



DEAKIN RESERVE Future Directions Plan

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Introduction

The Deakin Reserve Future Directions Plan has been developed to provide Greater Shepparton City Council with a vision for supporting the future use, development, management, and maintenance of Deakin Reserve which responds effectively to current and future community need.

The Plan considers the needs and expectations of the local community, Council's priorities for improving the liveability of the Greater Shepparton community and condition and functionality of the Reserve.

Prior investigations undertaken in the preparation of the Greater Shepparton Sport 2050 (2011) supported a recommendation for a greenfield site development to be planned for as a replacement for some or all of the current users of Deakin Reserve. Council is applying for funding assistance to undertake a review of the Sport 2050 and it is anticipated that such a review will provide the basis for a more informed decision on the longer term direction for Deakin Reserve and all other Council sport and recreation facilities. The timeframe for such a development, if determined appropriate, is likely to be beyond the planning timeframe of this document and as such has not been specifically approached or actioned here. Council is however aware of the potential and will respond to any opportunities that arise in the interim.

It should also be noted that the financial implications of the recommended actions have been provided at a preliminary level. More affirmative costs will be developed in time and will therefore influence the priority and implementation timeframes. In this context the preliminary costings of the recommendations is in the order of \$1.2m to \$2.5m. While some of the actions can be delivered by in kind work and others under existing funding arrangements the larger components requiring capital investment will be subject to detailed design and cost estimation with implementation subject to funding.

In developing the Future Directions Plan for Deakin Reserve the following research has been undertaken:

1. **A review of key planning documents** to understand the strategic priorities of Greater Shepparton City Council, State and Regional Sporting Associations, local Clubs and major event organisers
2. **An assessment of the current and future profile** of the Greater Shepparton community and an assessment of sport and recreation trends, to understand how demand for and use of Deakin Reserve may change in the future
3. **Consultation with key stakeholders** including the Deakin Reserve Advisory Committee, Deakin Reserve user groups, neighbouring residents and businesses, Council officers, and State Sporting Associations
4. **An audit** of the existing buildings within Deakin Reserve to understand their condition, functionality and likely lifespan.

The information gathered through this research has been used to:

1. **Analyse local participation demand**, to identify opportunities for servicing the needs of key sporting groups and events who require access to Deakin Reserve
2. **Identify issues and opportunities** associated the high levels of use and demands for Deakin Reserve
3. **Develop guiding principles** to assist Council in making decisions and establishing priorities for the future use, development, management and maintenance of Deakin Reserve
4. **Identify and develop priority actions** for Deakin Reserve.

Deakin Reserve

Located on the corner of Harold, Skene and Nixon Streets in Shepparton, Deakin Reserve is Greater Shepparton's premier sportsground facility catering primarily for Australian Rules Football, cricket, netball, and a number of major community festivals and events. **See Appendix A** for an aerial photo of Deakin Reserve.

The Reserve is categorised as a 5-star rated facility under Greater Shepparton City Council's Parks Management system. This rating means the Reserve is managed, developed and serviced to the highest level to support its capacity as a Premier facility hosting regional, state and national events and sporting activities.

History

The Reserve became known as Deakin Reserve in 1949 when Shepparton City Council named the site in commemoration of the Hon. Alfred Deakin, MP, statesman and orator. The naming of Deakin Reserve is recognised by an ornamental brick pillar with a bronze tablet inside the main entrance.

In 1877 the Reserve was set aside by the government as a place of public recreation and over the years has served as a venue for cycling, athletics cricket and Australian Rules Football and other sports. It has also been an important community-gathering place for many notable public functions including welcome home celebrations to the soldiers of World War II in 1945, and a public reception to Her Majesty the Queen in 1954.

More recently Deakin Reserve has become recognised as the City of Greater Shepparton's principal venue for Australian Rules Football, netball and cricket. It has also played host to major sporting and community events such as A League Soccer, Australian Legends Cricket Exhibition, Crusty Demons, AFL Diversity Girls National Championships and AFL practice games.

A Master Plan was developed in 1999 for Deakin Reserve and this has provided important guidance about the use, development and management of the Reserve over the past two decades.

Current Management Arrangements

Deakin Reserve has an Advisory Committee (previously a Committee of Management) which is made up of community members and 2 Councillors. The Advisory Committee plays a key role supporting Council to plan, develop and promote the Reserve. The Committee facilitates regular meetings with the primary users of the Reserve, providing user groups with an opportunity to discuss issues and opportunities at the Reserve.

The Committee and user groups are made up of committed volunteers, who have worked hard to ensure the Reserve is developed, maintained and utilised to achieve its optimum potential.

Greater Shepparton City Council provides direct management and operations of Deakin Reserve, including maintenance, development, bookings and promotion.

Achievements over the past 20 years reflect the successful collaborative approach between the Council, the Advisory Committee and user groups.

Current Use

The primary users of Deakin Reserve are:

- Shepparton Football Netball Club
- Shepparton United Football Netball Club

- Shepparton Cricket Association
- Central Park/St Brendan's Cricket Club
- Girl Guides Association of Victoria

Other Major Users of the Reserve include:

- Goulburn Valley Football League
- Victorian Country Football League
- Shepparton Junior Cricket Association
- Shepparton Junior Football Association
- Notre Dame Secondary College.

The Reserve has a heavy schedule of usage concentrated around the Australian Rules Football and Netball season from March to October each year, and cricket from October to April. Each year the Reserve plays hosts to the Preliminary and Grand Final days for the Goulburn Valley Football League which showcases the venue as Shepparton's premier Australian Rules Football facility. The Reserve also supports sports training and hosts events such as car rallies, concerts, festival and cricket grand finals. The playing arena caters for more games of football and cricket than any other venue in the Goulburn Valley.

Existing Infrastructure

Over the past 20 years, a coordinated effort and investment by user groups, the Advisory Committee (and the previous Committee of Management), Greater Shepparton City Council and the Victorian State Government, means that today Deakin Reserve has the capacity to host AFL, cricket, netball and a range of other sporting and community festivals and events. Facilities include:

- Turf oval - 155 metres (goal to goal) by 134 metres (wing to wing) with 5 metre run off with capacity to host local, regional and State level sporting activity
- Turf Wicket
- Player shelters around the ground
- Netball court – compliant with Netball Victoria dimension requirements
- Clubrooms used by Shepparton Football Netball Club
- Clubrooms used by Shepparton United Football Netball Club
- Clubrooms used by Central Park / St Brendon's Cricket Club
- Support infrastructure including, shelters, public accessible toilets, car parking including disabled parking bays, access roads, fencing, some storage
- Grandstand providing sheltered spectator seating, Meeting room, change rooms, coaches' boxes and media boxes.
- Covered seating area with spectator toilet facilities (Western end)
- Public toilet facilities
- Ticket boxes
- Hot dog stand

- Electronic scoreboard
- Girl Guides Hall
- Playground and passive park area including a barbecue.

Due to the heavy schedule of usage, the primary users of Deakin Reserve are required to use other venues to support their programs and training including:

- The cricket practice wickets at St Brendan's School
- Shepparton Showgrounds as an alternate football training venue
- Other Council owned or managed facilities.

Council undertakes regular asset inspections on infrastructure and buildings it has management and operational responsibility for. The assessment provides a tool for the planning of capital and major renewal investment. A condition audit of the building infrastructure at Deakin Reserve indicates that overall, the buildings in the Reserve are in very good condition and well maintained, however a number of the buildings do not meet DDA requirements, nor do they meet contemporary standards and functional requirements for supporting female participation. In addition, some of the buildings while structurally sound, detract from the overall aesthetics of the complex because of their age, and because of changing community expectations about the quality of infrastructure that will be provided in the precinct.

See Appendix B for a copy of the Deakin Reserve Building Audit 2017.

Key Changes and Achievements

As noted previously, a Master Plan was developed in 1999 for Deakin Reserve and this has guided the use, development and management of the Reserve over the past two decades. Key achievements during this time include:

- An upgrade of the oval including removal of the cycling track, re-shaping the oval, construction of a boundary fence, installation of training and AFL match standard lighting, installation of catching nets at one end of the ground and an electronic scoreboard
- Construction of a new netball court and warm up area
- Construction of female change facilities
- Re-development of the cricket wicket
- Improvements to the amenity and ovals surrounds including, more spectator areas and shelters developed, installation of rubberised walkways, tree planting, improved lighting, upgrade to the power supply and entrance access
- Building improvements including redevelopment of grandstand change rooms, construction of accessible toilet facilities, and development of coaches' boxes
- Management initiatives including conducting user groups meetings, new building lease arrangements, developing ground advertising procedures, and development ground use procedures
- Attracting key events including night cricket, AFL practice matches, AFL carnival, grand finals for soccer, cricket and AFL.

Planning and Policy Context

Understanding the existing local, state and national policy context helps to ensure the Future Directions Plan for Deakin Reserve considers and reflects existing priorities. A number of strategic plans and documents developed by Greater Shepparton City Council, the Victorian State Government and Federal Government have been reviewed to identify these priorities.

Local Context

A review of key strategic documents prepared by Council shows that Council has a clear focus upon building a resilient, inclusive and healthy community. Improved liveability is essential to this and will be achieved through building community capacity, providing quality community infrastructure and focusing on social inclusion. Deakin Reserve is an important tool available to Council to improve the liveability and health and wellbeing of the Greater Shepparton community.

Priorities Council has that are relevant to Deakin Reserve include:

- 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
- Valuing, supporting and encouraging volunteering, and improving community resilience
- 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.

Specifically, the Greater Shepparton Sport 2050 Strategy recommends that a greenfield site be considered for development, to support the needs of Deakin Reserve user groups into the future while retaining the Reserve as a major events space for broad community use.

In addition, and as noted above, a Master Plan was developed in 1999 for Deakin Reserve. While a number of the actions from the Master Plan have been fully or partially completed, some remain outstanding, and consequently continue to be raised by Council officers, the Advisory Committee and sporting clubs who use the Reserve. Key actions that remain outstanding and will need to be considered as part of developing the Future Directions Plan are:

- Improving the turf coverage, drainage, irrigation and water supply systems
- Installation of retaining walls and grassy banks to improve the useable areas of the Reserve and general maintenance
- Removal of car parking around the arena and instead using external car parking
- Demolition and relocation of the public toilet facilities near the netball court
- Upgrading the spectator seating and grandstand area
- Develop the under grandstand to accommodate change rooms for football and cricket, along with public toilet facilities

- Providing improved media facilities
- Construction of a new electronic scoreboard. While this occurred, the sports clubs continue to raise issues about its location and structure.

See Appendix C for more information about the status of Recommendations from the 1999 Deakin Reserve Master Plan.

State and National Context

At a national and state level, governments have recognised the need to understand the environment in which sport and recreation functions, to support investment priorities and better support local communities to respond to change. Like Greater Shepparton, State and Federal governments advocate the need to plan and develop sustainable facilities by ensuring multi-use and maximum use, accessibility and inclusiveness and consideration of environmental sustainable practices. State and Federal government funding program criteria reflect the need for well-planned facilities.

Change being experienced that is supported by government research and data, includes:

- Changing patterns of participation in sport and recreation with decreasing participation by adults in organised competitive sport and increasing participation in activities with a social focus or that can be undertaken by oneself and at a time that suits the individual eg: walking and cycling. Sports participation by young people remains strong and female participation particularly is increasing at a rapid rate
- Increased competition between codes for members, volunteers and sponsorship dollars. Communities who work collaboratively are more likely receive support for funding compared with those do not.
- An increasing need to build the capacity of sports clubs and organisations to strengthen their ability to respond to changing participation trends, more competition accessing funding and higher expectations about the role of clubs and sport and recreation infrastructure in strengthening the health and wellbeing of communities.

See Appendix D for more detailed information about the planning and policy context.

Changing Community Needs

Community Profile

Located approximately 180 kilometres north of Melbourne, Greater Shepparton covers over 2,400 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 65,076 in 2016 to 83,234 by 2036, however the location of the growth will be variable. The Shepparton Urban Centre is projected to account for over 75 percent of all population growth between 2016 to 2036. The rural areas will also experience growth, but this is much more variable with those areas located closer to the Urban Centre projected to experience reasonable levels of growth, whereas those further away will experience minimal or very modest growth.

The age profile of the community is projected to remain very similar between 2016 and 2036 with one third of the population aged between 0 and 24 years and those aged 60 years or over accounting for just under one quarter of the population. This, combined with consistent population growth (the number of people aged 0 – 24 years will increase by between 6,500 and 7,000 people between 2016 and 2036), suggests that demand for sport and recreation opportunities in Greater Shepparton will likely increase. This demand will be strongest in the Urban Centre where the age profile of the community is younger, and where the most significant levels of population growth are projected.

There are however, a number of other factors that 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 traditional sport and recreation pursuits such as cricket, as are people from an indigenous background.

Greater Shepparton is characterised by:

- A similar proportion low and medium low household incomes compared with regional Victoria, but proportion of low and medium low household incomes has increased a small amount from 2006
- Low but increasing education levels
- High and increasing 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, particularly to overcome barriers such as cost, lack of knowledge about the benefits of participating in sport and recreation pursuits and cultural barriers.

See Appendix E for more detailed information about the profile of the Greater Shepparton Community.

Participation Trends in Sport and Recreation

In the last two decades there have been significant changes in the leisure and recreation interests of the Australian community and in the types of leisure and recreation opportunities available. 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 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 walking, fitness / gym classes, running and cycling. This is not only impacting upon participation rates but is also impacting upon the levels of volunteer involvement in sport and recreation clubs.

The highest rates of participation for people aged 15 and over are for walking, followed by gym / fitness activities, followed by swimming, cycling and running, all of which are predominantly undertaken as non-organised activities. 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.

Generally, organised sport has been limited in its ability to offer flexible participation options, however sporting codes have been actively working towards developing different ways to participate in traditional sporting activities such as 20 over cricket matches, AFL X, Rock Up Netball, and Cardio Tennis. In addition, there has been a significant focus upon increasing participation by females in organised sporting activities such as AFL and cricket. At a national and state level, the growth in participation by women and girls in these sports has been significant over the past three years. At a local level female participation in cricket remains low and Cricket Victoria is working with Cricket Shepparton and the local Clubs, to change this. Locally, female participation in AFL is strong and continuing to grow.

Other key participation trends to understand are that participation in traditional Anglo Saxon sport and recreation pursuits such as AFL and netball is typically lower for people from culturally diverse backgrounds, and participation rates for children and young people are typically higher than for adults, particularly in organised sport. This means in communities with high proportions of people aged between 0 and 25 years, the rates of participation are likely to be higher. Conversely participation in physical activity declines as people age, although the rates of participation for people aged 65 years and over have generally been increasing.

Implications for Deakin Reserve

Declining levels of participation in organised sport, along with high levels of cultural diversity and low incomes in the Greater Shepparton community suggest demand for formal sporting infrastructure like that offered at Deakin Reserve, may decline or stagnate. However, the steadily increasing population in Greater Shepparton, the consistently large proportions of children and young adults, and the increasing levels of participation in AFL and cricket by females suggest demand for Deakin Reserve is likely to grow. This is further supported by the high and increasing demand for access to Deakin Reserve from the clubs who currently use the Reserve.

Redeveloped or new infrastructure may be needed to support participation in sport and recreation activities by:

- *Adults and older members of the community.* While they are more likely to be interested in participating in less formal activities, infrastructure such as sports grounds is still required to support their participation.
- *Women and girls.* The unprecedented increase in women and girls participating in sports that have traditionally been male dominated such as AFL and cricket means that infrastructure such as female change rooms will be required at Deakin Reserve to support female participation and ensure equity of access for all members of the community. Clubs also need to be supported and encouraged to provide participation opportunities for females, and this should form a key part of future planning for Deakin Reserve.
- *Culturally diverse communities.* Like female participation, an opportunity exists to increase participation by people from culturally diverse backgrounds in sport and recreation activities in Greater Shepparton. The provision of appropriate infrastructure along with participation opportunities for people from culturally diverse backgrounds should form a key part of future planning for Deakin Reserve.
- *Junior participants.* Locally there is strong junior participation occurring across cricket, AFL and netball. Facilities that support this such as shortened cricket pitches, lower netball rings, small sports fields are required. Consideration needs to be given to the role of Deakin Reserve in supporting junior participation.

Importantly, programming and community development responses are just as critical as investment in infrastructure. Local clubs and associations making use of Deakin Reserve must have a clear focus upon providing new and varied participation opportunities, in tandem with advocating for infrastructure improvements, and any infrastructure improvements must be based around providing equitable access for all members of the community.

Consultation with Key Stakeholders

Consultation with key stakeholders has formed an important part of developing the Deakin Reserve Future Directions Plan. Key stakeholders consulted with included:

- The Deakin Reserve Advisory Committee through a series of workshops and discussions
- Deakin Reserve user groups through a survey and two workshops
- Council officers through workshops and discussions
- Peak sporting associations including Cricket, Netball and AFL through workshops and discussions
- Local residents and businesses located close to Deakin Reserve through a survey. The response to this survey was very small and consequently was of limited value.

This consultation process has been critical in identifying the issues, opportunities and challenges for the Reserve and its users.

Outlined below is a snapshot of what stakeholders have shared in relation to their vision for the Reserve, current use, future development, governance and the management of the Reserve.

Demand is High

Stakeholders have unanimously indicated the Reserve is in high demand catering for training and game day activities of two football netball clubs, a cricket club, along with major sporting events such as regional finals and elite AFL practice matches, and other events such as car rallies, concerts and festivals. Tension between different types of use has been acknowledged.

With only one oval and one netball court, the Reserve is unable to service the current training and game day needs of the resident football netball clubs. The ground currently has an estimated capacity of 15 hours to 18 hours per week in winter. This means the football clubs are required to train at other venues. In addition, netball has limited space for warming up on game days and for training. This means that not only is the Reserve unable to meet current demand related to winter sporting activities, it is not able to meet any increased winter demand, such as junior or female football participation.

Other issues related to high levels of use and demand include:

- The significant social and financial impact for clubs of being required to use alternate venues for training. For example, training at other venues means that providing meals after training for players is difficult. This activity is a key part of the social activities clubs offer and is a source of revenue for the clubs. Training at an alternate venue also means that clubs are required to pay to hire multiple grounds
- The reduced access clubs have to the Reserve because of the access requirements for major events. For example, in the lead up to an AFL practice match clubs are required to be off the ground for up to six weeks. The clubs acknowledge however, that these types of events do provide an opportunity for Clubs to generate income
- The challenge of maintaining the Reserve as a 5-star rating venue because of the high levels of use

- Limited car parking available in and around the ground to support the number of people accessing games and events, however, stakeholders view addressing this issue to be a low priority.

The Advisory Committee, current user groups and peak sporting associations have indicated they have an aspiration to retain use by local sporting clubs as a key priority at Deakin Reserve, and for the Reserve to host major events that centre around cricket and Australian Rules Football and netball with a move away from hosting other non-sport related events. Stakeholders are also interested in exploring opportunities for a satellite site that can be used for training purposes during the winter months both by clubs based at Deakin Reserve, as well as clubs from other sites across Greater Shepparton.

Interestingly, the 1999 Deakin Reserve Master Plan also raised this issue and included an action to develop an alternate football training venue to alleviate overuse of Deakin Reserve. This occurred with an alternate venue created at Vibert Reserve and installation of additional lighting at McGuire Oval. The existing users of Deakin Reserve do not however, view these sites as suitable alternate training venues because of the lack of availability of the venues, the additional costs involved in using the venues, and the lack of access to social club facilities.

Future Infrastructure Development

While stakeholders recognise the Reserve has been developed in an ad hoc manner, with individual developments occurring in isolation, there is little interest in exploring opportunities for shared infrastructure such as shared clubrooms and change facilities. This presents challenges in relation to securing funding particularly from State and Federal government who have a strong emphasis upon multi-use, shared, use, partnerships and collaboration. As noted previously, Council also has a similar focus as articulated in the Sport 2050 Strategy.

Stakeholders have indicated they believe the following infrastructure improvements should be considered as part of the Future Directions Plan for Deakin Reserve:

- Upgrading the playing facilities including additional netball court space and upgrading the oval surface to allow it to cater more effectively for the high levels of use it receives. As noted previously, upgrading the oval surface was a key action from the 1999 Master Plan which remains outstanding
- Upgrading the support infrastructure including the media box, the scoreboard, storage, change and toilet facilities, and the fencing. Like the oval surface, these issues were also identified in the 1999 Master Plan
- Upgrading the social facilities
- Improvements to the spectator infrastructure including additional seating (both around the oval and the netball court) and increased shade. This was also identified in the 1999 Master Plan
- Providing purpose-built infrastructure to house maintenance equipment
- Addressing accessibility and safety across the Reserve including toilet and change facilities, vehicle and pedestrian pathways and signage.

Stakeholders recognise the need for a staged approach to improvement works at Deakin Reserve and have identified the following as the top three priorities they would like to see addressed:

1. Maximising use of the ground by increasing the capacity of the ground to take cater for up to 25 hours of use per week in winter

2. Identifying opportunities for establishing a satellite site to support the training needs and possibly some game day needs for clubs located at Deakin Reserve
3. Addressing the infrastructure needs of netball in relation to Deakin Reserve.

Governance and Management

The important role the Advisory Committee has played in the ongoing development of the Reserve has been acknowledged by stakeholders, but it is also recognised the development of the Future Direction Plan presents an opportunity to review the current governance structure for the Reserve.

The governance structure for Deakin Reserve differs from the arrangements Council has in place in other venues. The governance structure for many Recreation and Sports Reserves in Greater Shepparton takes the form of Section 86 Committee of Management which comprises user groups, Council staff and interested community members. At Deakin Reserve the membership of the Advisory Committee is open to any interested community member.

See Appendix G for detailed information from consultation with key stakeholders.

Key Themes

The following section provides a summary of the key themes and finding from the background research. These themes provide the basis for developing the future vision, actions and priorities for Deakin Reserve.

Use is Extensive and Varied

The site receives a high level of use by multiple local sporting clubs (AFL Football, cricket and netball) and for major sporting and community events. Demand for the site as a place for major sporting and community events is increasing, with Council actively bidding to host regional, state and national sporting events in Shepparton to grow the local economy. Its location in the CBD and high profile within the community, means Deakin Reserve is well positioned to host major sports events such as AFL football, soccer and rugby.

Key impacts to be considered in future planning for Deakin Reserve are:

1. The increased requirement for maintenance of both on field and off field facilities to support a high level of use.
2. The requirement for high quality of infrastructure to support major sporting and community events.
3. That tenant sporting clubs are required to use alternate venues for training, matches and social activities when the site is being used for major sporting and community events. This can be for weeks at a time because of the lead times required around these events, and it can be difficult for the clubs to access sufficient alternate training venues. This:
 - Reduces the capacity of clubs to generate income because they cannot access kiosk or catering facilities at alternate venues
 - Compromises the social connections within the clubs because they are required to train across multiple sites and cannot host their weekly dinners after training
 - Increases the number of volunteers required to support the club because they are located across multiple sites.

Infrastructure

Generally, the building infrastructure in Deakin Reserve is considered to be in very good condition and well maintained, however some of the buildings are not DDA compliant, and do not meet contemporary standards and functional requirements for supporting use by female and junior participants. The old grandstand including the change room facilities is one building that is a particular area of concern.

Other issues that will need to be considered in relation to both the building, and the sportsground and court infrastructure at Deakin Reserve include:

- Many aspects of the infrastructure do not comply with DDA or universal accessibility requirements, particularly toilet facilities and paths of travel
- Negative perceptions about the availability and poor location of car parking, including whether it is appropriate to have car parking located within the Reserve. The 1999 Deakin Reserve Master Plan recommended moving car parking out of the Reserve
- The piecemeal approach to the development of infrastructure on the site has resulted in some gaps in infrastructure provision, some duplication, and the poor location of other infrastructure

- The limited footprint of the site which constrains what can be developed on the site
- Infrastructure to support major events including seating and amenity for spectators, storage facilities and lighting is limited.

Key impacts of these issues are:

1. There is poor accessibility throughout the site for people with a disability or mobility issues, and parents with prams
2. Car parking onsite causes safety concerns for pedestrians and the accessible parking is not easily accessed
3. There is limited sharing of off field facilities by the various tenant clubs, and inequality about the standard of facilities the clubs have access to
4. The netball court does not dry out because it is constantly in shadow, creating safety concerns, and there is little capacity to increase or relocate the netball courts because of the limited footprint of the site and the amount of infrastructure already on the site
5. Maintenance and capital renewal costs are increased because of having multiple facilities on site
6. Tenant clubs are required to relocate items from the site when major events are occurring, to provide storage facilities for the events.

Community Expectations and Needs

Community expectations about the quality and accessibility of facilities and participation opportunities continues to change. Community members reasonably expect that spaces and participation opportunities will be universally accessible and culturally appropriate for all members of the community, particularly given the increasing levels of diversity in the Shepparton community.

Broad sport and recreation participation trends suggest that demand for structured sports participation options such as those offered at Deakin Reserve may decline as people become increasingly time poor and prefer more social and informal participation options that they can undertake in their own time. However, the steady increase in the Greater Shepparton population will drive increased demand for sports facilities such as those offered at Deakin Reserve. In addition, the population has a relatively young age profile, and it is well documented that participation in structured sport and recreation activities is at its highest for children, teenagers and young adults. Further, participation by girls and women in sports such as AFL, cricket, rugby and touch football is increasing. These factors suggest that demand for Deakin Reserve as a venue for local sports participation opportunities will increase.

Key impacts of changing community needs and expectations to be considered are:

1. That Deakin Reserve must provide universally accessible and culturally appropriate facilities for all members of the community. Facilities will need to be multi-use and have the capacity to be used extensively for a wide range of purposes and for people of all abilities.
2. What the future role of Deakin Reserve will be in supporting local sports participation. There will be increasing demand for spaces and opportunities that support local sports participation particularly by culturally diverse communities, juniors and females. However, the existing levels of use the Reserve receives, means it will be difficult to accommodate additional demand from local sporting clubs.
3. To ensure their future sustainability, local sports clubs and associations will need to provide social opportunities and modified sports programming that will encourage participation by culturally diverse

communities, juniors and females. In addition, they will require access to facilities such as shorter cricket pitches and multiple change facilities to support participation by these groups.

Management

Deakin Reserve is directly managed by Council with support from an Advisory Committee. Council is responsible for facility bookings, sports facility and grounds maintenance, while the clubs are responsible for the clubrooms they use. The Advisory Committee's role is to provide advice to Council in relation to the ongoing functioning and performance of Deakin Reserve.

Key issues and impacts identified about the current arrangements are:

1. The Advisory Committee and the user groups have been very supportive of Deakin Reserve for a long period of time, with the number of facility developments and events at the Reserve a reflection of this commitment
2. Separate meetings for the Advisory Committee and user groups have resulted in gaps in communications between the two groups and Council
3. Membership of the Advisory Committee is predominantly made up of interested community representatives rather than user groups. This is different from other Greater Shepparton City Council Section 86 Committees or advisory committees which generally comprise user groups, Council staff and interested community members.

Following public exhibition, the feedback received suggested that there are no gaps in communication between the Advisory Committee and user groups and that the current management is working well and has for quite some time.

Planning for the Future

In planning for the future of Deakin Reserve:

- A *vision* has been developed reflecting the needs and aspirations of stakeholders and the fundamental capacity of the Reserve to support local and regional sporting activities and events
- A series of *Guiding Principles* have been developed to assist Council and stakeholders in making decisions and establishing priorities for the Reserve, particularly when issues arise in the future which are outside those identified through this Future Directions Plan, and
- *Priority Actions* have been developed for the future management, use and development of the Reserve.

Vision

Deakin Reserve, the premier facility for Cricket and Australian Rules Football in Greater Shepparton supporting both local cricket, AFL, and netball, and complimentary major regional sporting events.

Guiding Principles

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

- To guide the development of priority actions for this Future Directions Plan
- To assist Council in making decisions about the future management, use and development of the Reserve.

While the priority actions outlined in this Future Directions Plan will provide specific guidance about the steps to be taken to improve the Reserve, it is recognised that the Reserve 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 Reserve as new issues and opportunities emerge. Each decision made in relation to the Reserve should be tested and compared against the *Guiding Principles* to ensure the decisions are consistent with the policy framework. The priority actions outlined have been developed giving careful consideration to the *Guiding Principles*.

The Guiding Principles are:

Consistent Governance: Management of the Reserve will be consistent with the approach Council takes in managing other sporting facilities and open space.

Partnerships: A partnership approach will underpin the management, use and development of Deakin Reserve. Council will actively partner with facility users and other levels of government to share funding responsibility for the development of infrastructure.

Accessibility: Deakin Reserve will be managed, used and developed to ensure safe, equitable, quality access for all members of the community.

Balancing Use and Quality: Decisions will seek to maximise use of the Reserve without compromising the quality of facilities, open spaces and user experiences.

Co-location and Multi-Use: The integration, joint use and sharing of facilities is essential and will be actively pursued and implemented.

Diversity of Use: The management, use and development of the Reserve will focus upon supporting a diversity of use eg: formal and informal, junior and senior, male and female, and culturally diverse use.

Primarily Open Space: Car parking and road access will be of secondary importance to the recreation, aesthetic and sporting value of the Reserve.

Strengthening Community Capacity: Support for the organisations who use Deakin Reserve will focus upon strengthening the capacity of user groups to be sustainable and provide opportunities for all members of the Greater Shepparton community to participate in sporting activities.

Actions and Priorities

Integral to the Future Directions Plan is identifying the actions required to help achieve the vision for Deakin ***as the premier facility for cricket and Australian Rules Football in Greater Shepparton supporting both local cricket, AFL, and netball, and complimentary major regional sporting events.***

The following pages identify the Actions and Priorities for the Future Directions Plan including the organisation responsible for leading or implementing the 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.

Area	What	Description	Who	Timeframe
Planning	Club Strategic Plans	Develop strategic plans to help strengthen the long-term sustainability of the Clubs who use Deakin Reserve. The plans should examine factors such as volunteer involvement, changing community needs and demands, financial sustainability, long term location and facility needs.	Sporting Clubs located at Deakin Reserve in partnership with Sporting Associations and GSCC	1
Governance, management and operations	Diversity of Use	Through tenancy arrangements require the sporting clubs using Deakin Reserve to actively provide opportunities for participation by juniors, females and culturally diverse communities.	GSCC	1
	Maintain Deakin Reserve as a 5-star sports facility	Ensure budget allocations support the continued maintenance of Deakin Reserve as a 5-star sports facility.	GSCC	Ongoing
	Open facilities to casual use	Investigate the opportunity to make change facilities and toilets available for informal use, for example, personal trainers, people walking etc.	GSCC	1
	Shared and multi-use facilities	Actively pursue opportunities to implement shared use of club room and change room facilities by the football and netball clubs and cricket clubs who make use of Deakin Reserve.	GSCC and Sporting Clubs located at Deakin Reserve	2
	Investigate alternate training venue	In consultation with sporting clubs, examine options for an alternate training venue for clubs who use Deakin Reserve and other sportsgrounds in Greater Shepparton, particularly during the winter season or when major external events are occurring. Careful consideration should be given to how existing alternate venues established by Council can be improved to better meet the needs of sporting clubs eg: Vibert Reserve and McGuire Oval. An alternate venue will ideally have the capacity to cater for social functions or dinners, be affordable and provide a genuinely alternate option for sporting clubs both from Deakin Reserve and other sites in Greater Shepparton.	Greater Shepparton City Council	2

Area	What	Description	Who	Timeframe
Infrastructure	Netball	Construct a new second netball Court and warm up space adjacent to the current court. This will require the removal / relocation of the existing toilet facilities.	Greater Shepparton City Council and	2
	Nets behind the sportsground goals	Install nets behind the goals associated with the sportsground.	Greater Shepparton City Council	3
	Water storage and Re-use	Explore options to re-use water from change rooms and install water storage options.	Greater Shepparton City Council	2
	Oval Redevelopment	Plan for the redevelopment of the oval to allow it to support up to 25 hours of use during the winter months. Key elements to be considered are improvements to the turf, and upgraded drainage, irrigation system and water supply options.	Greater Shepparton City Council	1
	Car Parking	Limit internal car parking and relocate the entry gate near the United Cricket facilities to enable the construction of the new netball court.	Greater Shepparton City Council	2
		Facilitate and promote the use of the Showgrounds as a car parking option for major events at Deakin Reserve.	Greater Shepparton City Council	1
	Public toilets and change rooms	Develop public toilet and change room facilities plan to meet the contemporary needs and accessibility requirements of spectators and participants. In particular the needs of people with a disability, females and people from culturally diverse backgrounds must be addressed.	Greater Shepparton City Council	2
Infrastructure	Improve spectator seating, viewing and shade	Investigate options for seating and shade around the ground. This should be linked with investigations about the need for improved public toilets, change rooms and improvements to the grandstand.	Greater Shepparton City Council	2
	Access for All improvements	Improve paths of travel and accessibility throughout the site, particularly addressing the asphalt surrounds and spectator seating options.	Greater Shepparton City Council	2
	Upgrade support infrastructure	Specific support infrastructure to be improved includes the scoreboard and media box. While upgraded previously, issues remain in relation to the location and functionality of the existing infrastructure.	Greater Shepparton City Council	3

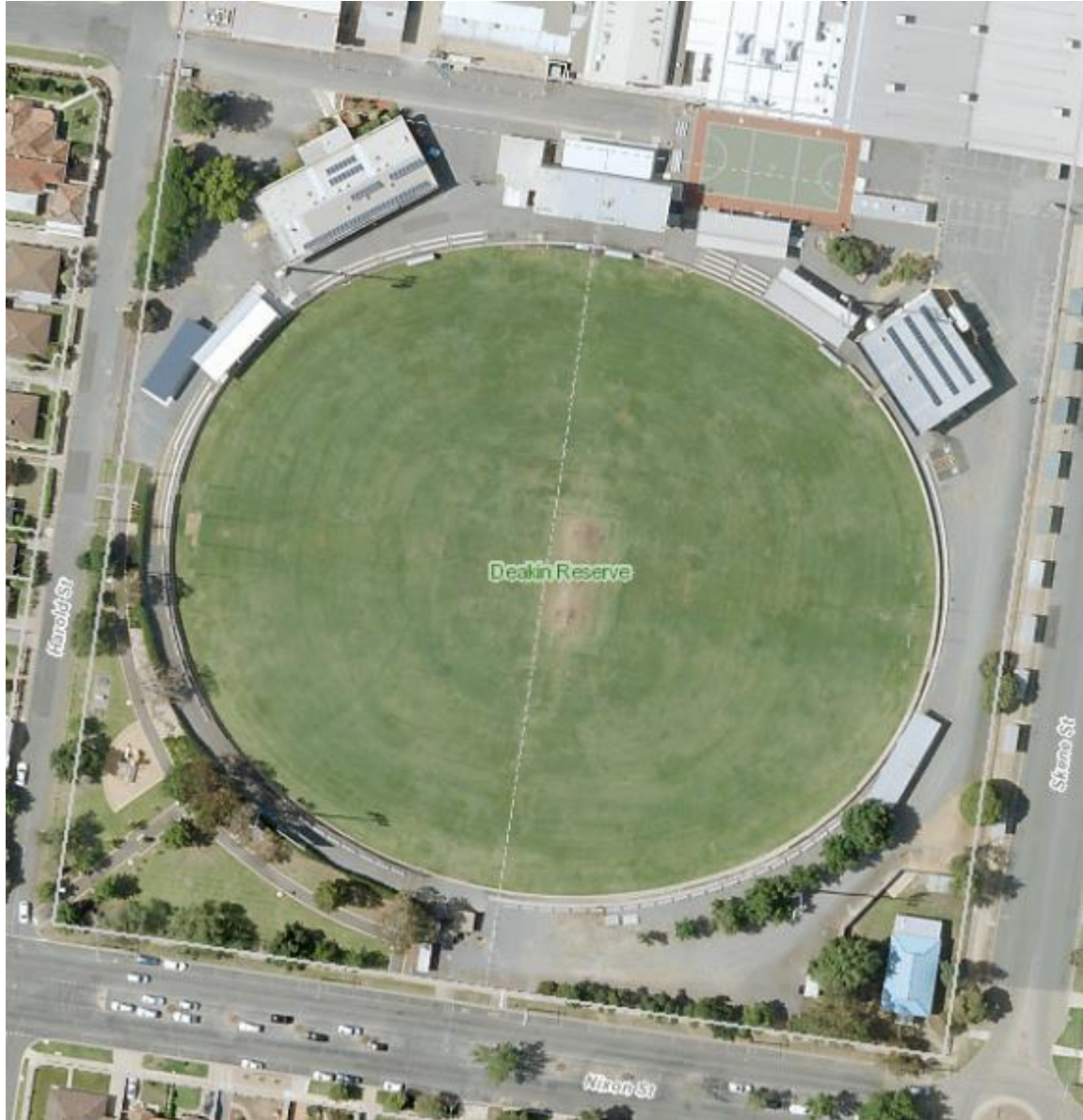
Area	What	Description	Who	Timeframe
Infrastructure	Signage	Improve information and directional signage both within the Reserve and directing people to the Reserve.	Greater Shepparton City Council	2
	Increase storage facilities	Provide improved storage facilities throughout the Reserve for maintenance equipment, sporting club equipment and to support major events and activities that are conducted at the Reserve. Opportunities for storage should be considered not in isolation, but rather be considered as part of plans to improve other infrastructure eg: improved spectator seating, change room facilities etc.	Greater Shepparton City Council	2
Events	Limit the range of major events at the Reserve	Major events to be limited to complimentary activities such as football, rugby, cricket and netball. Events outside of this scope should be catered for at multi use venues such as the Showgrounds.	Greater Shepparton City Council	Ongoing

Note:

- Permanent fencing to incorporate the playground / park area into the Reserve is not included as an action due to the value placed on it by the general community
- The Guide Hall will not be demolished as it is subject to a Heritage overlay.
- Administrative space for Associations eg AFL Goulburn Murray is not recommended as they are already accommodated at another site.
- Cricket nets have not been included as they have been constructed at the school, however, the Regional Cricket Hub Feasibility project may make recommendations about cricket nets across the municipality.

Appendices

Appendix A
Aerial Photo of Deakin Reserve



Appendix B

Deakin Reserve Building Audit 2017

Provided as a separate attachment

Appendix C

Status Update about the Recommendations from the 1999 Deakin Reserve Master Plan

The items identified in orange remain relevant and have been considered as part of developing the Future Directions Plan.

Priorities	Details	Status	Comments
1.1. Improved Playing Surface			
Increased flood lighting	To spread the work load on the playing surface.	Complete	The oval has 100 lux, 200 lux and 500 lux options from the four lighting towers.
Improved turf coverage, drainage, irrigation and water supply systems	No extension to the size of the playing surface is proposed however expert advice is to be sought about the redevelopment of the playing surface turf, soil types, improvements to ground drainage and irrigation.	Incomplete	To be considered as part of the Future Directions Plan.
Cricket wicket upgrade	The cricket wicket area is to be redeveloped and reduced in size.	Partially complete	Upgrades to the wicket occurred in 2009 and 2014, however the wicket has never been reduced in size. Reducing the wicket size appears to no longer be an issue for the clubs.
Changes to maintenance and management practices.	A more professional and controlled approach to the maintenance of the playing surface and cricket wicket will be required if capital funds are expended to improve the playing surface and cricket wicket area.	Ongoing	St Brendan's Cricket Club retained responsibility for maintaining the wicket.
Development of alternative training venue	An alternative football training facility is to be developed at the Shepparton Sports Precinct to alleviate over use of Deakin Reserve.	Complete	An alternative venue has been created at Vibert Reserve. McGuire Oval has had 100 lux lighting installed and the playing surface has been improved.

Priorities	Details	Status	Comments
1.2. Improved Spectator Facilities			
New western crowd shelter	All shelters on the western and southwest boundaries are to be removed and replaced by a terraced Crowd Shelter to be known as the Western Crowd Shelter.	Complete	2012 works undertaken.
Upgraded Shepparton United shelter	The Shepparton United Football Club shelter will be replaced to same standard and design of new Western Crowd Shelter, and will accommodate seated spectator viewing south wards to the playing arena (facing south) and seated spectator viewing north wards to the proposed new netball court (facing north).	Complete	
Relocation of existing shelters	Relocate old shelters to other recreation reserves in the municipality.	Incomplete	The viability of implementing this action is unclear.
Improved Spectator Seating	All seats at the reserve will have backrests, with the front two rows of the Western Crowd Shelter to be good quality bucket seats. Areas currently known as the Shepparton Football Club Crowd Shelter and the Shepparton United Crowd Shelter will have full bucket seating.	Complete	2015 works undertaken.
Sealing under spectator areas	All areas of high spectator use and heavy foot traffic will be sealed. This will include all areas from the Shepparton United Football Club rooms to the western end of the Shepparton Football Club rooms and under the proposed Western Crowd Shelter	Complete	2002 works undertaken.
1.3. Increasing Useable and Community Space			
New public open spaces and lawn areas	The south-western corner of the reserve will become a small area of public open space and include green lawns, a small playground and tree planting. Other green open space areas are proposed along the eastern boundary and fence line and possibly between the Grandstand, Brick Public Toilets, Shepparton United clubrooms and the Shepparton United Crowd Shelter	Partially complete	The Public Open Space in the south-western corner has been developed into a small park area with playground, grass, trees and drinking fountain.

Priorities	Details	Status	Comments
Retaining walls and grassed banks	A combination of grassed banks and retaining walls will be used around the reserve increase the useable area of the reserve and improve its general maintenance and appearance.	Incomplete	To be considered as part of the Future Directions Plan.
Upgraded south western entry gates (main brick entry gates)	The main entrance gates will no longer be required as a functional asset of the reserve, and the area where they are currently located will become public open space.	Complete	
Providing useable public open space - "The Greening of Deakin Reserve"	The key feature of the redevelopment of Deakin Reserve will be the greening up of the facility and making it a more useable and accessible public open space.	Partially completed.	Development of the playground and surrounds in the south western corner has been a significant change.
1.4. Rationalising Car Parking and Access Roads			
Maximising external car parking	It is proposed that parking around the playing arena will eventually cease as improvements to permanent spectator amenities evolve.	Incomplete	To be considered as part of the Future Directions Plan.
Isolating Social Club facilities and parking areas	To maximise the security of the reserve and protect the public infrastructure to be developed, it is proposed that new reserve fences and boundaries will exclude the social rooms and parking areas of the Shepparton and Shepparton United Clubs. It is proposed that the two car parking areas adjoining each Clubroom be formalised and sealed.	Incomplete	No longer considered to be relevant.
1.5. Upgrading and Improving Infrastructure			
Guide Hall - Upgrade of Appearance	It is proposed to improve the appearance of the guide hall and blend it into the landscaping of the reserve. This will require new fencing and appropriate treatment to the steep banks at the interface between the reserve and guide hall.	Partially complete	The guide hall has received some maintenance with a new roof and new boundary fencing.

Priorities	Details	Status	Comments
Construction of Netball court	An area of 23m x 38m will be provided in the northeast corner of the reserve to accommodate an east west aligned full size court with regulation run off. This will require the demolition and relocation of the brick public toilets.	Partially complete	A new netball court has been placed along the northern boundary fence. Existing brick toilets still remain. This will be considered as part of the Future Directions Plan
Construction of Netball Change Rooms	New change rooms and replacement public toilets will be constructed under the main grandstand as part of an overall redevelopment including extension of change rooms for the Shepparton Football Club.	Partially complete	New public toilets constructed at Western End in 2015. Change rooms facilities to be considered as part of the Future Directions Plan.
Grandstand/Spectator Area	The spectator area of the grandstand will be upgraded and modernised and include: 350 swing up bucket seats on cantilever frame to increase spectator comfort and assist in clean up. Infilling of the western and eastern sides of the grandstand with clear polycarbonate glass to provide improved weather protection whilst maintaining view and sealing of the concrete construction joints to allow light wash down of grandstand.	Partially complete	The need for improved spectator facilities will be considered as part of the Future Directions Plan.
Under Grandstand	It is proposed that the Shepparton Cricket Association relocate its administrative facilities to a more suitable location via an extension to the Shepparton Football Club or Shepparton United Football Club Clubrooms. Upon the agreed and completed relocation of the Shepparton Cricket Association administration areas, the under grandstand area will be redeveloped to include; extended change room facilities for football and cricket, which will accommodate a minimum two football teams at any one time, with shared showering and change facilities, netball change rooms and public toilets.	Partially complete	A meeting room has been constructed at the east end of the under grandstand. This room is used by Cricket Shepparton for meetings and is available to be booked by other community groups. The Shepparton Cricket association have not relocated to the site. The proposal to provide change room facilities in the under grandstand will be considered as part of the Future Directions Plan.

Priorities	Details	Status	Comments
Future administration and corporate facilities	In the development of the spectator area and change room/public toilet area of the grandstand, consideration will be given to potential future development of an upper story extension that may include administration facilities for a large sporting organisation such as the GVFL.	Incomplete	Administration facilities for organisations such as GVFL will not be incorporated into Deakin Reserve. This action is no longer relevant.
Media facilities	An improved media area will be established incorporating all necessary data cabling and sockets for all forms of media.	Incomplete	To be considered as part of the Future Directions Plan.
Better catering facilities	No new catering facilities area proposed, however the Western Spectator Shelter will provide suitable areas for the erection of portable catering stalls.	Complete	
New public toilets	The existing brick toilet block will be demolished to provide adequate room for a new netball court. Replacement public toilet facilities will be developed under the grandstand. The existing portable toilets will be removed and relocated to other recreation facilities on a temporary basis as required. New public toilets of brick construction will be constructed as a western extension of the Shepparton Football Clubrooms and a stand-alone facility west of the Guide Hall. Complete All new toilets will fully cater for people with disabilities and women's change rooms appropriately designed and fitted to reflect their needs.	Complete	New accessible public toilets have been developed at the western end of the facility.
New player's shelters	To be of brick construction and removed from in front of the grandstand.	Complete	New player shelters were installed at the front of the grandstand.
Improved first aid facilities	To be included as part of toilet block upgrades or grandstand redevelopment.	Complete	First aid facilities were included in the upgrade of toilet facilities.
New maintenance shed	To be constructed as an extension to the existing Roller Shed.	Complete	South side of reserve.
New electronic scoreboard	A new electronic scoreboard will be constructed at the top of the extended roller shed /maintenance shed.	Partially Complete	A new electronic scoreboard has been constructed on the south west side of the ground, but the functionality needs to be reviewed. This will be considered as part of the Future Directions Plan.

Appendix D

Detailed Information about the Planning and Policy Context

State/Federal Government

Strategy	Relevance to Deakin Reserve Future Directions Plan
<p>Australia Sports Commission – Megatrends shaping the sports sector over the coming decades</p>	<p>The Australian Sports Commission Mega Trends report clearly articulates that sport will look very different in future years (with changes already taking place) ie. social, economic and environmental conditions that will redefine sport over the next 30 years:</p> <ol style="list-style-type: none"> 1. A perfect fit 2. From extreme to mainstream 3. More than sport 4. Everybody’s game 5. New wealth, new talent 6. Tracksuits to business suits <p>Deakin Reserve, while maintaining a premier place in sports facility provision within the municipality and possibly the region, will need to be planned in consideration that the landscape will look considerably different in the medium to long term future, with increasing female sports participation, continuing strength of junior participation, decline in adult participation and demand from other sectors of the community for inclusive participation opportunities.</p> <p>Health rather than competition is becoming a major driver for participation in sport. Therefore, both local council and community sport need to carefully consider how participation opportunities will be accessible for all community members into the future.</p>
<p>Sport and Recreation Victoria – Active Victoria</p>	<p>Active Victoria highlights sport and active recreation as an integral part of our state. It is essential to our health and wellbeing. Our sense of belonging. Our connection to our community. A more active Victoria is a stronger, healthier, better Victoria, therefore supporting sport and recreation is a high priority for the Victorian Government.</p> <p>Recognising the significant benefits of sport and recreation, Active Victoria provides a framework for stakeholders to work together with a coordinated approach to boost participation and ensure every Victorian has the chance to be involved,</p> <p>Vision – A strong and connected sport and active recreation system that helps make Victorians Healthier, creates economic growth and jobs, builds community cohesion and contributes to our liveability. Sport and Recreation in Victoria will be:</p> <ol style="list-style-type: none"> 1. More Active 2. More diverse and inclusive 3. Robust, flexible, sustainable and affordable

	<ol style="list-style-type: none"> 4. Broad based and connected 5. Collaborative <p>The six key strategic directions outlined are:</p> <ol style="list-style-type: none"> 1. Meeting demand (increase capacity, flexible participation options and investment) 2. Broader more inclusive participation (inclusion, affordable options, meet needs of various population groups) 3. Additional focus on active recreation (support non organised and unstructured physical activity and infrastructure) 4. Build system resilience and capacity (support volunteers, good governance, evidenced based analysis, address risk) 5. Connect investment in events, high performance and infrastructure 6. Work together for shared outcomes (agreed priorities and complimentary investment)
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Greater Shepparton City Council

Strategy	Relevance to Deakin Reserve Future Directions Plan
Greater Shepparton Council Plan 2017 – 2021	<p>The key areas of relevance to the Deakin Reserve Future Directions Plan are the Social and Economic pillars.</p> <ul style="list-style-type: none"> • Social: Develop resilient, inclusive, healthy communities that make Greater Shepparton a safe and harmonious place to live, work, learn and play • Economic: Build a thriving, resilient economy where Greater Shepparton is recognised as a competitive place to invest and grow business. <p>Relevant Social Objectives are:</p> <ul style="list-style-type: none"> • Our community is supported to achieve and sustain physical, emotional and spiritual health and wellbeing • Volunteering is promoted and encouraged along with measures to improve community resilience • Public places, open space and community facilities are safe and accessible for all and presented to a high quality. • Council demonstrates strong regional and local partnerships efforts across health and wellbeing <p>The relevant Economic objective is: Greater Shepparton is a major destination for events and tourism.</p>
Greater Shepparton 2030 Plan	<p>Council’s 2030 Plan identifies the broader community long term need to “improve liveability through social and recreational opportunities, a range of inclusive community services and activities, and valuing our diversity”.</p> <p>Settlement and Housing - A priority on an active community with walking and cycle networks linked to major attractions as a major consideration.</p>
Greater Shepparton Municipal Health and	<p>Health and wellbeing matters for the Greater Shepparton community have been integrated as part of the Council Plan, with a separate Health and Wellbeing Implementation Plan developed to measure progress. The health and wellbeing priority area</p>

Wellbeing Plan	<p>relevant to the Deakin Reserve Future Directions plan is physical activity. This is one of 16 priority areas.</p> <p>As outlined in the Council Plan, the key factor underpinning all aspects of health and wellbeing in the Greater Shepparton community is liveability. ‘A liveable place is one that is safe, attractive, socially cohesive and inclusive and environmentally sustainable; with affordable and diverse housing linked to employment, education, public open space, local shops, health and community services, and leisure and cultural opportunities; via convenient public transport, walking and cycling infrastructure.’ Places such as Deakin Reserve are an important tool available to Council to improve the liveability and therefore the health and wellbeing of the community.</p>
Greater Shepparton Environmental Sustainability Strategy 2014 - 2030	<p>To improve Council’s environmental sustainability performance by embedding environmental sustainability considerations into Council’s decision-making processes and operational activities.</p> <p>Council aims to support community groups and local businesses to monitor and improve environmental sustainability. Where there is opportunity for Deakin Reserve to take a lead role in environmental sustainability, Council will provide support where possible, for example: funding applications and partnerships, sustainable water practices, decrease greenhouse gas, decrease financial cost of energy use, decreasing waste going to landfill, utilise IDM to achieve best practice planning and design and projects and procurement activities that include environmental sustainability considerations.</p>
Greater Shepparton Sport 2050 Strategy	<p>Responding to general changes in sport. A key change occurring in sport is the increasing proportion of people participating in unorganised sports and physical activity and “pay as you play” sport, and a subsequent decrease in club-based participation.</p> <p>In support of issues and opportunities identified in the consultation for Council’s Sport 2050 Plan, a recommendation is made for a greenfield site development at Congupna to be planned for as a replacement for Deakin Reserve.</p>
Greater Shepparton Sports Facilities Star Ratings	<p>Star Rating 1 – 5 Categories</p> <ul style="list-style-type: none"> 1 – Undeveloped Parks 2 – Local Parks 3 – Community Parks 4 – District Parks 5 – Regional – Highest level of development and service level making a profound positive statement about the community. Standard for access should exceed minimum standards. <p>Council has adopted a 5 star rating program to guide the development and maintenance of sports reserves and open space. Deakin Reserve is classified as a 5 star rated facility, a premier facility servicing regional need. Star rating for the reserve needs review and/or planning for the Reserve needs to bring up to star rating – gaps/standard at Deakin. Council also has a star rating program for parks, which Deakin Park is rated at a 5 star. Council’s Urban Design manual stipulates guidelines for outdoor furniture, soft and hard landscaping.</p>
Greater Shepparton Cricket Whole of Sport Plan	<p>The Cricket Whole of Sport Plan considers the needs and expectations of the local cricket community, the vision Cricket Victoria (CV) have for the future of cricket and the role cricket plays in helping Council to achieve its priority of improving liveability through social and recreational opportunities.</p>

Greater Shepparton Urban Design Manual	The UDM is cited in the Planning Scheme and provides the minimum development standards for all development in COGS.
Planning plus Shepparton North and South East Precinct Structure Plans	<p>Residential Growth is taking place around the city of Shepparton, to the north, west, south and south west. Demand will increase rapidly for shared paths connecting from residences to public facilities, key locations and open space areas. The opportunity to ride and walk to destinations from the outer reaches into Shepparton will also likely increase.</p> <p>In addition to quantitative standards, the PSP guidelines also outline access/distribution standards for open space – 95% of residents within a 400m of a park and 95% of residents within 1km of an active sports reserve.</p>

Appendix E

Demographic Profile Greater Shepparton Community

Population Size and Growth

	2011	2016	2026	2036	Change 2016 - 2036	
					No.	%
Greater Shepparton	61,759	65,076	74,476	83,234	18,158	27.9%
Urban Centre	30,293	38,701	46,109	52,722	14,021	36.2%
Kialla Urban	4,878	5,744	8,241	10,027	4,283	74.6%
Mooroopna	7,939	8,018	9,016	9,931	1,913	23.9%
Rural East	1,105	1,137	1,152	1,198	61	5.4%
Rural North	1,790	1,815	1,795	1,849	34	1.9%
Rural North West	3,033	3,091	2,962	3,045	-46	-1.5%
Rural South	2,733	2,755	2,909	3,049	294	10.7%
Shepparton Central	2,244	2,435	2,723	2,898	463	19.0%
Shepparton North Central	5,502	5,535	5,872	6,092	557	10.1%
Shepparton North East	4,552	4,964	6,813	9,201	4,237	85.4%
Shepparton North West	5,619	6,510	7,209	7,278	768	11.8%
Shepparton South	7,013	6,757	6,959	7,057	300	4.4%
Shepparton South East	5,882	6,767	8,291	10,168	3,401	50.3%
Shepparton Surrounds East	3,348	3,153	3,291	3,405	252	8.0%
Shepparton Surrounds South	1,715	1,874	1,780	1,937	63	3.4%
Tatura	4,405	4,799	5,464	6,097	1,298	27.0%

Table E.1: Actual and Projected Population, City of Greater Shepparton, Urban Centre and Small Areas, 2011 – 2036

Source: Greater Shepparton Community Profile and Population Forecast. Accessed 27 February 2018

Population Age Profile

Greater Shepparton	2011		2016		2026		2036		Change 2016 - 2036	
	No.	%	No.	%	No.	%	No.	%	No.	%
Babies and pre-schoolers (0 to 4)	4,307	7.1	4,218	6.6%	5,354	7.2%	5,851	7.0%	1,633	38.7%
Primary schoolers (5 to 11)	5,877	9.7	6,036	9.5%	7,462	10.0%	8,248	9.9%	2,212	37.6%
Secondary schoolers (12 to 17)	5,545	9.2	5,161	8.1%	5,848	7.9%	6,615	7.9%	1,454	26.2%
Tertiary education and independence (18 to 24)	5,060	8.4	5,187	8.1%	5,818	7.8%	6,572	7.9%	1,385	27.4%
Young workforce (25 to 34)	7,067	11.7	7,850	12.3%	9,265	12.4%	9,953	12.0%	2,103	29.8%
Parents and homebuilders (35 to 49)	12,411	20.5	12,030	18.8%	14,265	19.2%	16,098	19.3%	4,068	32.8%
Older workers and pre-retirees (50 to 59)	7,812	12.9	8,408	13.2%	8,638	11.6%	9,477	11.4%	1,069	13.7%
Empty nesters and retirees (60 to 69)	6,009	9.9	7,317	11.5%	7,627	10.2%	8,119	9.8%	802	13.3%
Seniors (70 to 84)	5,103	8.4	6,151	9.6%	8,189	11.0%	9,535	11.5%	3,384	66.3%
Elderly aged (85 and over)	1,251	2.1	1,484	2.3%	2,009	2.7%	2,768	3.3%	1,284	102.6%
Total	60,442	100	63,842	100.0%	74,475	100.0%	83,236	100.0%	19,394	32.1%

Table E.2: Actual and Projected Population Age Profile, City of Greater Shepparton, 2011 – 2036

Source: Greater Shepparton Community Profile and Population Forecast. Accessed 27 February 2018

Shepparton Urban Centre	2011		2016		2026		2036		Change 2016 - 2036	
	No.	%	No.	%	No.	%	No.	%	No.	%
Babies and pre-schoolers (0 to 4)	2,593	7.4%	2,748	7.3%	3,462	7.5%	3,848	7.3%	1,100	40.0%
Primary schoolers (5 to 11)	3,377	9.7%	3,676	9.7%	4,673	10.1%	5,216	9.9%	1,540	41.9%
Secondary schoolers (12 to 17)	3,089	8.9%	3,056	8.1%	3,661	7.9%	4,167	7.9%	1,111	36.4%
Tertiary education and independence (18 to 24)	3,258	9.4%	3,201	8.5%	3,977	8.6%	4,519	8.6%	1,318	41.2%
Young workforce (25 to 34)	4,525	13.0%	5,193	13.7%	6,243	13.5%	6,855	13.0%	1,662	32.0%
Parents and homebuilders (35 to 49)	6,957	20.0%	7,024	18.6%	8,821	19.1%	10,158	19.3%	3,134	44.6%
Older workers and pre-retirees (50 to 59)	4,137	11.9%	4,524	12.0%	5,062	11.0%	5,724	10.9%	1,200	26.5%
Empty nesters and retirees (60 to 69)	3,038	8.7%	3,852	10.2%	4,144	9.0%	4,781	9.1%	929	24.1%
Seniors (70 to 84)	3,061	8.8%	3,578	9.5%	4,706	10.2%	5,574	10.6%	1,996	55.8%
Elderly aged (85 and over)	784	2.3%	994	2.6%	1,360	2.9%	1,880	3.6%	886	89.1%
Total	34,819	100	37,846	100.0%	46,109	100.0%	52,722	100.0%	14,876	39.3%

Table E.3: Actual and Projected Population Age Profile, Urban Centre of Greater Shepparton, 2011 – 2036

Source: Greater Shepparton Community Profile and Population Forecast. Accessed 27 February 2018

Household Income Profile

		2006	2011	2016
Greater Shepparton	Lowest Quartile	28.2	30.2	30.4
	Medium Lowest Quartile	28.2	29.7	29.3
	Medium Highest Quartile	16.5	24.8	24
	Highest Quartile	17.1	15.4	16.3
Urban Centre	Lowest Quartile	29	30.8	30.7
	Medium Lowest Quartile	28.6	29.3	29.7
	Medium Highest Quartile	25.2	24	24
	Highest Quartile	17.2	15.9	16.3
Regional Victoria	Lowest Quartile			31.9
	Medium Lowest Quartile			29.0
	Medium Highest Quartile			23.0
	Highest Quartile			16.1

Table E.4: Household Income Profile, City of Greater Shepparton, Urban Centre of Greater Shepparton, and Regional Victoria, 2016 – 2016

Source: Greater Shepparton Community Profile. Accessed 27 February 2018

Education Levels

		2006	2011	2016
Greater Shepparton	Completed Year 12 or Equivalent	29.6	32.9	36.1
	Vocational Training	14.6	18.6	19.9
	Advanced Diploma or Diploma	5.5	6.3	7.7
	Bachelor or Higher Degree	9.9	10.5	12.2
Urban Centre	Completed Year 12 or Equivalent	31.1	34.6	38.1
	Vocational Training	16.3	18.1	18.9
	Advanced Diploma or Diploma	5.4	6.4	7.6
	Bachelor or Higher Degree	9.9	10.8	13.5
Regional Victoria	Completed Year 12 or Equivalent			38.9
	Vocational Training			22.0
	Advanced Diploma or Diploma			8.5
	Bachelor or Higher Degree			14.5

Table E.5: Education Levels, City of Greater Shepparton, Urban Centre of Greater Shepparton, and Regional Victoria, 2006 – 2016

Source: Greater Shepparton Community Profile. Accessed 27 February 2018

Diversity

		2006	2011	2016
Greater Shepparton	Born overseas	10.8	13.1	14.8
	Non-English-speaking background	7.7	9.9	11.5
	Arrived within the last 5 years	13.4	27	25.8
	Identify as Aboriginal or Torres Strait Islander	3.2	3.5	3.4
Urban Centre	Born overseas	12.4	16.1	17.2
	Non-English-speaking background	9.4	12.8	13.8
	Arrived within the last 5 years	15.8	33.2	29.6
	Identify as Aboriginal or Torres Strait Islander			3.5
Regional Victoria	Born overseas			11
	Non-English-speaking background			6.1
	Arrived within the last 5 years			14.9
	Identify as Aboriginal or Torres Strait Islander			1.6

Table E.6: Education Levels, City of Greater Shepparton, Urban Centre of Greater Shepparton, and Regional Victoria, 2006 – 2016

Source: Greater Shepparton Community Profile. Accessed 27 February 2018

Appendix F
Detailed Outcomes from Key Stakeholder Consultation

Results from Survey of User Groups

Strengths of Deakin Reserve

- Cooperative nature of all tenants (Cricket)

Limitations of Deakin Reserve

- Changerooms (SFNC)
- Netball Facilities (SFNC)
- Cricket Nets (Cricket)

Priorities of Club in next 2 years

- Female and All Ability facilities (SFNC)
- Upgrade catering and shade including alfresco area of social rooms (SFNC)
- Changeroom improvements (SFNC)

Priorities of Reserve in next 2 years

- Incorporate park and playground back into Reserve (SFNC)
- Goal netting at both ends of oval (SFNC)

Priorities of Club in next 5 years

- Changeroom improvements (SFNC)
- Upgrade/extend social rooms to expand capabilities for events and functions (SFNC)
- Continue to upgrade catering facilities/BBQ area (SFNC?)

Priorities of Reserve in next 2 years

- Changerooms (SFNC)
- Scoreboard (SFNC)
- Additional netball facilities (SFNC)

Additional Club information

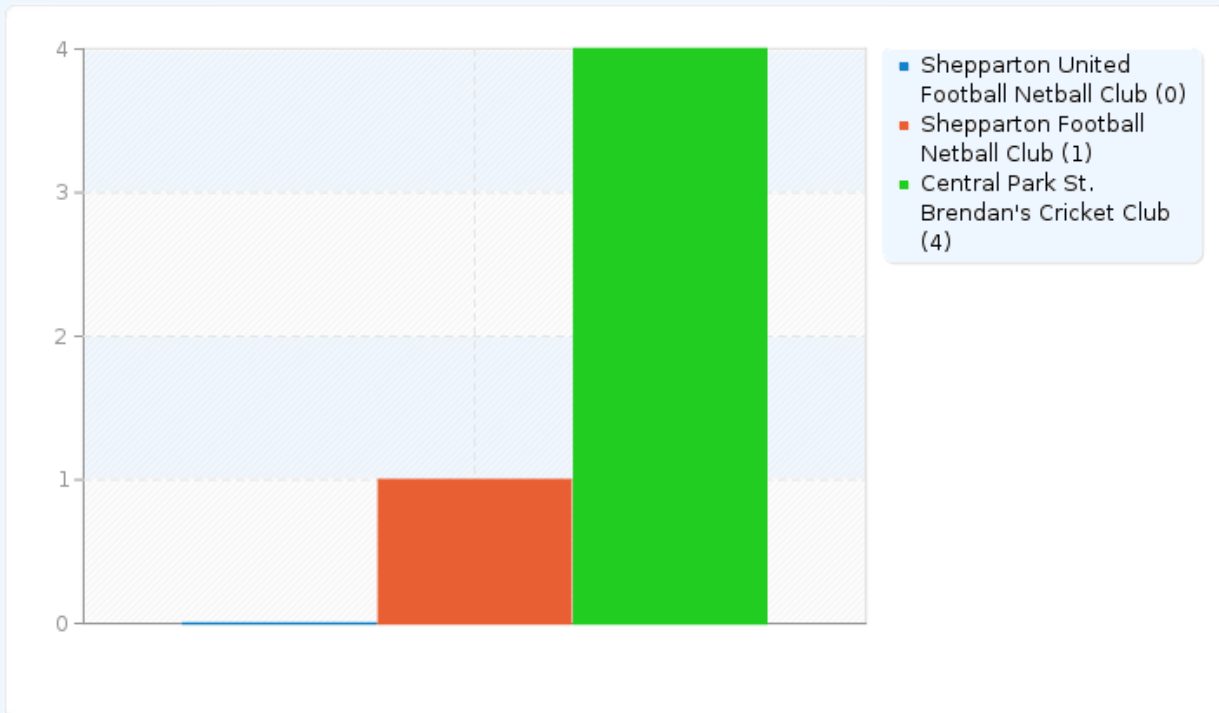
- Continued Club participation at the site is viewed by resident Clubs as being crucial to the sustainability of Deakin Reserve.

Clubs have raised the following issues that will impact their viability to remain at Deakin Reserve:

- Clubs have indicated on field oval facilities are of a high standard suitable for training and events. (including set up and pack up)
- Cost of alternate training venues
- Pre-season training
- Football/Cricket cross over.

In order to help structure our upcoming workshops, please enter the name of your club below.

Answer	Count	Percentage
Shepparton United Football Netball Club (sufnc)	0	0.00%
Shepparton Football Netball Club (sfnc)	1	14.29%
Central Park St. Brendan's Cricket Club (cpsbc)	4	57.14%

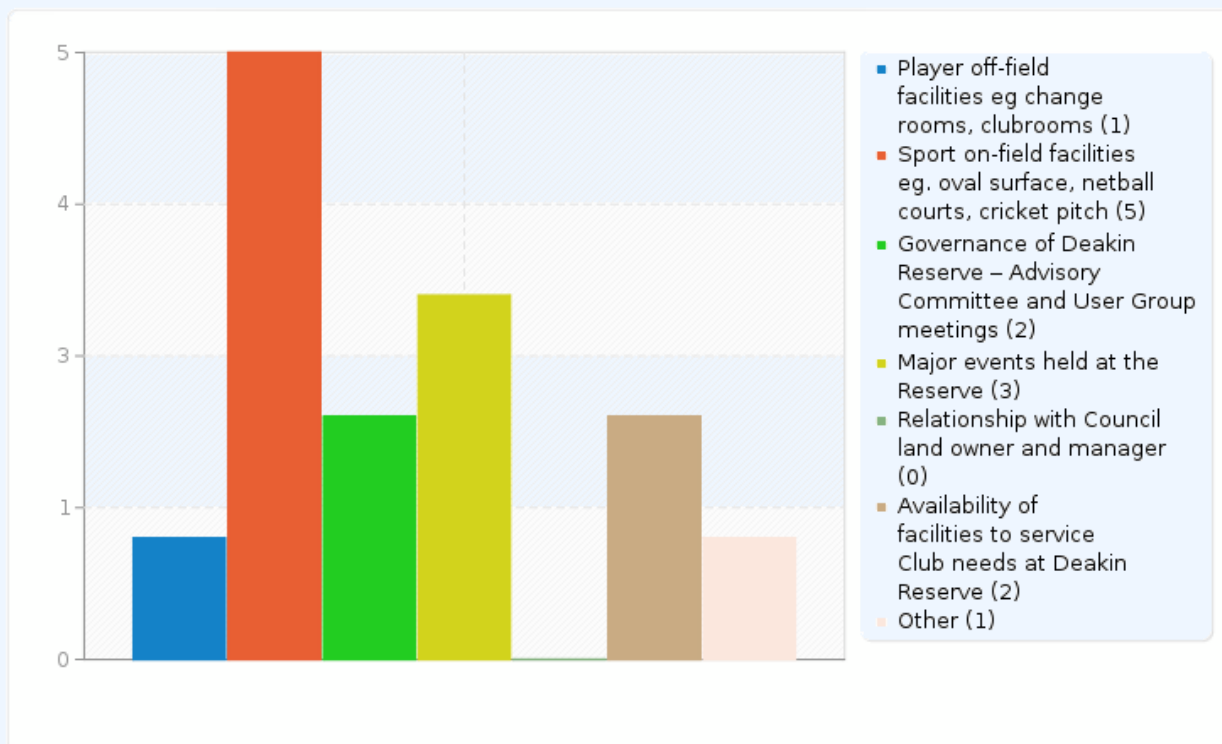


What are the strengths in relation to the operation and management of Deakin Reserve?

Answer	Count	Percentage
Player off-field facilities eg change rooms, clubrooms (a1)	1	14.29%
Sport on-field facilities eg. oval surface, netball courts, cricket pitch (a2)	5	71.43%
Governance of Deakin Reserve – Advisory Committee and User Group meetings (a3)	2	28.57%
Major events held at the Reserve (a4)	3	42.86%
Relationship with Council land owner and manager (a5)	0	0.00%
Availability of facilities to service Club needs at Deakin Reserve (a6)	2	28.57%
Other <input type="button" value="Browse"/>	1	14.29%

What are the strengths in relation to the operation and management of Deakin Reserve?

Answer **Count** **Percentage**



What are the limitations in relation to the operation and management of Deakin Reserve?

Answer **Count** **Percentage**

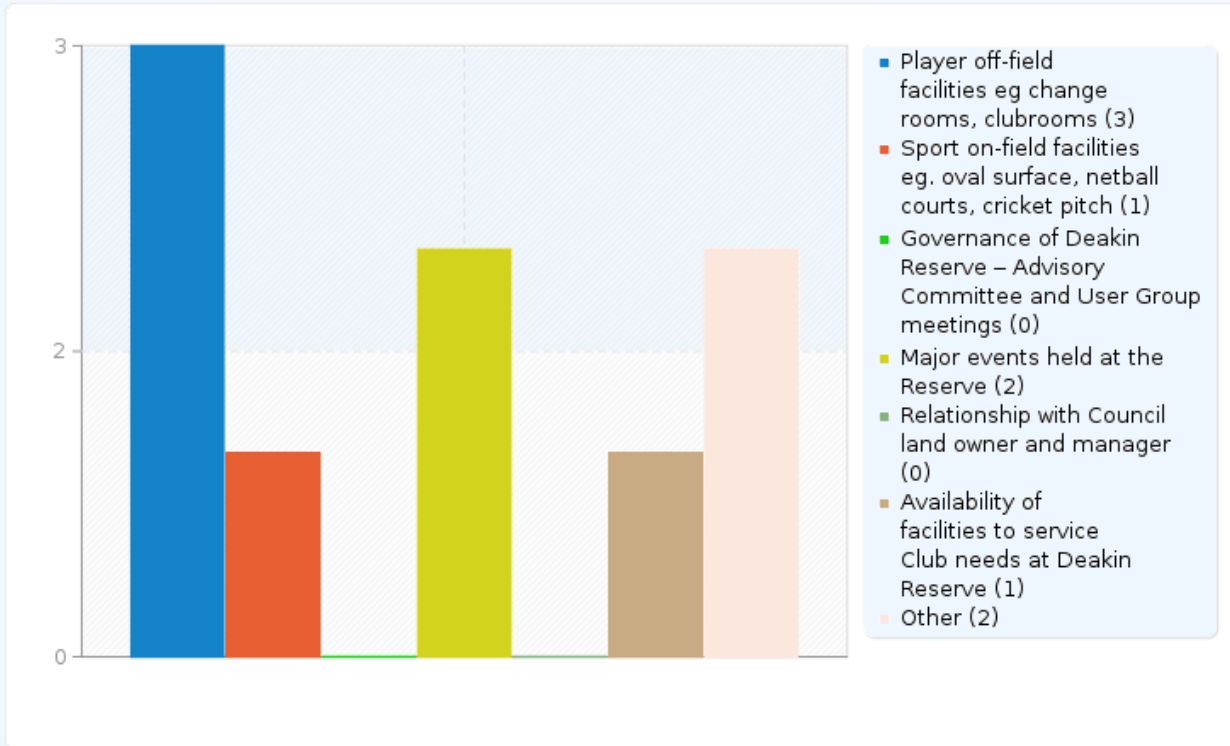
Player off-field facilities eg change rooms, clubrooms (a1)	3	42.86%
Sport on-field facilities eg. oval surface, netball courts, cricket pitch (a2)	1	14.29%
Governance of Deakin Reserve – Advisory Committee and User Group meetings (a3)	0	0.00%
Major events held at the Reserve (a4)	2	28.57%
Relationship with Council land owner and manager (a5)	0	0.00%
Availability of facilities to service Club needs at Deakin Reserve (a6)	1	14.29%
Other <input type="button" value="Browse"/>	2	28.57%

What are the limitations in relation to the operation and management of Deakin Reserve?

Answer

Count

Percentage



What are the strengths in relation to your club?

Answer

Count

Percentage

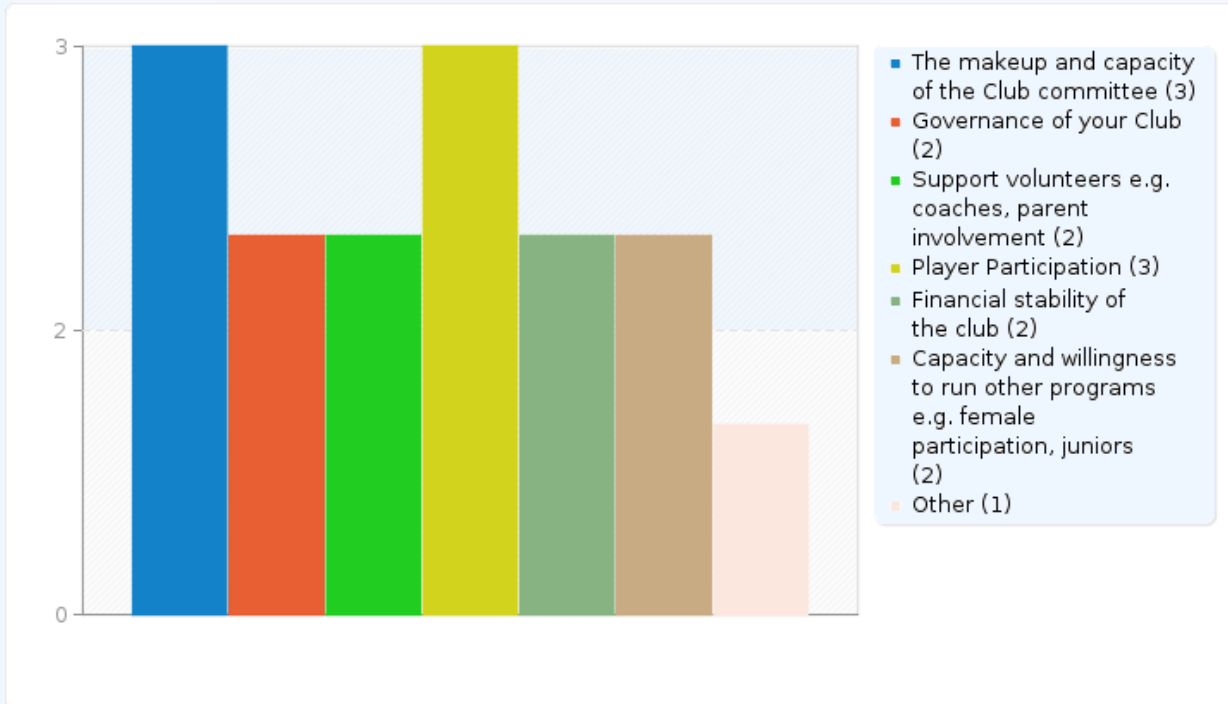
The makeup and capacity of the Club committee (a1)	3	42.86%
Governance of your Club (a2)	2	28.57%
Support volunteers e.g. coaches, parent involvement (a3)	2	28.57%
Player Participation (a4)	3	42.86%
Financial stability of the club (a5)	2	28.57%
Capacity and willingness to run other programs e.g. female participation, juniors (a6)	2	28.57%
Other <input type="button" value="Browse"/>	1	14.29%

What are the strengths in relation to your club?

Answer

Count

Percentage



What are the limitations in relation to your club?

Answer

Count

Percentage

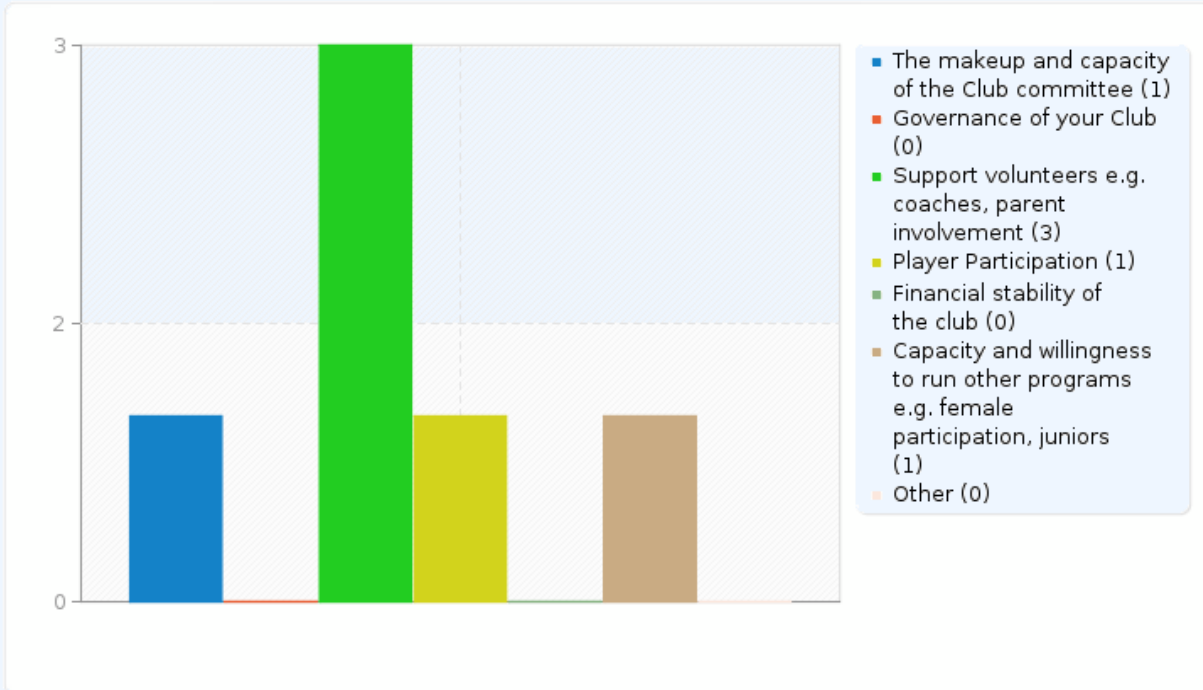
Answer	Count	Percentage
The makeup and capacity of the Club committee (a1)	1	14.29%
Governance of your Club (a2)	0	0.00%
Support volunteers e.g. coaches, parent involvement (a3)	3	42.86%
Player Participation (a4)	1	14.29%
Financial stability of the club (a5)	0	0.00%
Capacity and willingness to run other programs e.g. female participation, juniors (a6)	1	14.29%
Other <input type="button" value="Browse"/>	0	0.00%

What are the limitations in relation to your club?

Answer

Count

Percentage



Outcomes of Resident and Business Survey

A flyer was distributed to residents and businesses within a three-block radius of the Reserve to make them aware of the opportunity to complete a survey about the Reserve. Only a small number of responses were received:

- 0 businesses
- 8 neighbouring residents.

Questions asked in the survey:

- What do you value most about Deakin Reserve
- What do you believe are the challenges or limitations of Deakin Reserve
- What do you think is important to include in the future vision for Deakin Reserve
- What would you most like to see changed or improved at Deakin Reserve in the next 5 - 10 years
- Do you have any other comments or suggestions about Deakin Reserve that you would like to be considered as part of developing the Future Directions Plan.

Although the number of responses was small, key messages from these responses were consistent with those received throughout the consultation with Clubs, Advisory Committee and Council Departments, including sport and recreation on field infrastructure, proximity to home/work, and the aesthetics and natural environment are highly valued, including Deakin Park. Some value was also placed on informal recreation and off field facilities.

The following key challenges were identified:

- Activities and events held at the Reserve
- The Reserve being located close to residential homes
- Car parking in and around the Reserve
- Maintenance levels across the Reserve including surrounds and infrastructure.

Feedback indicated considerations for the future should be:

- How to effectively support major sporting events at the reserve
- Improvements to the sporting infrastructure including the provision of appropriate warm up space
- Improvements to the spectator facilities and car parking
- Ensuring informal recreation space is maintained and
- Improvements to the accessibility of the Reserve
- Improved maintenance including garden maintenance.

Deakin Reserve Future Directions Plan

Workshop Notes – User Groups, advisory Committee and Sporting Associations

Workshop held 21 June 2017

Activity 1 - Aspirations

Participants were asked to identify the words or phrases that best describe their future aspiration or vision for Deakin Reserve. The following was identified:

1. Maintain the current status as a Premier sporting venue in the Shepparton CBD, providing for high level activity, particularly for AFL and Cricket, and possibly for other sporting codes eg: Rugby
2. Use and development of the site:
 - Continue to maximise use of all facilities (not just the oval)
 - Narrow the focus to complimentary events and therefore maximise the development of complimentary infrastructure and opportunities on the site
 - Maximise the use of the site's footprint.
3. Expand capacity to support existing and future demand particularly through:
 - Surrounds (flat space requires forming and development to cater for spectator needs)
 - Spectator seating (need supply for 10,000 people or more)
 - Oval capacity (develop to cater for high demand and limited maintenance closures)
 - Netball facilities (require second court and warm up space)
 - Remove on site car parking
 - Facilities that cater for inclusive opportunities (for example, female participation, accessible and multi-cultural)

Activity 2 – Strengths, Limitations and Opportunities – Infrastructure, Management and Use

INFRASTRUCTURE			
	Strengths	Limitations	Opportunities
Profile	<ul style="list-style-type: none"> – Centrally within the North East and Central regions of Victoria. Deakin Reserve is located within the Shepparton CBD. – The Reserve has been well regarded over time due to strong community ownership and high levels of use. 	<ul style="list-style-type: none"> – Regional facility falling behind as the market is becoming more competitive – Multi-purpose is also a limitation – Access to the venue, parking, accessibility – Buildings not Council owned and managed – Small Footprint / Guides hall – heritage listed/ Open green space/road reserve 	<ul style="list-style-type: none"> – Boutique stadium 10 – 15,000 seats – Footprint - Reclaim spaces around site to provide improved capacity, such as park for game days, no car parking within site and demolish guide hall (however, guide hall is heritage listed) – Sell the site and start fresh on greenfield site.
Facilities	<ul style="list-style-type: none"> – Oval - Condition of oval (which receives regular maintenance by Council) and the available lighting (giving it premier status) – Netball Court - The location of the netball court, providing spectator views over the court while still being able to view the oval – Grandstand – provides raised spectator seating – Community lights. 	<ul style="list-style-type: none"> – 1 netball court, not all weather as gets wet late in the day – the impact for not having is significant – No catch nets behind goals – No female friendly facilities (including change rooms and umpire rooms) – The Cricket Wicket – Umpire Rooms – Storage of ground equipment limited – Grandstand - cold in winter, hot in summer and very tired – Scoreboard – Spectators viewing limited with the flat site – Shade on northern wing 	<ul style="list-style-type: none"> – Upgrade oval surface – drainage, irrigation, turf, sand profile – Lengthen oval – 2nd netball court (compliant), warm up space and 500 seat capacity (a showcase netball court) – Nets behind both goals – Develop multi-purpose cricket facilities including drop in pitch deck, expand cricket change rooms and construct cricket nets – Allow facilities and change rooms to be available to casual users eg personal training – AFL country team facilities – Re-develop Grandstand with upgraded change rooms, lower expanded grandstand spreading east and west to 2 social rooms. Upgrade scoreboard – Increased shelter/shade and viewing, including development of grandstands at East and West ends of the ground

	Strengths	Limitations	Opportunities
Surrounds		<ul style="list-style-type: none"> – Public toilets – amenity, location, condition – Remove hot dog stand – No kitchen/catering facilities outside the football club facilities 	<ul style="list-style-type: none"> – Increase number of toilets / Move existing public toilets – Improve access and safety around ground eg. seal surrounds – Water storage for re-use – Move the gate near the United Cricket Club facilities.
Other	<ul style="list-style-type: none"> – Multi-purpose – Parking spaces outside the ground 		<ul style="list-style-type: none"> – Provide car parking at showgrounds. It is only a short walk to Deakin Reserve.
MANAGEMENT AND USE			
Profile	<ul style="list-style-type: none"> – Council maintaining as a 5 star venue – Better situated than most regional competitors' due to reserve being located within the CBD 		<ul style="list-style-type: none"> – Major events and entertainment opportunities providing economic development for the region –
Governance	<ul style="list-style-type: none"> – The Advisory Committee is a central place for all users and a voice and advocacy back to Council – Sporting bodies work together through the help of the Advisory Committee – Policy and procedure development 	<ul style="list-style-type: none"> – Advisory Committee don't have a budget or final decision-making power – Committee makes recommendations, however, Council has the final decision – Consensus needed within Council about the vision for the Reserve – User pay model – does this work in terms of Clubs. Is it fair? Clubs own their facilities, others use and don't pay eg personal training businesses – Relationship between Council, Advisory Committee, 3 user groups is a limitation due to communication issues 	<ul style="list-style-type: none"> – Council becomes solely responsible for management of the site – Establish a Management Committee rather than an Advisory Committee to provide greater control – Users working together more effectively to pursue funding opportunities and advocate for improvements to the site

	Strengths	Limitations	Opportunities
Use	<ul style="list-style-type: none"> – Lot of user groups, including variety of population groups (all age groups 120 Auskick, male, female, Fri night). – Use is being managed well. 	<ul style="list-style-type: none"> – Limitations on use effects juniors, seniors and female participation on the site. Juniors are at an alternate site for training and games – Shared use is a challenge in terms of the time available to users – Lot of restrictions to use due to ground condition, maintenance and major events. It's great that the venue is used for events but it impacts negatively on the Clubs who use it as a home base. They are moved off for training and events and alternate venues are not provided or are poor. – No training, but Thursday night dinners important for social and financial reasons – Management of the site in terms of safety eg nets needed. 	<ul style="list-style-type: none"> – Develop another venue for training and social activities eg: Thursday evening dinners – greenfield site – Non-compatible events could be held at alternate venues such as the showgrounds – More administration use of the reserve (AFL, Cricket, Netball Vic, sport injury management centre)
Facilities	<ul style="list-style-type: none"> – Council undertaking turf management and looking after the surface – Pitch cover being used in winter, however is also an OHS issue – Council manage maintenance of oval 	<ul style="list-style-type: none"> – Training on the ground limits surface conditions. Council finds it challenging to maintain the surface in great condition – Having to find another training ground one night per week – One netball court for training limits use – The surface cannot support a high level of use during wet weather 	<ul style="list-style-type: none"> – Establish facilities at a Greenfield site – Boutique Sporting Hub: <ul style="list-style-type: none"> ▪ Sports precinct doesn't have the spectator seating capacity that Deakin has. Could provide 10 – 15,000 seat capacity ▪ Major event capacity for A league soccer, rugby, AFL events. Planning needed to avoid last minute impacts on clubs ▪ Diversity in sport ▪ Sports centre (seating, change rooms) for use by others who don't need access to the oval ▪ Drop in cricket pitch box and synthetic Oval ▪ Female friendly facilities

Notes from Discussion with Deakin Reserve Stakeholders

8 November 2017

Retention of use by local sports clubs (ie: the groups located at Deakin already) is a key priority. To support this, they would like to see major events at Deakin Reserve capped to include only cricket and football. All other major events such as Crusty Demons are to be accommodated elsewhere eg: the Showgrounds.

The ground currently has an estimated capacity of 15 – 18 hours per week in winter. A priority for the groups is to build the capacity of the ground surface so that it is able to accommodate up to 25 hours of use in winter. It was explained that 25 hours is the maximum capacity a turf surface can be reasonably expected to accommodate during winter months. It is important to understand that 25 hours of use may not always be achievable if weather conditions are very wet. This means an alternate training and possibly playing venue is needed for clubs who use Deakin Reserve. This venue could be used by other clubs in similar positions (a satellite venue).

The groups would like to understand the extent of use that occurs on other grounds in Shepparton, particularly during Winter. This might help in building a case for a satellite site that a number of clubs can use for training. It is understood Council has attempted to do this but the site they invested in did not include any shelter. This is critical for a satellite site.

There was very limited interest in looking at shared infrastructure eg: shared function space, change rooms etc. The groups indicated they already share space eg: the cricket club rooms are used as an umpires room for football. The groups cannot see that Council would spend the money required to remove the existing infrastructure and invest in all new shared infrastructure.

Priority Works

- Upgrade the surface
- Second netball court
- A new toilet block
- Move car parking off site (car parking is a lower priority)

Consider including in the Future Directions Plan a series of 'what if scenarios' eg:

- What does Deakin need to be able to do if there is a significant increase in the population.
- What does Deakin need to be able to do if the number of football clubs based in Shepparton is reduced in future years.
- What does Deakin need to be able to do if a home of cricket is established in Shepparton.

Consider including in the Future Directions Plan a staged roll out of improvements eg:

- Stage 1: Maximise use of the ground by increasing the capacity of the ground to accommodate up to 25 hours of use in Winter (high priority for 2018/2019)
- Stage 2: Identify opportunities for establishing a satellite site that can help support the training needs and possibly some match day needs of clubs located at Deakin.
- Stage 3: Address the needs of netball on Deakin Reserve ie: move the toilet block and construct an additional netball court.