around the possible cost implications of this option.

### **5.3 Integration and Connections**

Integration and connections are a weakness within the Cycling Precinct. In particular:

- The positioning of the Pavilion overlooking the velodrome track means that there is no visual connection and limited physical connection to the BMX track, and the abutting road south of the Precinct.
- There is a lack of visual connection between the BMX track and the velodrome because of the large mound in the centre of the Precinct separating the two sites.
- Pathways around the perimeter and throughout the Precinct are largely poor or non-existent.



- The Cycling Club has sole use of the Pavilion (with the exception of the change room) and the BMX Club operates out of shipping containers. This raises fundamental issues of fairness and equity and is completely at odds with Council priorities in relation to multi use community facilities. In addition, it highlights the overall lack of integration and connection between the Cycling and BMX Clubs. While the Clubs have some informal connections, they largely operate as separate entities. There is clear opportunity to change this to share resources and strengthening the capacity of both clubs and potentially all cycling disciplines through a whole of sport approach. While this issue is considered to be largely outside the scope of a Master Plan, it is a fundamental priority consistently raised by the Cycling and BMX Clubs and consequently must be considered.

In addition to the lack of connections within the Precinct, overall the Precinct is not connected to the broader sporting and community precinct. Its location at the South West end of the broader Sporting Precinct means that it can be difficult to find and is somewhat isolated from the other sporting facilities. This is exacerbated by limited pathways and signage. While there is a pathway connecting the cycling facilities to the playground, picnic facilities and wetland to the west of the Cycling Precinct, the pathway runs through a fairly barren area which includes a shipping container.

These factors mean that the Cycling Precinct appears isolated, lacks passive surveillance and consequently is frequently subject to vandalism. While the Precinct is fully fenced, this does not act as a deterrent to vandals, and as part of developing this Master Plan, careful consideration has been given to removing the existing fencing from around the perimeter of the Precinct to provide increased access to the tracks and improve passive surveillance. Taking this approach will also require an investment in lighting infrastructure.

#### **5.4 Visual Appeal and Landscaping**

The Precinct has a poor visual profile:

- The facilities are difficult to see from Packham Street (the north south section) because the east of the velodrome is screened by trees and the high embankment around the velodrome track. It would be ideal to develop clear visual markers in this area, identifying the Cycling Precinct and linking the cycling facilities to the broader sporting precinct.
- Signage is poor e.g. there is no signage or visual marker on the corner of Packham Street and Brauman Street / Parkside Drive to indicate the location of the cycling facilities.



- It is difficult to work out where to enter the site and the clubroom building. The back of the clubroom faces Packham Street (the east west section) and there are a number of gates along Packham Street with no signage to indicate which is the preferred entry gate.

The Precinct is also poorly presented and maintained:

- The wire and chain fencing is ugly and in poor condition and means that the general community cannot access site.
- There is limited shade and tree coverage and many weeds and rubbish around the site which is a direct reflection of the resourcing capacity of the Cycling and BMX Clubs. Increased landscaping, canopy trees and maintenance levels would significantly improve the visual presentation of the precinct.
- There is minimal lighting which negatively impacts upon safety in and round the Precinct
- There are a number of dead spaces around the Precinct eg: the western end of the Precinct behind the BMX track, the eastern end of the Precinct outside the velodrome track and cycling fence. As noted above, this would be an ideal location to install clear visual markers, to identify the Cycling Precinct and link the cycling facilities to the broader sporting precinct

### **5.5 Infrastructure Condition and Accessibility**

In recent years, investment in the Cycling Precinct has been significant, but this has almost solely centred on the BMX track facilities to accommodate state and national BMX events. Key strengths of the existing infrastructure are:

- The collocation of the velodrome track and BMX track. This is unique and adds to the desirability of the Precinct as a venue for the state and national BMX events ie: BMX riders warm up on the velodrome track.
- The modern meeting room in the pavilion. While currently underutilised, it is a modern and pleasant space which could support a range of community activities.
- The lack of fixed infrastructure in the Precinct, particularly around the BMX track provides good flexibility to cater for major events.

Overall however, development in the Precinct has occurred incrementally without a clear plan and this is evident with the materials used and the general condition of the site eg: shipping containers used for BMX storage, clubroom and racing infrastructure. In addition there are a number of

concerns about the condition, age and safety of some infrastructure in the Precinct. Key areas of concern are:

- The age and condition of the velodrome track. It is around 30 years old and while still functional, the surface is deteriorating. In addition it is impacted by gravel from the BMX start hill washing onto the track. The complicating factor is that demand for track cycling in Shepparton is not increasing and any future increase is likely to be very moderate.
- The velodrome track lighting is also approaching 30 years old, is expensive to operate and requires a higher level of maintenance. The BMX track does not have track lighting restricting the clubs ability to hold evening training sessions and compromising its suitability as a venue for state and national BMX events.
- As noted previously, the central grass area inside the velodrome track has a concrete strip running through the centre, and with poor drainage the ground becomes boggy and unusable in wet weather.
- The deteriorating condition of the BMX start hill and the corners on the track. The retaining wall structure supporting the start hill is moving, raising concerns about its ongoing safety, and the corners on the track (the berms) are lifting and disintegrating. Both of these issues will need to be addressed in the short to medium term to continue using the track for state and national events.
- A lack of car parking at the eastern end of the Precinct (velodrome end). The car parking is poorly defined – gravel surface, no lines etc. and consequently car parking is not maximised. Plus people visiting the precinct make poor choices about where they park their cars e.g. parking over the footpath making access difficult for pedestrians and parking in the centre median area on Packham Street.
- Drainage and flooding problems including poor drainage in the centre of the velodrome (grassed area), flooding in Packham Street during heavy rain fall which cuts off access to the cycling facilities, and flooding of the drainage channel at the west of the Precinct during heavy rainfall.
- The poor condition of several smaller pieces of infrastructure in the Precinct including the bollards around the BMX track, the covered grandstand beside the velodrome, the broken fencing around the perimeter of the site.
- The undulating nature of the site means it is difficult for people with a disability to access significant parts of the site. While both the velodrome track and BMX track have easily accessible flat areas that support people with a mobility impairment to have good vision of the tracks, universal access is not a strength of the precinct.

- The lack of an accessible toilet facilities in the Precinct.

## 6.0 FUTURE MANAGEMENT, USE AND DEVELOPMENT

This Section focuses upon identifying the framework and specific actions for the future management, use and development of the Shepparton Cycling Precinct. It:

- Recommends a number of *Guiding Principles* to assist Council in making decisions and establishing priorities for the Cycling Precinct, particularly when issues arise in the future which are outside those identified through this Master Plan
- Outlines the recommended strategies and actions for the future management, use and development of the Cycling Precinct, and
- Provides a graphic representation of the Master Plan.

### 6.1 Guiding Principles

The *Guiding Principles* have been developed in recognition that a clear policy framework is needed:

- To guide the development of recommendations for this Master Plan, and
- To assist Council in making decisions about the future management, use and development of the Precinct, particularly when issues or opportunities arise which are outside the scope of those identified through the Master Plan.

While the recommendations outlined in this Master Plan will provide specific guidance about the steps to be taken to improve the Precinct, it is recognised that the Precinct is a dynamic environment, and that new issues will continue to emerge and need to be responded to by Council. The *Guiding Principles* will assist Council in determining the priorities for the Precinct. Each decision made in relation to the Precinct should be tested and compared against the *Guiding Principles*, to ensure the decisions are consistent with the policy framework. The recommendations outlined in section 6.2 following have been developed giving careful consideration to the *Guiding Principles*.

The following *Guiding Principles* are recommended:

- **Community Participation:** Any investment in the Precinct will seek to maximise local community participation.
- **Economic Benefit:** The economic benefit of sporting events and activities in the Precinct is recognised and valued.
- **Balance:** Decisions about the management, use and development of the Precinct will seek to balance the needs of all users giving particular consideration to how to achieve both community participation and economic outcomes.
- **Co-location and Multi-Use:** Encouraging and facilitating opportunities for the joint use and sharing of facilities including the integration and co-location of facilities.
- **Accessibility:** The Precinct will be managed to ensure safe, equitable, quality access for all the community.
- **Connectivity:** Ensure the Precinct is developed and managed as an integrated part of the broader sporting and community precinct.
- **Quality:** Decisions with regard to the Precinct will seek to ensure that high quality facilities, open spaces and user experiences are achieved.

## 6.2 Recommendations and Priorities

This section outlines the recommendations for the Shepparton Cycling Precinct. The recommendations have been grouped into 5 themes consistent with those outlined in the Assessment of the Precinct:

1. Use and Participation
2. Leasing and Management
3. Integration and Connections
4. Visual Appeal and Landscaping
5. Infrastructure Condition and Accessibility.

The following table outlines:

- The DRAFT recommendations
- A priority ranking for each recommendation (1,2 or 3)

- The organisation or department responsible for ensuring the implementation of each recommendation.
  - Greater Shepparton City Council (GSCC)
  - Shepparton BMX Club (SBMXC)
  - Shepparton Cycling Club (SCC)
- An opinion of probable costs. These costs are provided GST free and do not include project management fees. They are intended to provide Council with a guide only of the likely costs and it is strongly recommend that Council seek more detailed costs estimates before proceeding with any of the recommendations.

Some funding may be available for infrastructure works through Council's Our Sporting Future Funding Program. Under this program, clubs can apply for matching funding for specific projects.

Careful consideration has been given to defining what constitutes a priority 1, 2 and 3. Consideration was given to allocating a timeframe, however instead it is proposed instead that a series of test points be used to determine the priority for each recommendation. These are outline below:

**Priority 1:** Will increase participation in BMX and Cycling by the local community.  
 Will help deliver a whole of sport approach to cycling.  
 Will improve the capacity and sustainability of the Cycling and BMX Clubs.  
 Will address fundamental safety concerns.

---

**Priority 2:** Will provide a springboard to facilitate other recommendations for the Cycling Precinct.  
 Will address the aesthetic appeal of the Cycling Precinct.  
 Will improve connections to the broader sporting and community precinct.  
 Will facilitate partnerships and a multiuse approach to the Precinct.

---

**Priority 3:** Will result in a fundamental change in the infrastructure provided in the Cycling Precinct.  
 Will address the needs of an individual cycling discipline.  
 Will provide an economic return for Greater Shepparton.

---

No.	Recommendation	Priority	Responsibility	Cost Implication
<b>1</b>	<b>Use and Participation</b>			
<b>1a</b>	<p>Establish a working group with representatives from all cycling disciplines in Shepparton to explore the development of a whole of sport model for cycling. Key aspects to be explored include:</p> <ul style="list-style-type: none"> <li>• What a whole of sport model could look like eg: an entirely new organisation or retention of existing organisations with agreement about how the clubs will work together.</li> <li>• Understanding the pros and cons of a whole of sport model.</li> <li>• Looking at examples of the whole of sport model at work eg: Ballarat Sebastopol, Wangaratta Cycling Club and investigating possible organisational structures for a whole of sport model.</li> <li>• Examining what support is available to pursue and implement a whole of sport model eg: Council, Valley Sports, Cycling Victoria.</li> </ul>	1	GSCC – Sports Dev. and Strat. Planning & Active Living	\$5,000 Assumes external support provided
<b>1b</b>	<p>Facilitate one or more planning session/s with Shepparton Cycling and BMX Clubs, Cycling Victoria and Goulburn Valley Sport Assembly, with a focus upon identifying strategies to:</p> <ul style="list-style-type: none"> <li>• Help the Cycling and BMX Clubs to work together more consistently and strategically in relation to programming, publicity and promotion, and shared use of the pavilion.</li> <li>• Increase the capacity of the Cycling and BMX Clubs including developing stronger committees, increasing volunteer involvement, improved programming, and alternate financial models to fund program development and delivery.</li> </ul> <p>It should be noted, this recommendation may be contingent upon the outcomes from pursuing a whole of sport model for cycling.</p>	1	GSCC – Sports Dev. and Strat. Planning	\$1,500 Assumes external support provided. Cost is per session

No.	Recommendation	Priority	Who	Cost Implication
1c	<p>Undertake an integrated review of the current planning for and delivery of state, national and international BMX events in Shepparton. The review should have a strong focus upon:</p> <ul style="list-style-type: none"> <li>• Identifying strategies for changing and most likely reducing the reliance Council has upon the BMX Club assisting in the delivery of these events.</li> <li>• Establishing clear communication protocols within Council and with the Clubs in relation to planning for and the delivery of events.</li> <li>• Increasing community participation and capacity building outcomes for the local community eg: conducting community participation events in the lead up to the major events such as come n try days or a program with local schools and exploring leverage opportunities for the Shepparton Cycling Club.</li> <li>• Establishing a clear and agreed process for seeking funding from Council's capital budget.</li> </ul>	1	GSCC - Investment Attraction and Active Living, SBMXC and SCC	To be resourced internally by Council
1d	Cease using the grassed area inside the velodrome track for equestrian activities, and explore options for it to be used for sports training and informal recreation eg: soccer, Auskick, touch footy.	2	GSCC - Parks, Sport & Rec.	To be resourced internally by Council
1e	Work with Wanganui Park Secondary College to develop cycling and BMX programming and partnership opportunities, and facilitate use of the cycling and BMX track facilities by the school.	2	SCC and SBMXC	To be resourced by the Cycling and BMX Clubs

No.	Recommendation	Priority	Who	Cost Implication
<b>2</b>	<b>Leasing and Management</b>			
<b>2a</b>	<p>Review the current management arrangements and explore changing from lease to licence agreements between the BMX and Cycling Clubs and Council. As part of this review consider:</p> <ul style="list-style-type: none"> <li>• The financial implications for the Clubs and Council</li> <li>• Access to the facilities by the Clubs</li> <li>• The opportunity for increased use of the Precinct by other user groups or individuals</li> <li>• The maintenance requirements and presentation of the Precinct</li> <li>• The opportunity for more shared use of the pavilion facility.</li> </ul>	1	GSCC – Sports Dev. and Strat. Planning	To be resourced internally by Council
<b>3</b>	<b>Integration and Connections</b>			
<b>3a</b>	As an interim measure, facilitate better access to the pavilion by the BMX Club.	1	GSCC – Sports Dev. and Strat. Planning	Not applicable
<b>3b</b>	As an interim measure, improve the pathways and visual connection between the pavilion and the BMX track.	1	GSCC – Parks, Sport and Rec.	31,600 Pathway connection & replanting



No.	Recommendation	Priority	Who	Cost Implication
3c	<p>Subject to the review of the current management arrangements for the Precinct, explore the feasibility of removing the 6 foot high chain mesh fencing around the Precinct. As part of assessing the feasibility consider:</p> <ul style="list-style-type: none"> <li>• The need for any safety treatment to minimise risk management issues eg: installing a lockable gate across the BMX start hill.</li> <li>• The increased access and capacity for participation and multi-use</li> <li>• The implications for maintenance of the Precinct</li> <li>• The likely increased passive surveillance and security of the site.</li> </ul>	2	GSCC – Sports Dev. and Strat. Planning	\$30,000 Removal of fence only
3d	As a medium to long term measure, replace the existing pavilion with a centrally located multi use facility that can be shared by the Cycling and BMX clubs and possibly serve as a central hub for all cycling disciplines in Shepparton. While a detailed consultation and design process will be needed to determine the specific requirements of the facility, it should be located to provide clear sightlines to both track facilities, and will likely require a canteen, a meeting / club room, office facilities, accessible toilet and change facilities and storage facilities.	3	GSCC – Sports Dev. and Strat. Planning	\$807,000
3e	Develop pathway connections between the Cycling Precinct and the other sporting facilities in the broader sporting precinct. The Master Plan for the broader sporting precinct does not provide pathway connections from the south eastern corner of the Cycling Precinct to the broader sporting precinct.	2	GSCC – Parks, Sport and Rec.	\$25,440
3f	DO NOT proceed with the recommendations in the Master Plan for the broader sporting precinct which propose that a roadway be developed between the cycling facilities and the equestrian facilities, and a	2	GSCC – Sports Dev. and Strat. Planning	Not applicable

storage shed be constructed at the south eastern end of the Cycling Precinct. These are critical to providing capacity for future expansion and improving the integration and connection with the broader sporting precinct.			
--	--	--	--

No.	Recommendation	Priority	Who	Cost Implication
<b>4</b>	<b>Visual Appeal and Landscaping</b>			
<b>4a</b>	Establish a visual gateway on the vacant land at the south eastern corner of the Cycling Precinct that includes precinct directional signage and planting to highlight the entry to the Precinct. As part of this utilise the existing sporting precinct signage concept developed in the Shepparton Sports Precinct Master Plan.	2	GSCC – Parks, Sport and Rec. and Projects Department	\$30,000
<b>4b</b>	Improve landscaping and canopy coverage throughout the Precinct, with a focus upon areas surrounding the tracks, ensuring that sightlines are maintained and species selection is appropriate for the track cycling and BMX environment.	2	GSCC – Parks, Sport and Rec.	\$185,250
<b>4c</b>	If the Precinct remains under lease agreement, identify strategies for working with the Cycling and BMX Clubs to improve the landscaping and maintenance levels around the precinct.	2	GSCC – Parks, Sport and Rec.	Not applicable
<b>4d</b>	Replace the timber post and rail fencing around the BMX track, ensuring the new fencing can be used to support signage displays.	2	GSCC – Investment Attract. and SBMXC	\$38,110
<b>5</b>	<b>Infrastructure Condition and Accessibility</b>			
<b>5a.</b>	Repair / improve the retaining wall at the BMX start line to stop the gravel washing onto the velodrome track.	1	GSCC – Investment Attract.	\$5,000
<b>5b</b>	Undertake infrastructure improvements works to the BMX track to ensure the track retains its capacity to host international, national and state level BMX competitions. Specific works required include:	1		

No.	Recommendation	Priority	Who	Cost Implication
	I. Replacement of the three corners (Berms) to address safety concerns about track lifting	1	GSCC –Investment Attract.	\$450,000 Estimate provided by Council
	II. Replacement of the start hill to address safety concerns about the start hill and associated retaining wall structure moving.	1	GSCC –Investment Attract.	Council to seek advice from BMX track expert
	III. Upgrade the power supply and install track lighting to meet the requirements of the adopted BMX Australia Lighting Policy.	3	GSCC –Investment Attract. and SBMXC	\$200,000 for light poles. Power supply upgrade cost unknown
	IV. The construction of an additional start hill subject to demand. The Shepparton BMX Club has indicated a preference for an 8m start hill, however the need for this is yet to be established.	3	GSCC –Investment Attract. and SBMXC	Council to seek advice from BMX track expert
	V. The construction of a commentary tower.	3	GSCC –Investment Attract. and SBMXC	\$50,000
	VI. The construction of a new finish line.	3	GSCC –Investment Attract. and SBMXC	Council to seek advice from BMX track expert

No.	Recommendation	Priority	Who	Cost Implication	
5c	Undertake infrastructure assessment and improvements works for the velodrome track including:	1	GSCC – Parks, Sport and Rec. and SCC	\$10,000	
	I. Conducting an audit of the velodrome track to assess its condition, safety and ongoing maintenance requirements. The audit should include an assessment of the track lighting to determine alternatives for more environmentally sustainable lighting.				
	II. Subject to the audit of the velodrome track and lighting, upgrade the track lighting to more environmentally sustainable lighting infrastructure.	1			Subject to the outcome of the audit
	III. Replace the existing seating on the south side of the velodrome track with new compliant seating that includes shade coverage.	2			\$65,000
	IV. Upgrade the grassed area inside the velodrome track removing the concrete strip and upgrading the drainage.	2			\$73,000
V. Remove the grandstand on the north side of the velodrome track and landscape this area to provide a space suitable as a viewing area for track cycling events.	1	GSCC – Parks, Sport and Rec and SCC	\$49,000		
5d	Address pedestrian safety and car parking constraints by:	1	GSCC – Parks, Sport and Rec.	\$87,700	
I. Providing defined car parking on the southern side of the BMX track. This area is currently used for car parking but lacks any clear markings. As part of this, explore options for providing a drop off / pick up zone for parents delivering children to and from training.					

No.	Recommendation	Priority	Who	Cost Implication
	II. Providing defined car parking on the Department of Education land opposite the velodrome, at the south eastern end of the Precinct. This area is currently used for car parking but lacks any clear markings. As this is an area used both by people attending the Wanganui Secondary College and users of the cycling facilities, there may be scope to share the cost between Council and the Department of Education.	2	GSCC – Sports Dev. and Strat. Planning	\$74,955
	III. Providing planting or bollards to discourage vehicles from parking along footpaths and the central median Strip.	1	GSCC – Parks, Sport and Rec.	\$14,300 Bollards only
	IV. Providing semi defined car parking at the western end of the precinct. This could be achieved through a combination of planting, bollards and car park markings. Essential to this will be the provision of safe vehicle entry, connecting pedestrian pathways and lighting.	3	GSCC – Parks, Sport and Rec.	\$213,000
<b>5e</b>	As a short term measure provide an accessible toilet and change room facility connected to the existing pavilion.	1	GSCC – Parks, Sport and Rec.	\$30,000 Allowance only
<b>5f</b>	Consider the feasibility of installing solar panels on the existing pavilion as a means of offsetting costs associated with existing and possible future track lighting. As part of assessing the feasibility, it will be important to consider whether the panels could be relocated to the proposed shared multipurpose facility.	3	GSCC – Sports Dev. and Strat. Planning, SBMX and SCC	Subject to feasibility assessment
<b>5g</b>	Provide security lighting throughout the Precinct to assist in addressing problems associated with vandalism and to help make the precinct safer for users at night time.	1	GSCC –Infrastructure Dep.	\$150,000 for light poles. Power supply upgrade cost unknown

No.	Recommendation	Priority	Who	Cost Implication
5h	Where possible improve the pathways and accessibility of the Precinct for people with a mobility impairments and parents with prams.	2	GSCC –Infrastructure Depart.	\$107,960

### **6.3 Landscape Plan**

The Landscape Plan is provided as a separate attachment.



#### 6.4 Opinion of Probable Cost

- Contractor set up and establishment. Attendance at regular Council Project Management meetings \$ 30,000
- Council Project Management and attendance at site meetings \$ 20,000
- Demolition of existing buildings and removal of shipping container, allow \$ 15,000
- Removal of existing perimeter post and chain link fence and dispose off site  
969LM @ \$30/LM \$ 29,070
- Construction of an accessible toilet and change room and change room \$ 30,000
- Installation of security lighting to the perimeter of the entire cycling precinct \$ 150,000
- Excluding any major upgrade to the existing power supply
- Construction of shared club house 40 x 25 metres single storey  
330sqm @ \$2,400/sqm \$ 792,000
- Pedestrian pathway to connect into the existing pathway network within the precinct excluding path between the existing pavilion and the BMX track  
Asphalt path and base preparation  
898LM @ 2m width = 1,796sqm @ \$60/sqm \$ 107,760
- Pedestrian pathway between the existing cycling pavilion and the BMX track  
Asphalt path and base preparation  
140LM @ 2m width = 280sqm @ \$60/sqm \$ 16,800
- Pedestrian pathway to connect to the adjoining sporting precinct.  
Asphalt path and base preparation  
170LM @ 2.5 m width = 424 sqm @ \$60/sqm \$ 25,440
- Replacement of existing post and rail fence to the perimeter of the BMX track.  
Removal of fence and disposal off site \$ 6,000  
New fence cyclone mesh to 1.2m height, 247LM @ \$130LM \$ 32,110
- Construction of a gravel car park as overflow car parking at the western end of the precinct.  
Sub base, base and compaction over crushed rock surface 2,550sqm @ \$60/sqm \$ 153,000

- Provision of 12 lights to the overflow car parking at the western end of the precinct,
 

12 lights at \$5,000	\$ 60,000
Excludes any major upgrade to the existing power supply	
  
- Gravel road to gravel car park including base preparation 153sqm @ \$70/sqm \$ 10,710  
 Construction of two gravel car parks and entrances including sub base, base preparation and drainage
 

West side of clubhouse south of access road 1,176sqm @ \$60/sq	\$ 70,560
1,010sqm @ \$60/sqm	\$ 60,600
  
- Provision of bollards to the southern end of the cycling precinct to prevent cars
 

from parking on the footpath	\$ 14,300
------------------------------	-----------

Bollards to car park , west of clubhouse

165LM = 118 timber bollards @ 1.4m centres	\$ 11,800
--	-----------

Bollards to car park, south side of access road

126LM = 90 timber bollards @ 1.4m centres	\$ 9,000
---	----------
  
- Spectator viewing mound 750sqm fill soil at average depth of 2 metres
 

1,500 cubic metres @ \$30 /cubic metre	\$ 45,000
Sowing grass and 26 weeks maintenance	\$ 4,000
  
- New tower at start of BMX track \$ 50,000
- New structure at finish line of BMX track \$ 25,000
- Reprofile grassed surface to improve drainage of the internal areas \$ 25,000
- Construction of additional timber sleepers to the existing retaining wall to prevent gravel from washing onto the velodrome track \$ 5,000
- Provide lighting at 8 locations to the perimeter of the BMX track \$ 200,000

Excludes any major upgrade to the existing power supply

Remove concrete strip and dispose off site	\$ 3,000
Drainage pipework and pits to edge of grassed area	\$ 15,000
Velodrome internal space grassed surface and 26 weeks maintenance	
6,700sqm	\$ 30,000

• 13 Velodrome seats to be upgraded, allow	\$ 65,000
• Grassed areas external to velodrome and BMX track	
Sown grass and 26 weeks maintenance	\$ 25,000
• Native grass planting to several areas of the perimeter of the BMX track and the velodrome including cultivation, herbicide and maintenance	\$ 30,000
• Native grass planting to the long central median strip parallel to the access road 1350sqm @ \$20/sqm	\$ 27,000
Allowance of 4,200sqm of native grasses @ \$20/sqm	\$ 84,000
• Deciduous trees: 68 trees minimum. Supply and plant advanced trees	\$ 37,400
• Evergreen trees: 37 trees minimum. Supply and plant semi advanced trees	\$ 9,250
• Reinstated grassed areas including two mounded areas near proposed clubhouse	
Allow	\$ 15,000
• Construct a feature gateway on the vacant land to be revegetated at the south east corner of the cycling precinct. Incorporate a sculptural element and signage	\$ 30,000
• Sub Total (Includes GST)	<b>\$ 2,368,800</b>
• Contingency Sum 10% (Includes GST)	\$ 236,880
<b>TOTAL (Includes GST)</b>	<b>\$ 2,605,680</b>

## **ATTACHMENT A: Strategic and Policy Context**

As part of planning for the possible development of community infrastructure, it is important to understand the existing strategic and policy context for Council and local communities. This section examines several strategic plans and documents developed by Greater Shepparton City Council, the Shepparton BMX and Cycling Clubs and Cycling Victoria including:

- Council Plan 2013 - 2017
- Municipal Health and Wellbeing Action Plan 2013 - 2014
- Greater Shepparton Housing Strategy 2011
- Sport 2050 Strategic Plan
- Greater Shepparton Cycling Strategy 2013-2017
- Shepparton Cycling Club Strategic Plan January 2012 – December 2014
- Shepparton Cycling and BMX Clubs Strategic Plan November 2014
- Greater Shepparton Playground Provision Strategy 2006 – 2018.

### **A.1 Council Plan 2013 – 2017**

The Council Plan is the key tool Council uses to guide resourcing and determine how Council can achieve the community's vision for the City. It is important to consider this Plan in relation to the BMX and Cycling Clubs because it identifies Council's aspirations for the community and provides the strategic context for Council's decision making. In a new initiative, the Council Plan 'reflects the integration of health and wellbeing matters at a strategic level to strengthen Council's commitment to building a healthier community'. A Municipal Health and Wellbeing Action Plan has been prepared and this is discussed in section A.2 below.

The Council Plan has five strategic goals and these are:

- Active and engaged community: We will improve liveability through social and recreational opportunities, a range of inclusive community services and activities, and valuing our diversity.
- Enhancing the environment
- Economic prosperity
- Quality infrastructure
- High performing Organisation.

While all of these goals are important, of greatest relevance to the development of the Strategic Plans for the BMX and Cycling Clubs are:

- *Active and engaged community:* We will improve liveability through social and recreational opportunities, a range of inclusive community services and activities, and valuing our diversity.
- *Economic Prosperity:* We will promote economic growth through working with existing businesses and industries, encouraging new business development and diversification, attracting and supporting education within our city, and strengthening the agricultural industry.
- *Quality infrastructure:* We will provide and maintain urban and rural infrastructure to support the development and liveability of our communities.

Key priorities in relation to these goals are:

- *Continue to enhance community capacity building:* We will work with all our communities to assist them to create opportunities whereby the community can develop, implement and sustain actions which allow them to exert greater control over their physical, social, economic and cultural environments.
- *Ensure liveability options are always considered in our decision making activities:* Council will work with the community in partnership and collaboration, to enable the provision of infrastructure that reflects the needs of the community.
- *Make Greater Shepparton the regional sporting capital of Victoria and a leading sporting destination:* Through ongoing development of high quality sporting infrastructure throughout Greater Shepparton and facilitating the conduct of regional, intrastate, interstate and national sporting events we will become the sporting capital of Victoria.
- *Ensure the community has access to high quality facilities:* Council will continue to provide for the development and maintenance of high quality facilities to enhance the opportunities for community participation in a broad range of activities at both a passive and active level.

Specific relevant strategies for 2013/2014 include:

- Pursue opportunities for Greater Shepparton to be the location for major sporting events.
- Continue the development of the Shepparton North sporting precinct.

#### **A.2 Municipal Health and Wellbeing Action Plan 2013 - 2014**

The Municipal Health and Wellbeing Action Plan identifies specific goals and strategies Council and other lead agencies have committed to in order to improve the health and wellbeing of the Greater Shepparton community. Goals include:

- *Social Environment - Active and engaged communities*: Provide equitable access to health services, increase civic engagement, volunteering and leadership, promote community health and wellbeing, improve health literacy, prevent family violence, in socially inclusive, resilient and supportive community environments
- *Natural Environment – Enhancing the Environment*: Increase smoke free environments, decrease pollution, raise awareness of climate change and promote river health strategies that continue to celebrate the cultural significance of our local heritage and significant landmarks.
- *Economic Environment – Economic Prosperity*: Encourage supportive learning environments and education opportunities, to improve school retention rates, expand retail trading opportunities adding value to local tourism, community events and local business.
- *Built Environment – Quality Infrastructure*: Improve open spaces, urban environments and places to encourage healthy lifestyle choices, social inclusion opportunities, pedestrian mobility and universal access; including safe public amenities
- *Governance and Leadership – High performing organisation*: Encourage cross-sector collaborative partnerships across Greater Shepparton to advocate for improved safety, tourism, refugee settlement services and inclusive workplace improvements'

### **A.3 Greater Shepparton Housing Strategy 2011**

Developed between 2007 and 2009, the Housing Strategy was revised and re-adopted by Council in 2011 following recommendations from the C93 Panel Report. The Strategy is designed to guide the long term identification and provision of residential land within the municipality. It identifies key issues and challenges including the impact of an increasing population and changing community profile upon housing needs / demands. Importantly it identifies objectives and strategies including:

- Ensure an Adequate Supply of Appropriate Land for Residential Development
- Improve the Quality and Performance of Future Residential Development.
- Promote Active and Healthy Living Environments
- Achieve a Wide Choice of Affordable and Market Housing
- Promote Leadership, Innovation and Learning.

The objective to 'promote active and healthy living environments' is of greatest relevance to the development of strategic plans for the Shepparton Cycling and BMX Clubs. This objective emphasises the importance of giving priority to active modes of transport (walking and cycling), particularly emphasising that open space should be readily accessible by walking and cycling. Quality infrastructure which creates a network of footpaths and cycling paths was identified.

The Strategy also highlights that open space should be thought of as multi-functional with the capacity to be used for more than just recreation purposes eg: community food production, rainwater harvesting etc.

#### **A.4 Sport 2050 Strategic Plan – Volume 2**

Adopted in 2011 the Sport 2050 Strategic Plan is largely focused upon traditional sporting infrastructure eg: sportsgrounds, tennis courts, netball courts and indoor stadium facilities. There is little mention of cycling, and this is perhaps best demonstrated by the lack of acknowledgement of the cycling facilities located on the fringe of /within the Shepparton Sports Precinct.

Despite this, the Plan provides important information about the demographic profile of the community and the implications for the provision of sporting infrastructure and opportunities, examines what Council's role should be in relation to sport, and identifies key principles and strategic directions for sport in Shepparton. It highlights that:

- Increasingly people are moving towards participating in unorganised sport / physical activity and 'pay as you play' sport, resulting in declining club based participation. This change has been driven by aging infrastructure, and changes in volunteering and employment.
- The population is increasing and will likely retain a younger age profile, resulting in increased participation in sport. However, key factors that will impact upon the participation rates for sport in Greater Shepparton are cost (particularly for low income households), cultural background (particularly people born overseas), disability and indigenous people.
- Council has a key role in providing local and district level facilities, supporting the development of regional sporting facilities as a driver for economic development and tourism in the City, and pursuing partnership opportunities that focus upon supporting participation in sport and funding for sporting infrastructure.



- All facilities should be incrementally made accessible to people with a disability, both genders, and people of all cultural backgrounds.
- Sports facilities with multiple playing fields / courts and hubbed together with other community facilities will be more viable, and more easily maintained to a higher quality than others.
- Shepparton Sports Precinct should primarily cater to the higher levels of competition sport.
- It is advantageous for a range of sports to be supported by Council in order to enhance opportunities for the greatest range of the population to find suitable and enjoyable activities in which to participate. However, Council cannot support all sports equally, and provide infrastructure at all levels of the hierarchy.
- Council's investment in sports facilities will give priority to maximising and supporting participation rates.
- Smaller sports can share facilities with larger sports.
- Sportsgrounds should generally be licensed not leased to ensure sharing and flexibility of use.
- If facilities are available to the community and not used exclusively by a club/sport, local or state government should generally share the cost for capital works.

#### **A.5 Greater Shepparton Cycling Strategy 2013 - 2017**

Prepared in 2013, the Cycling Strategy is a revised version of the 2006-2011 Cycling Strategy. The Strategy identifies that there is growing support for bicycle use both as a legitimate form of transport and for recreational purposes, with benefits including preventative health measures, tourism and economic development. However, a number of barriers were identified including the lack of infrastructure available to support cycling, and community attitudes and behaviours to cyclists sharing the road network.

The Strategy has a strong emphasis upon the bicycle network and cycling tourism initiatives and opportunities in and around Shepparton. There is a lesser focus upon cycling sports however, the Strategy identifies the value of the cycling disciplines and the broader community and business sectors working together to grow cycling opportunities in Greater Shepparton, particularly cycling tourism opportunities.



Importantly the Strategy identifies the contribution and value of the Shepparton Cycling Club and Shepparton BMX Club, with specific opportunities and recommendations about how to encourage and support growth in the membership base of the two clubs and participation in cycling in general.

Specific actions identified in relation to the Cycling Club are:

- Resurface the velodrome, as it is almost 30 years old
- Upgrade the public grandstand seating, especially the northern side as it is currently in a poor state
- Support the Cycling Club in developing and running criterium races within the overall Shepparton Sports Precinct.
- Support Shepparton Cycling Club to develop a long term master plan for the velodrome.

Specific actions identified in relation to the BMX Club are:

- Install lighting at the track to enable activities to occur in the evenings during winter
- Install an 0.8m standing start which would make the facility comparable to the best facilities in Australia.
- Aim to secure an annual two-day national BMX event and potentially the National titles on a two or four year basis.
- Give consideration to developing informal facilities that the general public can use at their own convenience. Much like a skateboard park, such a facility would help encourage the introduction of the sport to potential users.
- Support the Shepparton BMX Club in regards to developing a regional BMX academy based in or at least frequently visiting Greater Shepparton
- Support the Shepparton BMX Club to develop a long term master plan for the BMX facility.

#### **A.6 Shepparton Cycling Club Strategic Plan January 2012 – December 2014**

Prepared in late 2011, the Strategic Plan identifies the strategic goals and priorities for the Cycling Club for 2012 – 2014. Key Goals and objectives identified in the Plan are:

- Building and maintaining an efficient operating structure
- Developing robust and sustainable income streams
- Establishing a clear picture of clubs financial position
- Providing easy access to club branded apparel by members
- Using the media to promote the club and its events
- Actively seek new members

- Maintaining communication with all members
- Using social media to share information with members
- Providing benefits for recreational and non-riding members
- Increasing participation in club events
- Improving member satisfaction
- Actively promote the SCC to local schools
- Providing at least 2 coaches available to club members
- Supporting members who excel
- Promoting safe cycling

The Club has progressed a number of these goals and objectives during the past 3 years, however many remain relevant for future planning. In particular:

- Increasing membership numbers and participation in Club events and activities
- Raising the profile of the Club and cycling in general
- Ensuring robust structures to support the operations of the Club.

#### **A.7 Shepparton Cycling and BMX Clubs Strategic Plan November 2014**

Prepared in 2014, the Strategic Plan was developed to provide clear direction and priorities for the continued growth and development of the Shepparton Cycling Club and Shepparton BMX Club. The Plan examined the operating conditions of both organisations and key external factors impacting upon the organisations before identifying key goals and objectives for each organisation and an action plan outlining how the Clubs will achieve their goals and objectives.

A key priority for both Clubs is to secure improvements to the cycling and BMX facilities and infrastructure. The Strategy identified as a priority action for the BMX and Cycling Clubs to work with the Greater Shepparton City Council to develop a Master Plan for the cycling precinct which identifies infrastructure priorities as follows:

- For the Shepparton Cycling Club securing substantially improved velodrome and road cycling facilities including:
  1. Removal of the concrete strip running through the centre of the grassed area and drainage works to allow the grassed area to be used for other activities eg: soccer.

2. Upgrade / replacement of the existing seating and shelter on the northern side of the track, and construction of additional covered seating close to the clubroom / pavilion
  3. Upgrade / replacement of the velodrome track.
- For the Shepparton BMX Club securing world class track and support facilities including:
    1. Lighting to support training after school / evenings during winter months.
    2. A UCI standard 8 metre start hill and associated track.
    3. Canteen, toilet and storage facilities.
    4. Central clubroom / meeting and viewing space.
  - A joint priority is to explore whether there is opportunity for the development of a shared multipurpose clubroom / pavilion and seating / shelter that can be used by both clubs.

Another key shared priority for the Clubs is the establishment of a whole of sport model for all cycling disciplines in Shepparton. This priority reinforces the importance of pursuing the development of a shared multipurpose clubroom and suggests there may be value in exploring widening the multiuse nature of this facility to include other cycling disciplines.

#### **A.8 Greater Shepparton Playground Provision Strategy 2006 - 2018**

Initially prepared in 2003, this Strategy was updated in 2006 and recommends a safety first approach to playground management and development with a focus upon strategies aimed at reducing Council's public liability risk and exposure. Importantly however, the Strategy outlines key factors which should be considered when assessing request and / or the need for playground facilities including:

- Priority in playground provision should be given to locations with the most number of children, where family incomes are low and where housing density is highest.
- A minimum of 0.75 hectares is required for effective playground development
- Playgrounds should be in visually prominent sites.

These factors are important in considering whether there is capacity to informal cycling and / or playground infrastructure as part of the Cycling Precinct. There is insufficient land available in the precinct in a visually prominent location to support informal cycling or playground infrastructure. In

addition, the precinct has low levels of housing density, largely due to the surrounding sporting infrastructure and Wanganui Park Secondary College.

**A.9 Cycling Victoria Strategic Plan 2013 - 2016**

Developed in 2013, the Cycling Victoria Strategic Plan identifies the priorities and approach Cycling Victoria will take to developing, supporting and promoting cycling in Victoria. A key objective of the Strategic Plan that is relevant to the Shepparton Cycling Precinct Master Plan is to *integrate the disciplines of Mountain Bike, BMX, Road, Track and Cycle-Cross*. This objective is consistent with that identified by the Shepparton Cycling and BMX Clubs ie: the establishment of a whole of sport model for all cycling disciplines in Shepparton.

Other relevant objectives in the Cycling Victoria Strategic Plan include:

- Improving access to facilities to enhance participation, and
- Enhancing Victoria's reputation as the leader in cycling events.

**ATTACHMENT B: Detailed Demographic Profile and Participation  
Trends**

**B.1 Population Size and Growth – Greater Shepparton 2006 - 2031**

	2006	2011	2016	2021	2031	Change
Greater Shepparton	57,088	60,442	67,004	71,510	80,080	22,992
Urban Centre	31,572	30,293	32,778	34,491	37,513	5,941

Source: profile.id Community Profile and forecast.id Population Forecasts City of Greater Shepparton

**B.2 Age Profile – Greater Shepparton 2006 - 2031**

	2006		2011		2021		2031		Change	
	No.	%	No.	%	No.	%	No.	%	No.	%
Babies and pre-schoolers (0 to 4)	3,770	6.6	4,307	7.1	5,105	7.1	5,470	6.8	1,700	45.1%
Primary schoolers (5 to 11)	6,198	10.9	5,877	9.7	7,089	9.9	7,794	9.7	1,596	25.8%
Secondary schoolers (12 to 17)	5,397	9.5	5,545	9.2	5,482	7.7	6,211	7.8	814	15.1%
Tertiary education and independence (18 to 24)	4,676	8.2	5,060	8.4	5,622	7.9	6,050	7.6	1,374	29.4%
Young workforce (25 to 34)	6,885	12.1	7,067	11.7	8,867	12.4	9,348	11.7	2,463	35.8%
Parents and homebuilders (35 to 49)	12,315	21.6	12,411	20.5	14,694	20.5	16,694	20.8	4,379	35.6%
Older workers and pre-retirees (50 to 59)	7,323	12.8	7,812	12.9	8,995	12.6	10,181	12.7	2,858	39.0%
Empty nesters and retirees (60 to 69)	4,912	8.6	6,009	9.9	7,376	10.3	8,337	10.4	3,425	69.7%
Seniors (70 to 84)	4,666	8.2	5,103	8.4	6,986	9.8	8,565	10.7	3,899	83.6%
Elderly aged (85 and over)	939	1.6	1,251	2.1	1,294	1.8	1,430	1.8	491	52.3%
<b>Total</b>	<b>57,081</b>	<b>100</b>	<b>60,442</b>	<b>100</b>	<b>71,511</b>	<b>100</b>	<b>80,080</b>	<b>100</b>	<b>22,999</b>	

Source: profile.id Community Profile and forecast.id Population Forecasts City of Greater Shepparton

**B.3 Household Incomes – Greater Shepparton 2006 - 2011**

	2006	2011	2011 Regional Vic
Lowest Group	28.2	30.2	32.0
Medium Lowest	28.2	29.7	29.0
Medium Highest	26.5	24.8	23.5
Highest Group	17.1	15.4	15.6

Source: profile.id Community Profile City of Greater Shepparton

**B.4 Education Levels (Tertiary and Vocational) 2006 - 2011**

	2006	2011
Greater Shepparton	31.1	35.5
Regional Victoria	35.2	40.4
Victoria	40.8	45.6

Source: profile.id Community Profile City of Greater Shepparton

**B.5 Culture and Ethnicity – Greater Shepparton 2006 - 2011**

	2006	2011
Born overseas	10.8	13.1
Non English speaking background	7.7	9.9
Arrived within the last 5 years	13.4	27.0
Identify as Aboriginal or Torres Strait Islander		3.4

Source: profile.id Community Profile City of Greater Shepparton



### **B.6 Trends in Leisure and Recreation Pursuits**

In the last two decades there have been significant changes in the leisure and recreation interests of the community and in the types of leisure and recreation opportunities available to the community. These changes have been driven by higher education levels, changed work and business hours, greater community affluence, a willingness to pay for high standard experiences, insurance and litigation issues, the changed cultural mix of the community, greater expectations of quality and professional service, a greater awareness of the benefits of recreational involvement, and the ageing of the population.

There has been an increasing shift towards participation in non-competitive and passive activities rather than traditional formal sports, and increased demand for more flexible and diverse leisure pursuits rather than a commitment to a small number of activities. This has resulted in declining participation in some traditional team and small group sports such as tennis and lawn bowls, and a move towards non-competitive but active pursuits such as cycling, walking, travel and swimming.

Overall participation in sport and recreation activities is occurring across a wider period of the day and week, with a major move to week day evening sports participation. There is also far greater diversity and variety in the recreation opportunities available and a growing trend for families to share recreational activities or to pursue related activities at one venue rather than pursuing a wide range of different activities.

To assist in developing a greater understanding of how participation in exercise, recreation and sport is changing, and particularly how participation in cycling is changing, the *Standing Committee on Sport and Recreation – Participation in Exercise, Recreation and Sport Annual Report (ERASS)* - 2001, 2004, 2008 and 2010 has been examined. While the ERASS survey was last completed in 2010, it provides valuable comparative data across a ten year period, and consequently is considered to be the most reliable source of data for the development of the Strategic Plan.

### **B.7 General Participation Trends**

Overall participation in physical activity in Victoria increased between 2001 and 2010, and this pattern was generally consistent with participation rates across Australia. However, as people age participation clearly declines. For example in Victoria in 2010, 90.2 percent of 15 – 24 year olds participated in some form of physical activity. By comparison, the participation rate for those aged

65 years and over was only 73.1 percent. Despite this, there is also clear evidence that participation in exercise, sport and recreation by older adults has grown. In 2001 the participation rate in Victoria for those aged 65 years or more was 61.1 percent compared with 73.1 percent in 2010.

Other key participation trends include:

- Significantly higher rates of participation in non-organised physical activity (70.8 percent in Australia in 2010) compared to organised physical activity (40 percent in Australia in 2010).
- Substantially higher rates of participation in organised physical activity for those aged 15 – 24 year, with a significant decline from 25 years and onwards.
- Notably higher rates of participation for males compared to females in all age categories with the exception of 65 years and older when female participation is higher than males.
- Notably lower rates of participation for those not in the workforce, and for those living in households where a language other than English is spoken.
- Increasing rates of participation as education levels rise.

#### **B.8 Cycling Participation Trends**

Between 2001 and 2010 participation in cycling increased in both Victoria and across Australia as a whole (the participation rate in Victoria increased from 12.1 percent to 12.7 percent and across Australia, from 9.5 percent to 11.9 percent). Cycling also had the fourth highest participation rate in exercise, recreation and sporting activity in Victoria and Australia.

Significantly:

- Participation in non-organised cycling activity was substantially higher than organised cycling activity. In 2010 the participation rate for non-organised cycling activity in Victoria was 12.1 percent compared with 1.6 percent for organised cycling activity, and participation in non-organised cycling in Australia increased by 46 percent between 2001 and 2010. This highlights that participation in cycling largely occurs in informal settings ie: not as part of a club. Further reinforcing this, cycling was NOT one of the top ten club based exercise, recreation or sporting activities during this timeframe.
- There are notable differences in cycling participation rates between males and females. In Victoria in 2010 the participation rate for males was 16.9 percent compared with 8.6 percent for females.

**B.9 Total Participation in exercise, recreation and sport for Victoria and Australia 2001  
- 2010**

Age	2001		2004		2008		2010	
	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %
15 – 24	87.1	88.8	91.5	91.7	90.5	90.1	90.2	87.7
25 – 34	82.8	85.3	87.8	85.4	85.6	86.1	86.6	86.1
35 – 44	82.6	80.6	85.3	84	85.7	85.9	86	85.1
45 – 54	75.8	75.4	85.7	81.9	82.9	82.9	82.7	82.1
55 – 64	68	70.2	79.5	79.1	81.3	80.4	79.9	78.7
65 plus	61.1	60.1	77.6	71.6	72.8	73.4	73.1	72.2
<b>Total</b>	<b>77.4</b>	<b>77.8</b>	<b>85.1</b>	<b>82.8</b>	<b>83.4</b>	<b>83.4</b>	<b>83.4</b>	<b>82.3</b>

Source ERASS Annual Report 2001, 2004, 2008 and 2010

**B.10 Participation in selected exercise, recreation and sport in Victoria and Australia  
2001 - 2010**

Activity	2001		2004		2008		2010	
	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %
Walking	27.5	28.8	39.9	39.0	38.8	39.2	36.6	35.9
Aerobics/fitness	14.8	13.0	21.2	17.1	24.2	23.5	24.7	23.5
Swimming	13.7	16.0	16.5	16.5	13.2	14.5	13.5	13.0
Cycling	12.1	9.5	11.6	10.5	13.8	11.6	12.7	11.9
Running	7.8	7.2	9.3	8.3	10.1	9.9	12.7	10.6
Golf	9.3	8.2	8.6	7.9	7.6	7.1	7.3	6.7
Tennis	9.2	9.2	9.2	8.4	7.2	0.8	6.8	6.0
Bushwalking	4.1	5.3	4.7	5.2	5.7	6.4	4.6	4.8
Soccer (outdoor)	3.1	3.7	2.6	4.2	3.4	5.2	3.5	4.8
Netball	4.4	4.1	4.0	3.6	4.9	3.9	3.8	3.7

Source ERASS Annual Report 2001, 2004, 2008 and 2010

## ATTACHMENT C: Detailed Consultation Findings

### C.1 Outcomes from Consultation with Shepparton BMX and Cycling Clubs

#### Attendees

Organisation	Person
Shepparton BMX Club	Luke Bromley
Shepparton BMX Club	Graham Walkden
Shepparton BMX Club	Deanne McNair
Shepparton Cycling Club	Edward Dalle Nogare
Shepparton Cycling Club	Steve Fairless
Greater Shepparton Council	Stacey Cole
Master Plan Consultant	Michelle Read

#### Strengths of the Precinct

The focus of this conversation was the Precinct as a whole, not just the specific infrastructure available to the BMX and Cycling Clubs. Strengths identified were:

- The pavilion: Its newly refurbished and generally supports the Cycling Clubs activities very effectively
- The collocation of two quality cycling tracks side by side.
  - During events, the BMX riders appreciate having access to the velodrome track to warm up. The Clubs were not able to identify any other venue in Victoria where this is possible.
  - The collocation of the tracks is likely to be more beneficial as the Cyclocross discipline grows. This cycling discipline combines BMX style riding with track riding.
  - The collocation provides opportunities for the Cycling and BMX Clubs to develop joint programs and initiatives and encourage riders to move between cycling disciplines.
- There are good sized areas of largely un-used land providing capacity for further expansion and flexibility to cater for major events.

- The Precinct is not located in a residential area and consequently traffic issues are minimal. The Clubs do not have to manage or respond to noise concerns and major events can be very well contained in the Precinct, minimising the impact on surrounding areas.
- The lack of fixed infrastructure in the Precinct, particularly around the BMX track provides good flexibility to cater for major events.
- The fact that there is a Cycling Precinct has been critical to the longevity of both the BMX and Cycling Clubs. The BMX Club has been operating for over 30 years and the Cycling Club for 67 years.
- The Precinct provides reasonable accessibility for people with mobility impairments. In particular flat and accessible areas are available on the South side of the Precinct to view activities occurring on the velodrome track and BMX track.

#### **Weaknesses of the Precinct**

The focus of this discussion was the Precinct as a whole, rather than the specific infrastructure needs of the BMX and Cycling Clubs:

- A lack of physical and visual connectivity to the wider sporting precinct. This creates security problems for the Clubs eg: storage facilities broken into and equipment stolen, vandalism etc. This is compounded by a lack of secure fencing and a lack of security lighting. There is street lighting in Packham Street and some lighting on the pavilion but none otherwise throughout the Precinct.
- There is a lack of signage directing visitors to the cycling facilities and the signage which exists is poorly located eg: there is a sign on the corner of Packham Street directly beside the facilities but no sign at the corner of Packham Street and Brauman Street, or Brauman and Numurkah Road.
- There is concern about car parking in the area surrounding the Cycling Precinct.
  - There is a lack of car parking, particularly at the eastern end of the Precinct (velodrome end).
  - Much of the car parking that exists is poorly defined – gravel surface, no lines etc and consequently car parking is not maximised.
  - People visiting the precinct make poor choices about where they park their cars eg: parking over the footpath and making access difficult for pedestrians and parking in the centre median area on Packham Street because of the shade from the trees in the median.

- Possible solutions or initiatives that could be considered as part of the Master Plan are:
  - Creating a drop off zone for parents to drop off children or for participants to unload equipment. This would be helpful for day to day activities but not during major events when Packham Street is closed to vehicle traffic to maximise pedestrian safety.
  - Creating more car parking at the eastern end of the Precinct ie: the unused land that provides the entrance into the cycling precinct.
  - Providing better car parking options a little further away eg: associated with the newly developed soccer fields or equestrian facilities.
- The precinct has some drainage and flooding problems:
  - The drainage in the centre of the velodrome (grassed area) is poor and frequently floods or is too wet to walk on.
  - Packham Street (alongside where the cycling facilities are located) floods easily during heavy rain fall and consequently access to the cycling facilities is cut off.
  - The drainage channel at the west of the Precinct is prone to flooding during heavy rainfall.
- Landscaping throughout the Precinct is poor with weeds overtaking much of the grassed area. Under the lease agreements the BMX and Cycling Clubs have with Council, the clubs are responsible for maintaining the Precinct, however a lack of funds and manpower means that any maintenance of the grounds is minimal. In addition, there is no irrigation for the grounds surrounding the tracks making it difficult to grow and maintain grass, vegetation and trees.
- The timber fencing on the northern side of the BMX track is uneven and in poor condition. This is largely because land upon which it is located has moved causing the fencing to move. It should be noted that this fencing works well for temporary signage during major events.
- There is no accessible toilet and change facilities, nor baby change facilities.

#### **Club Specific Infrastructure Needs / Issues**

This discussion focused upon the specific infrastructure needs / issues for the BMX and Cycling Clubs. As part of the discussion, participants were asked to identify both the infrastructure required and why it is needed. The clubs were encouraged to think about whether the infrastructure required was a wish list item, would address a safety issue, would provide economic benefit to the wider community, would increase participation, would address a specific community need or demand, would improve accessibility, would improve the sustainability of the precinct or clubs, was an issue of fairness or equity.



**Cycling Club**

<b>What Infrastructure</b>	<b>Why it is needed?</b>
Construction of a retaining wall to stop the gravel from the BMX start hill being washed onto the velodrome track. An alternative would be to replace the gravel with asphalt.	<p>This issue presents a major safety concern for cyclists using the velodrome track and requires the Club to sweep off the track at regular intervals.</p> <ul style="list-style-type: none"> <li>This was identified as a priority area by the Cycling Club participants attending the workshop.</li> </ul>
Additional storage for equipment.	<p>The amount of equipment the Cycling Club has is growing in direct response to increasing junior participation and consequently additional storage is required. Currently the Club has a shipping container in the Precinct to address the immediate need.</p> <ul style="list-style-type: none"> <li>This was identified as priority area by the Cycling Club participants attending the workshop.</li> </ul>
Upgrade of grand stand seating. In particular to provide shade covering over seating on the southern side of the velodrome and address the condition of the covered seating on the northern side.	<p>The seating on the south side of the track lacks shade and is the prime viewing location for parents and spectators. It is this seating which receives the highest level of use.</p> <p>The seating on the north side of the track has a shade cover and is only used a handful of times each year. It has exposed concrete footings, rotting timber and is poorly maintained and landscaped. One option would be to remove the seating and shelter and replace it with landscaped grass / garden area, with capacity to house temporary seating or shade structures for key events.</p>
Upgrading or replacing the surface of the velodrome including painting.	<p>The velodrome track is 30 years old and has had minimal maintenance in that time. Consequently the track is cracked and not level.</p> <p>While there is no clear evidence of demand for improved track facilities, junior participation is increasing as a result of targeted junior coaching programs. The Club believes that the provision of</p>



What Infrastructure	Why it is needed?
	<p>Continued.....</p> <p>upgraded facilities would in itself be an attractor for new participants.</p> <ul style="list-style-type: none"> <li>• This was identified as a top priority by Cycling Club participants attending the workshop.</li> </ul>
Improvements to the drainage in and around the Precinct.	<p>Specific issues identified were:</p> <ul style="list-style-type: none"> <li>– The drainage in the centre of the velodrome (grassed area) is poor and frequently floods or is too wet to walk on.</li> <li>– Packham Street (alongside where the cycling facilities are located) floods easily during heavy rain fall and consequently access to the cycling facilities is cut off.</li> <li>– The drainage channel at the west of the Precinct is prone to flooding during heavy rainfall.</li> </ul>
Security and precinct lighting and motion detector cameras.	<p>A lack of security and precinct lighting compounds issues created by the isolation of the Cycling Precinct from the broader sporting precinct, leaving the Clubs and facilities vulnerable to vandalism and theft.</p>
Upgrade / improvement to the track lighting.	<p>While there are already track lights surrounding the velodrome, they are 20 years old, are expensive to operate and have received no maintenance thus globes are starting to blow and are not being replaced. Upgrading the lights to ensure they are energy efficient will assist in improving the financial sustainability of the Cycling Club and address issues of environmental sustainability.</p> <ul style="list-style-type: none"> <li>• This was identified as a priority area by the Cycling Club participants attending the workshop.</li> </ul>
Installation of solar panels on the pavilion.	<p>This will assist to reduce or remove power costs for the precinct and improve the financial sustainability of the Clubs.</p>

**BMX Club**

What Infrastructure	Why it is needed?
Replacement / upgrade of the existing start hill.	<p>The Club has significant safety concerns. The storage container which acts as a retaining wall for the start hill is moving and there is concern about how this is undermining the integrity of the start hill.</p> <ul style="list-style-type: none"> <li>• This was identified as a top priority by BMX Club participants attending the workshop.</li> </ul>
Upgrade / replacement of the corners on the track.	<p>The track was built in haste and without the correct compacting and preparation on the corners consequently the surface is uneven and is lifting. Temporary repairs are completed for major events but a more permanent solution is needed to address safety concerns.</p> <ul style="list-style-type: none"> <li>• This was identified as a top priority by BMX Club participants attending the workshop.</li> </ul>
Development of an 8 metre Olympic standard start hill. This would be located alongside the existing start hill.	<p>There are only 2 x 8 metre BMX start hills in Australia. This would substantiate Shepparton's position as a leading provider of elite standard BMX facilities and provide ongoing economic benefit to the wider community through attracting elite riders for training, and securing state, national and international events. It will also allow the club to provide riding pathways from grass roots through to elite in a way that few other clubs can offer across Victoria and Australia.</p>
Development of canteen / clubroom facilities including toilets and storage.	<p>This was identified as a wish list item but is also critical to the sustainability of the BMX club. The lack of secure storage facilities means that the club is unable to obtain insurance for its equipment. The lack of canteen / catering facilities means that the club has minimal revenue raising capacity and misses out on the funds which could be generated through hosting local, regional and major events.</p>

What Infrastructure	Why it is needed?
Security lighting	A lack of security and precinct lighting compounds issues created by the isolation of the Cycling Precinct from the broader sporting precinct, leaving the Clubs and facilities vulnerable to vandalism and theft.
Track Lighting	To support BMX training, particularly outside daylight saving time. To support major events. There is some concern in the Club that the ongoing operation of the lighting would be costly and may be too much of a burden on the Club.
Consider removing the fencing around the BMX track. This would require a lockable gate to be installed across the start line.	The key advantage of this approach is that the track then becomes available for community use and consequently Council takes a more active role in managing the site. The key concern about this approach is the increased risk of vandalism. An option would be to only consider this as part of providing pavilion facilities for the BMX Club and improved security lighting around the precinct.

#### Non Infrastructure Issues

In the discussion about the infrastructure needs of the BMX and Cycling Clubs, it was also identified that there are some non-infrastructure related issues which should be considered as part of developing a Master Plan for the Cycling Precinct and these were:

- The cost to the Clubs of maintaining and operating the facilities within the Cycling Precinct. In particular the Cycling Club raised concern about the financial burden on the Club as a consequence of Council's requirement that the Club pay for the cost of public liability insurance for the velodrome and pavilion. This is a requirement for any sporting club who has a lease for a Council facility. The cost is \$2,000 - \$2,500 per annum and the BMX Club pays a portion of this through the fee it pays to the Cycling Club for use of the toilet and change facilities (\$800 PA). The Cycling Club also estimates that the cost to maintain the grounds ie: lawn mowing, weed removal etc is around \$1,000 - \$1,500 per annum.
  - This was identified as priority area by the Cycling Club participants attending the workshop.

- The lack of use the pavilion receives. The Cycling Club makes minimal use of the upstairs clubroom and the BMX Club does not access this space at all. The Cycling Club has not been able to generate interest from other users.
- The BMX Club struggles to maintain an effective and active committee and encourage parent involvement. While attracting major BMX events is exciting, Council places great expectations upon the Club each time Council secures an event. The Club struggles to secure enough manpower to manage the event.
- Perhaps the Clubs should consider moving away from a lease agreement to a licence agreement with Council. A key factor to be considered with regards to this is the likely cost implications eg: it will reduce direct maintenance and insurance costs for the Clubs but how significant will the licencing costs be?

#### **Multi Use / Shared Facilities**

The purpose of this discussion was to explore the idea of developing one central building with change rooms, storage, kitchen / canteen and clubroom facilities that are shared by the BMX and Cycling Clubs. There were mixed views expressed about this concept with some concerns about how the Clubs would successfully share the facilities especially given:

- Poor relations between the Clubs in the past and the difficulty some long standing members have in moving past this.
- The overlapping times for training.

The discussion explored:

- Where a shared facility might be located in the Precinct. Suggestions included:
  - Locating a building on the rise between the velodrome track and the BMX track
  - Locating a building between the entry to the velodrome and the BMX track with sightlines across both tracks.
- What would happen to the existing pavilion / clubroom.
- The whole of sport model for cycling and whether a shared facility was one way of moving towards this model.
- Whether it would be appropriate to consider other cycling disciplines making use of a shared facility for equipment storage and clubs meetings or functions.

A visionary idea suggested was to relocate the BMX track inside the velodrome track. This would mean the existing pavilion could remain in its current location and be upgraded to accommodate

both clubs, including additional storage and accessible change / toilet facilities. This approach would also provide space for additional car parking where the existing BMX track is located.

#### **Linkages to the Wider Precinct**

Key suggestions raised in relation to linkages to the wider sporting precinct were:

- The provision of safe and accessible footpaths between facilities
- Signage directing people from different parts of the wider precinct to the cycling facilities
- Providing safe crossing points on Packham Street for Pedestrians, once the new road is constructed.

### **C.2 Outcomes from Consultation with Officers from Greater Shepparton City Council**

**Attendees** – Stacey Cole, Mel Sporry, Anthony Nicolaci, Kevin Jones (Greater Shepparton City Council and Michelle Read (Master Plan Consultant)

The purpose of consulting with Council officers was to tap into their knowledge and understanding of the Cycling Precinct and priorities Council may have in relation sport and recreation, participation, community facilities and the economic benefit of state and national sporting events to the local economy. In addition discussion was held about the infrastructure priorities for the Precinct and a series of issues and ideas were tested including:

- The role of the Precinct – participation versus economic generator
- The condition of facilities versus the demand for facilities
- Bringing facilities and the clubs together
- Relationships and connections to the broader sporting and school precinct
- The impact of cost and manpower barriers for the Cycling and BMX clubs
- Opening up the cycling facilities for community use.

#### **Description / Impressions of the Precinct**

- The cycling facilities are a good part of the overall sporting precinct.
- The infrastructure in the Cycling Precinct is in reasonably good condition.
- The improvement to facilities has occurred because of the momentum from the state and national BMX events held in the Cycling Precinct.

- There is a disconnect between the economic benefits of the state and national BMX events and community participation.

#### **Bringing facilities and the clubs together**

One idea explored was to rebuild the BMX track inside the velodrome track. Issues raised included:

- How practical would this be to achieve - Not sure if there is sufficient space to accommodate the BMX track inside the velodrome
- Overall there may not be sufficient space to accommodate the space requirements of the state and national BMX events.
- It would be difficult to achieve good viewing space for spectators
- It would limit any growth in facilities and consequently participation.

Officers were invited to consider the idea further and provide any additional feedback via email. The following additional feedback was received:

- This idea was investigated in 2008 and found not to be viable because of space constraints.
- Concerns that the velodrome may cease to be used in future years because of low participation rates.

#### **The role of the Precinct – participation versus economic generator**

Officers acknowledged that there has been an emphasis upon economic benefit rather than participation when attracting state and national BMX events. Council invests around \$125,000 (net) to host the national BMX titles, with the economic return to the community estimated at around \$2 million. A recent assessment suggests that attracting 13 state and national events between now and 2019 will have a \$20 million economic impact for Shepparton.

Officers indicated also that the BMX Club receives significant benefit which assists with their viability and capacity around participation. Additional information provided by email highlighted benefits such as:

- The opportunity to raise funds through catering, doing security on pre event activities, and commission from the events
- The opportunity to participate in national accreditation for officiating – only one member of the club has taken this up
- Council taking responsibility for maintenance and cleaning up the BMX facilities prior to major events

Council also provides annual support to the Cycling Club including:

- Funding for the Shepparton Junior tour event (around 2k) and Lake Criterium Series which helps offset the majority of key operational costs such as traffic
- Between 2008 and 2012 Council ran an event with a private promoter called Australasian Schools Cycling Cup that included many cycling disciplines.
- Construction of a retaining wall to minimise impact upon the velodrome from the BMX track.

A key outcome from discussion about this topic was the need for the Master Plan to reflect both economic and community participation outcomes.

#### **Opening up the cycling facilities for community use.**

Discussion about this topic explored changing the current management arrangements from a lease to a licence agreement which would provide the opportunity for:

- Improved maintenance of the Precinct
- Removal of the fencing to allow broader community access to the site and better connection to the broader sporting precinct
- Council to retain and reinvest more of the income generated from any major events held in the Precinct.

It was acknowledged that the Clubs have some concern about the financial impact of this approach and loss of control and access to the Precinct, but it was also acknowledged that this may help to increase membership numbers.

#### **Infrastructure Requirements for the Precinct**

- It is understood that the 3 corners (berms) on the BMX track are in poor condition and need to be replaced at an estimated cost of \$450,000. Council's Investment Attraction team has made a bid in Council's capital budget for \$150,000 per annum for the next three years to address this issue. This along with installation of track lighting is considered essential to secure ongoing state and national BMX events. Council's Investment Attraction team were unaware of the concerns about the condition of the existing start hill and acknowledge repair or replacement of this will also be essential to retaining state and national events.
- It is likely that the power to the precinct will need to be upgraded to install track lighting. This could occur as part of the power upgrade to the broader sporting and community precinct.
- The development of an 8m start hill (an aspiration of the BMX Club) is not considered to be essential for state and national events.



- While it is acknowledged the velodrome is deteriorating, there is little demand to warrant investment significant investment in the infrastructure. However, investment in maintenance should be a priority.

#### **Master Plan Priorities**

- Need to consider a staged approach to moving towards a multi-use building for the Precinct eg: improve access to the existing building (pathways and use) with a longer term vision for a centralised building that could be used for all cycling disciplines.
- Ensure any recommendations are consistent with the Master Plan for the broader sporting precinct and / or address any issues that have not been effectively considered eg: the storage facility at the eastern end of the Cycling Precinct and the impact of installing a road behind the Cycling Precinct.
- Consider the opportunity for a criterium track in and around the broader sporting precinct – suspect this will be difficult to achieve given the high level of use occurring in the precinct on weekends.

#### **C.3 Outcomes from Consultation with Cycling Victoria**

A telephone discussion was held between Michelle Read, Master Plan Consultant and Kip Kaufman, Chief Executive Officer of Cycling Victoria. The discussion included outlining the findings of the Master Plan and exploring some particular issues and opportunities. Key messages from the discussion included:

- One of the key reasons that people hesitate to try cycling is concerns about safety. With both the BMX and velodrome facilities in Shepparton underutilised, there is a significant opportunity to give people a chance to try cycling and BMX in a safe environment and therefore significantly increase local participation.
- Cycling Victoria has tried to encourage the Cycling and BMX Clubs to develop participation programs but without success because of an unwillingness to change their current approach to program development.
- Cycling Victoria is of the view that increased participation / activation of the Precinct should be the key area of focus for the Master Plan rather than infrastructure improvements. Cycling Victoria has the capacity to support the clubs in developing participation programs. Once participation increases then investment in infrastructure could occur.



- The BMX and Cycling Clubs have limited commercial acumen and therefore do not understand how they can get participation programs to pay for themselves including someone to organise and run them. Cycling Victoria can help the Clubs to develop this knowledge and skill.
- Most Cycling / BMX facilities in regional Victoria do not have club rooms and particularly do not have female change facilities.
- Removal of the fencing round the Precinct should be pursued to help increase participation.
- Multi-use facilities are the way of the future and should be pursued for the precinct. In addition, establishing the Cycling Precinct as a hub for all cycling disciplines should be pursued.
- There is a lot of growth occurring in road cycling. Designated training roads are a priority. Could these be considered within the broader sporting precinct?

#### **C.4 Outcomes from Consultation with Wanganui Park Secondary College**

**Attendees:** Ken Murray – Principal Wanganui Park Secondary College, Stacey Cole – Greater Shepparton City Council, Michelle Read – Master Plan Consultant.

- Currently there is no interaction between the Cycling and BMX Clubs and the Wanganui Secondary College. The principal indicated the school would be very interested to talk with the Cycling and BMX Clubs about working together to develop programs and access the cycling and BMX facilities.
- The only area of cross over between the cycling / BMX facilities and the school is the roadway in Packham Street. This road is used as the drop off / pick up point for the school buses and for car parking by school staff and year 12 students, particularly mid to later in the year when more students have obtained their drivers licence. When the state and national BMX events are occurring, the buses and car parking are relocated to Packham Street ie: directly off Brauman Street. The school is comfortable with this arrangement.
- The roadway is not a public road. It is partially owned by the Education Department and partially by Council ie: the boundary runs down the middle of the roadway.
- The school agrees that removal of the fences from around the cycling / BMX precinct would be beneficial. Their experience is that fences do not deter vandals and removal of fencing tends to increase passive surveillance.



## **ATTACHMENT D: SWOT Analysis**

### **Introduction**

The following SWOT (strengths, weaknesses, opportunities and threats) has been prepared to document the planning team's views about the constraints and capacities of the Shepparton Cycling Precinct. The SWOT has been prepared on the basis of a walk through assessment of the Precinct by the planning team, a workshop with the Shepparton BMX and Cycling Clubs and discussions with Council officers. It aims to document the key issues and opportunities associated with the Precinct, any areas of concern, and any opportunities to enhance or develop the Precinct.

The SWOT Analysis has been broken into a number of key areas and these are:

- Facilities
- Integration, connections and access
- Visual Appeal



	STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
<b>FACILITIES</b>	<ul style="list-style-type: none"> <li>The national standard BMX track which has hosted both national and state titles and will continue to do so in 2014 and 2015. The track will continue to be a strength, provided it is maintained at a high national level.</li> <li>The modern meeting room in the pavilion. While currently underutilised, it is a modern and pleasant space which could support a range of community activity.</li> <li>The collocation of the cycling and BMX tracks is unique allowing BMX riders to warm up during BMX events.</li> </ul>	<ul style="list-style-type: none"> <li>The development in the precinct has occurred incrementally without a clear plan or approach. This is evident with the materials used and the general condition of the site eg: shipping containers used for BMX storage, clubroom and racing infrastructure.</li> <li>Some of the infrastructure in the precinct is in poor and / or unsafe condition eg: the bollards around the BMX track, the covered grandstand beside the velodrome, the broken fencing around the perimeter of the site.</li> <li>The BMX track has two major safety concerns – the deteriorating condition of the start hill and the corners on the track.</li> </ul>	<ul style="list-style-type: none"> <li>The grassed area in the middle of the velodrome is currently underutilised. Removal of the concrete will allow the space to be programmed for activities such as soccer.</li> <li>The underutilised area at the west end of the precinct could be used for overflow car parking and / or landscaped to create a more usable and visually appealing area.</li> <li>The collocation of the cycling and BMX tracks will be beneficial as the cycling discipline Cyclocross grows – this combines BMX style riding with track riding. It also provides opportunity for the Cycling and BMX Clubs to joint programs and initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>The risk of injury to participants or visitors to the site because of unsafe or inappropriate infrastructure eg: covered grandstand beside the velodrome.</li> <li>Community pressure for Council to provide separate clubroom facilities for the BMX Club, resulting in increased capital and operating costs for the site.</li> <li>Loss of state and national BMX title events because the infrastructure is not developed and maintained to an appropriate standard.</li> <li>Potential vandalism to the existing facilities and/or future facilities.</li> </ul>

	STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
<b>FACILITIES continued....</b>	<ul style="list-style-type: none"> <li>The lack of fixed infrastructure in the Precinct, particularly around the BMX track provides good flexibility to cater for major events.</li> </ul>	<ul style="list-style-type: none"> <li>The velodrome track and lighting is around 30 years old and while still functional, the surface is deteriorating because of its age and is impacted by gravel from the BMX start hill washing onto the track. In addition the track lighting is expensive to operate and requires a higher level of maintenance.</li> <li>There is no accessible toilet or baby change facilities.</li> <li>Both Clubs have insufficient storage space.</li> <li>The BMX track is not available for use after sunset due to a lack of track lighting.</li> </ul>	<ul style="list-style-type: none"> <li>Removal of the covered grandstand beside the velodrome and landscaping this area, ensuring it can accommodate temporary seating.</li> <li>Providing new undercover seating on the south side of the velodrome, looking at options for undercover seating around the BMX track and planting mature trees with good canopies in appropriate locations around the site.</li> <li>Removal of the existing pavilion and shipping containers, to be replaced with a multiuse facility which can accommodate the needs of both the BMX and Cycling Clubs, and possibly other</li> </ul>	<ul style="list-style-type: none"> <li>Community pressure to redevelop the velodrome when there is no evidence of community need for this infrastructure.</li> </ul>

			cycling disciplines.	
	STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
FACILITIES continued....		<ul style="list-style-type: none"> <li>• A lack of secure fencing and security lighting. This creates security problems for the Clubs eg: storage facilities broken into and equipment stolen, vandalism etc.</li> <li>• A general lack of shade throughout the site eg: minimal large trees, no undercover seating around the BMX track and minimal undercover seating round the velodrome.</li> <li>• The lack of shared use of the Pavilion. The Cycling Club has sole use of the Pavilion (with the exception of the change room) and the BMX Club operates out of shipping containers. Consequently the BMX Club lacks appropriate facilities to support its activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Relocating the BMX track to inside the Cycling track.</li> <li>• There are good sized areas of largely un-used land providing capacity for further expansion and flexibility to cater for major events.</li> <li>• Install solar panels on the pavilion to reduce or remove power costs for the precinct and improve the financial sustainability of the Clubs.</li> <li>• Construction of an 8 metre start hill.</li> <li>• Removal of the fencing around the BMX track to provide increased access for the community.</li> </ul>	

	STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
FACILITIES continued....		<ul style="list-style-type: none"> <li>• There is a lack of car parking at the eastern end of the Precinct (velodrome end); car parking is poorly defined – gravel surface, no lines etc and consequently car parking is not maximised and people visiting the precinct make poor choices about where they park their cars eg: parking over the footpath making access difficult for pedestrians and parking in the centre median area on Packham Street.</li> <li>• There are drainage and flooding problems including poor drainage in the centre of the velodrome (grassed area), Packham Street floods easily during heavy rain fall cutting off access to the cycling facilities and the drainage channel</li> </ul>		



		at the west of the Precinct is prone to flooding during heavy rainfall.		
	<b>STRENGTH</b>	<b>WEAKNESS</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>
<b>INTEGRATION CONNECTIONS AND ACCESS</b>	<ul style="list-style-type: none"> <li>The location within a broader sporting and school precinct.</li> <li>The close proximity to the playground, park, picnic areas, wetlands and trails to the west of the precinct.</li> <li>The Precinct is not located in a residential area and consequently traffic issues are minimal. The Clubs do not have to manage or respond to noise concerns and major events can be very well contained in the Precinct, minimising the impact on surrounding areas.</li> </ul>	<ul style="list-style-type: none"> <li>The positioning of the Pavilion overlooking the velodrome means that there is no visual connection and limited physical connection to the BMX track, and the abutting road south of the precinct.</li> <li>There is no east-west visual connection between the BMX track and the velodrome due to the large mound in the centre of the precinct separating the two sites.</li> <li>There is a lack of connection to the broader regional sporting precinct. This creates security problems for the Clubs eg: storage facilities broken into and equipment stolen, vandalism etc.</li> </ul>	<ul style="list-style-type: none"> <li>Incorporating the area currently used as car parking on the south side of the BMX facilities, to provide space for the development of a shared multi use facility.</li> <li>Improving the visual and physical connection to the broader sporting and school precinct, and to the recreation facilities, wetlands and trails to the west of the precinct.</li> <li>The roadway to be constructed between the equestrian facilities and the new soccer fields will provide overflow parking options for cycling events, could help increase the visual profile of the cycling</li> </ul>	<ul style="list-style-type: none"> <li>Concerns about vandalism, particularly in relation to the BMX track, mean that the site is fully fenced and locked up when it is not being used by either the Cycling or BMX Club.</li> </ul>

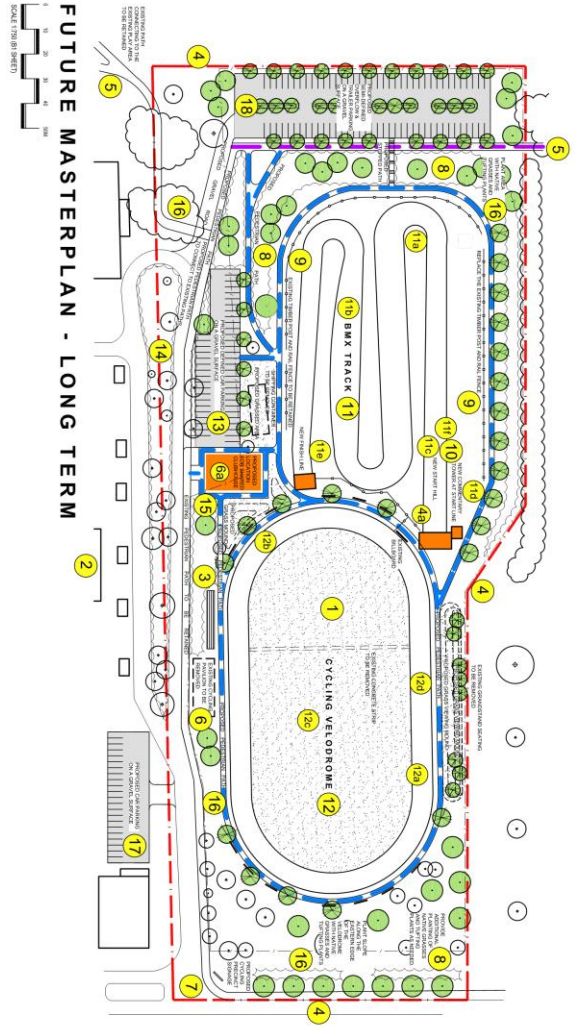
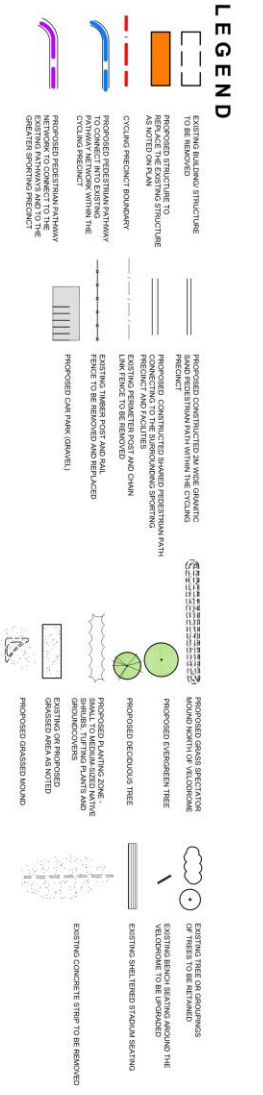
		<ul style="list-style-type: none"> <li>The undulating nature of the site means it is difficult for people with a disability to access parts of the site.</li> </ul>	<p>facilities, and provide a second entrance into the precinct.</p>	
	<b>STRENGTH</b>	<b>WEAKNESS</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>
<b>INTEGRATION CONNECTIONS AND ACCESS continued....</b>		<ul style="list-style-type: none"> <li>The poor condition or non-existent footpaths around the perimeter of the BMX track and the velodrome.</li> <li>There is a lack of signage directing visitors to the cycling facilities and the signage which exists is poorly located eg: there is a sign on the corner of Packham Street directly beside the facilities but no sign at the corner of Packham Street and Brauman Street, or Brauman and Numurkah Road.</li> </ul>	<ul style="list-style-type: none"> <li>Addressing the accessibility of the site including pathway gradients and access to buildings.</li> <li>Upgrade and create perimeter paths around the BMX track and velodrome, and connect the two areas in the precinct. Paths should be defined with a new material such as compacted granitic sand.</li> </ul>	
<b>VISUAL APPEAL</b>		<ul style="list-style-type: none"> <li>The precinct has a poor visual profile eg: the facilities are difficult to see from the roadway, signage is minimal, and it is</li> </ul>	<ul style="list-style-type: none"> <li>The vacant area on the north east and south east corners of the precinct could be developed to increase the</li> </ul>	<ul style="list-style-type: none"> <li>The precinct is in many ways isolated and consequently an easy target for vandalism and theft. This is compounded by</li> </ul>

		difficult to work out where to enter the site and / or the clubroom building.	visual profile of the precinct eg: signage, sculptures, landscaping.	the poor maintenance standards.
--	--	---	--	---------------------------------

	STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
VISUAL APPEAL continued.....		<ul style="list-style-type: none"> <li>The precinct is poorly presented and maintained eg: the wire and chain fencing is ugly and in poor condition, there is limited shade and tree coverage, there are many weeds and rubbish around the site, minimal lighting and there are a number of dead spaces around the precinct.</li> </ul>	<ul style="list-style-type: none"> <li>Improve the visual appeal and shade throughout the site with landscaping and mature canopy trees.</li> <li>Replacement of the existing mesh fencing with a more modern and visually appealing alternative.</li> <li>Using smart landscape, design and lighting options to improve the safety and security of the site.</li> </ul>	



LANDSCAPE MASTERPLAN LONG TERM - DRAFT  
SHEPPARTON CYCLING PRECINCT  
CITY OF GREATER SHEPPARTON



DESIGN RECOMMENDATIONS

USE AND PARTICIPATION

- 1 Create using the grassed area inside the velodrome track for equestrian activities, and explore options for it to be used for sports training and informal recreation, e.g. soccer, Aussiekick and touch footy.
- 2 Work with the Wirrapup Secondary College to develop cycling and a BMX program and partnership opportunities and facilitate use of the cycling and BMX track facilities by the school.

INTEGRATION AND CONNECTIONS

- 3 As an interim measure, improve the pathways and visual connection between the pavilion and the BMX track.
- 4 Explore the feasibility of removing the existing 1.8 metre chain mesh fencing around the perimeter of the Precinct.
- 5 If the Precinct is opened for public use, consider installing a lockable gate across the BMX start hill.
- 6 Develop gateway connections between the Cycling Precinct and the other sporting facilities in the broader sporting precinct consistent with the Masterplan for the broader Sporting Precinct.
- 7 As a medium to long term measure, replace the existing pavilion with a centrally located multi-use facility that can accommodate the Cycling and BMX clubs and could possibly serve as a central hub for all cycling disciplines in Shepparton.
- 8a The future clubhouse should be located centrally to provide clear sightlines to both track facilities.

VISUAL APPEAL AND LANDSCAPING

- 7 Establish a visual gateway on the vacant land at the south-east corner of the cycling precinct that includes precinct and directional signage and planting. Utilise the existing sporting precinct signage concept developed in the Shepparton Sports Precinct Masterplan to maintain visual cohesion and legibility.
- 8 Improve landscaping and canopy coverage throughout the Precinct with a focus upon areas surrounding the existing tracks, ensuring that sightlines are maintained and species selection is appropriate for the track and cycling environment.
- 9 Replace the existing timber post and rail fencing around the BMX track, ensuring the new fencing can be used to support signage displays.

INFRASTRUCTURE CONDITION AND ACCESSIBILITY

- 10 Repair/improve the retaining wall at the existing BMX start line.
- 11 Undertake infrastructure works to the velodrome track to address safety concerns and to retain the capacity to host international, national and state level competitions.
- 11a Replace the three corners (berms) of the BMX track to address safety concerns.
- 11b Upgrade the power supply as needed and install track lighting to meet the requirements of the adopted BMX Australian Lighting Policy.
- 11c Replace the existing start hill.
- 11d Construct a commentary tower.
- 11e Construct a new finish line.
- 12 Construction of an additional start hill, subject to demand.
- 12a Undertake infrastructure works to the velodrome track, including:
- 12b Replace the track lighting (subject to an audit of the existing lighting).
- 12c Replace the existing seating on the south side of the track and include adequate shade coverage.
- 12d Upgrade the grassed area inside the velodrome track removing the concrete slab and upgrading the drainage.
- 12e Remove the grandstand on the north side of the track and landscape the area to provide a viewing area.
- 12f Provide defined car parking on a gravel surface to the southern side of the BMX track.

- 13 Provide planting and/or bollards to discourage vehicles from parking along the footpaths and the central median strip.
- 14 In the short term, provide an accessible toilet and change room facility near the existing pavilion. Where possible, improve the accessibility of the precinct for people with mobility impairments.
- 15 Provide security lighting throughout the precinct.
- 16 Provide defined car parking on the Department of Education land opposite the velodrome track.
- 17 Provide semi-defined parking at the western end of the precinct. This could be achieved through a combination of planting and bollards. Provide a safe vehicle entry point, pedestrian pathways and lighting.
- 18



**Amendments:**

**MICHAEL SMITH AND ASSOCIATES**  
Landscape Architecture  
and Urban Design

**THE LANDSCAPE MASTERPLAN - SHEPPARTON CYCLING PRECINCT**  
Client: City of Greater Shepparton

Office: 1st floor, 427 Welbourn Road, Shepparton VIC 3620  
Phone: 53494 Street, Chesham VIC 3724  
Fax: 4633 5055  
Email: [info@msa.com.au](mailto:info@msa.com.au)

Drawn: CSJ LV  
Date: 13/06/2015  
Scale: A3  
Cad File:  
Drawing No.: Sheet 2 of 2

## Feedback – Shepparton Cycling Precinct Master Plan

The draft Shepparton Cycling Precinct Master Plan was placed on public exhibition for a period of four weeks, commencing Wednesday 19<sup>th</sup> August to 16<sup>th</sup> September 2015.

Responses were received and are summarised below:

Name	Feedback	Officer and Consultant Comments
Cycling Victoria	Support the plan as presented	
Shepparton BMX Club	<ul style="list-style-type: none"> <li>• The BMX Club loves that the Shepparton Council are looking to make a unique sporting complex as an attraction to hosting major sporting events</li> <li>• The BMX Club likes that our cycling area will be beautified making it more appealing to local and extended communities. This will give the club opportunity to expand</li> <li>• The BMX Club feel that with smaller membership compared to other sports they are over looked as a genuine prospects to deliver National and World championships to the Shepparton area. The club feels that this is shown with the lack of dollars given to improve and update our sporting area.</li> </ul>	Feedback from Mr Bromley has been discussed with Council officers and the consultant team. The feedback has been noted.
Shepparton Cycling Club	<ul style="list-style-type: none"> <li>• The Cycling Club would like to have ‘upgrade to/resurfacing of the velodrome track surface’ included in the recommendation – “Upgrade improvements works on the velodrome including upgrade to lighting, upgrade to seating around the velodrome and upgrade the grassed are in</li> </ul>	Feedback from Mr Hobson has been discussed with Council officers and the consultant team. The feedback has been

	the centre of the velodrome”.	noted.  5c in the recommendation table includes a recommendation ‘conducting an audit of the velodrome track to assess its condition, safety and ongoing maintenance requirements.’
Anonymous	As a user of nearby facilities I am deeply concerned about the impact that this development may have on the groups whose homes are located opposite where the works are to take place. If the bus turnaround is to become inaccessible I would expect that Wanganui HS, the Scout Group and the Wood Turners would be paid compensation. At this stage both groups have been left in the dark as to the future of what is going to be happening. This council had no interest in not for profit organisations other than sporting clubs. Shepparton is falling apart due to the Council's failure to care about these groups. Please support other groups, as they need your help. Just because we do not have as much publicity does not mean we are non-existent. I am not here to hurt anyone on the council's feelings, but just to let the council know that some community groups are feeling neglected by the council. So please, City of Shepparton Council, support us, just	Feedback is noted



	<p>like you are supporting every club and group who uses Wanganui Park, we need your help before we are forgotten forever.</p>	
<p>Protrack BMX track design and construction</p>	<p>The master plan for the cycling precinct looks promising. I have over 25 years' experience in the sport of BMX, as a competitor, official, coach and track builder, I would recommend you include improvements to the BMX infrastructure such as, a proper and permanent staging area to improve the running of major events, improved spectator areas which would include grand stand seating, permanent shelters, bike racking, concrete pathways.</p> <p>I would also look at improving the bitumen berms/corners, the finished quality of the current berms/corners could be improved tenfold.</p> <p>A commentary tower and elevated podium platform for presentation, which I would construct above the 2nd corner.</p> <p>The above are things I would try to implement if I were running the club.</p> <p>I would be happy to discuss further with greater Shepparton council if you wish to.</p>	<p>Feedback from Mr Evans has been discussed with Council officers and the consultant team. The feedback has been noted.</p>