



# City of Melton Football (AFL) Strategy 2022

Final Report - December 2022



# CONTENTS

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<b>Executive Summary</b>	<b>3</b>	<b>Key Issues and Opportunities</b>	<b>17</b>
<b>Project Background</b>	<b>4</b>		
<b>About the City of Melton</b>	<b>5</b>	<b>Strategic Framework</b>	<b>22</b>
Community profile	5	Vision, Strategic Framework and Priorities	22
Planning for growth	6		
<b>Planning Context</b>	<b>7</b>	<b>Implementation Plan</b>	<b>23</b>
Planning for Future Football Facility Provision	7	Football Governance Framework	28
Planned Football Facility Provision 2022-2032	8	Sustainable Planning Framework	29
Stakeholder Consultation	9	Sustainable Club Development Model	30
		Single-Oval Venue - Club Sustainability Framework	31
<b>Football in the City of Melton</b>	<b>10</b>		
Participation Catchment	10	<b>Appendices</b>	<b>32</b>
Participation Trends	11		
Participation Insights	12		
Participation Projections 2022-2032	14		
Football Facility Hierarchy	15		
Football Facilities in the City of Melton	16		

# EXECUTIVE SUMMARY

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**The City of Melton Football (AFL) Strategy 2022 aims to diversify and grow Australian Rules Football (football) participation across the municipality through the provision of high-quality facilities and participation opportunities and competitions for all.**

The Strategy provides Council with a comprehensive guide for the future planning, development, governance and growth of football over the next 10 years.

The City of Melton is one of Australia's fastest growing municipalities, with the development of new communities creating opportunities to grow football.

With the rate of population growth within the City of Melton driving participation, Council must focus on delivering the facilities required to cater for demand and establishing new football clubs to activate facilities. In addition to this, existing football clubs must be supported through facility renewal and upgrade in order to continue to drive and diversify participation opportunities for the established communities they support.

Based on current forecasting and City of Melton sports facility demand planning, Council is aiming to deliver nine additional ovals for football and cricket use across five sites in the Eastern and Western Corridors between 2022 and 2032. This level of new football infrastructure provision will be required to support the 1,170+ additional footballers projected to play across the City in an estimated 47 new competition teams.

The activation of new facilities will require the development of up to four new football clubs in the municipality by 2032. New clubs and facilities are planned in both the Western and Eastern Corridor with delivery required in the short-term.

The Strategy recommends developing new football clubs at district-level facilities with two or more ovals, with the preference for local clubs to be developed rather than relocating existing clubs. Club relocation options may also be a consideration where established clubs at single oval sites are exceeding their capacity.

The next 10-years provides a significant opportunity to capitalise on the recent growth and diversification of football and ensure priority actions are implemented to sustain its future.

The scale of planning, construction and development required to support football across the City over the next decade is significant. This strategy provides a prioritised implementation plan for \$65 million of investment in multi-use facilities that accommodate football, other seasonal sports (i.e. cricket) and community recreation activities.

In addition to greenfield development, \$13.7 million of investment into the upgrade of existing multipurpose sporting facilities is also identified over the short-term, supported by Council's sportsground, lighting and ball protection infrastructure upgrade and renewal programs.

The Strategy provides a series of resources to support its delivery, including:

- **Strategic Framework:** Outlining the strategic priorities for implementation.
- **Football Governance Framework:** Outlining the roles of Council, government, football and community stakeholders.
- **Sustainable Planning Framework:** Outlining the stages of planning and delivery for new facilities.
- **Sustainable Club Model:** Outlining the ideal club structures for new and sustainable clubs.
- **Implementation Plan:** Outlining the short, medium and long-term recommendations.

The collective implementation of this Strategy by all partners will help to deliver the long-term vision for football of:

***“a growing and diverse sport that strengthens the physical, social and mental health of our community through participation and inclusion”***

To ensure that all identified opportunities are realised, the City of Melton, AFL Victoria, Leagues, Clubs and the broader football community must work together to deliver outcomes that will support the City of Melton's next generation of players, volunteers, officials and administrators.

# PROJECT BACKGROUND

**The City of Melton Football (AFL) Strategy 2022 has been developed to outline the strategic priorities and actions that will support the diversification and sustainable growth of football across the municipality.**

The Strategy is supported by range of data and evidence collated by the City of Melton, including consultation with the football community and key stakeholders, facility audits, Council plans and strategies, participation data and demographic profiling.

The City of Melton engaged specialist consultants to analyse all relevant information and establish strategic directions for football within the municipality between 2022 and 2032.

The Strategy is underpinned by Council's vision – A vibrant, safe and livable City accessible to all. It has been developed to align with Council's broader planning for community infrastructure and the development of new communities in growth areas.

It has also been prepared in alignment with the City of Melton Cricket Strategy 2022 due to the shared nature of future proposed football and cricket infrastructure.

The amount of growth and change likely to be experienced across the municipality by 2032 is significant. The Strategy has been developed to plan for change, providing Council with directions that are supported by evidence and flexibility overtime.

The development of the City of Melton Football (AFL) Strategy 2022 supports the community by:

- Ensuring new communities have the right number and mix of facilities to support participation in football now and through its growth over time.
- Planning the right mix and ensuring that all venues provide a quality experience for all users.
- Investing in facilities that support the creation of vibrant and sustainable clubs.
- Working in partnership with government, developers and AFL Victoria to fund and deliver priority projects.
- Collaborating with clubs and leagues to provide diverse participation opportunities.
- Supporting existing clubs through facility renewal programs and club development resources.
- Addressing legacy issues and growing pains with existing facilities and clubs, ensuring equitable opportunities to participate locally.



*Image: Burnside Heights Recreation Reserve*

# CITY OF MELTON COMMUNITY PROFILE

About the City of Melton

The City of Melton is one of Australia’s fastest growing municipalities, located in Greater Melbourne’s western metropolitan growth corridor approximately 40 kilometres from Melbourne’s CBD.

The City of Melton’s population is split between two primary residential areas in the eastern and western areas of the City, with a central growth corridor generating population growth in the medium to long term.

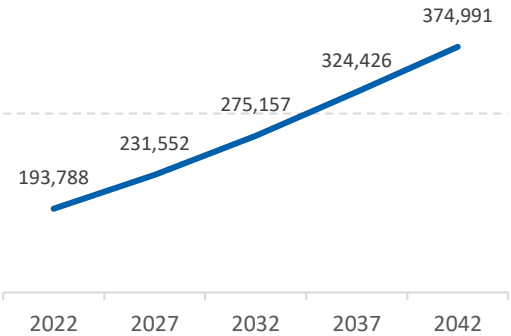
The total population of the City of Melton will grow from 193,788 in 2022 to 275,157 in 2032, representing 42% growth over the ten-year lifespan of this Strategy. The City will grow to 448,053 to 2051, representing 131% growth.

Based on the percentage of population change 2018-2019, The City of Melton is Australia’s fourth fastest growing local government authority, with 5.2% annual growth.

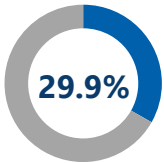
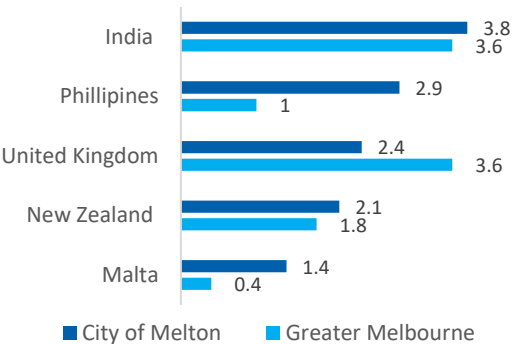
Melton is a multicultural community, with 29.7% of residents born overseas and 32.1% of residents speaking a language other than English at home. India represents the largest cohort of overseas born residents (3.8%), followed by the Philippines (2.9%), United Kingdom (2.4%), New Zealand (2.1%) and Malta (1.4%).

The age profile is younger than the average for Greater Melbourne, with higher proportions of 0–4-year-olds, 5–11-year-olds, 12–17-year-olds and 35–49-year-olds. This age profile is consistent with a community that consists of a high proportion of young families.

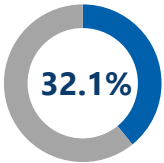
Population Forecast 2022-2042



Residents Born Overseas (%)

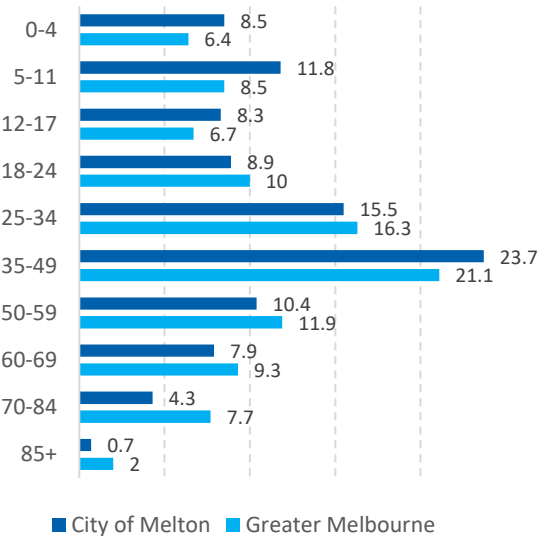


Residents Born Overseas



Speak Language Other Than English At Home

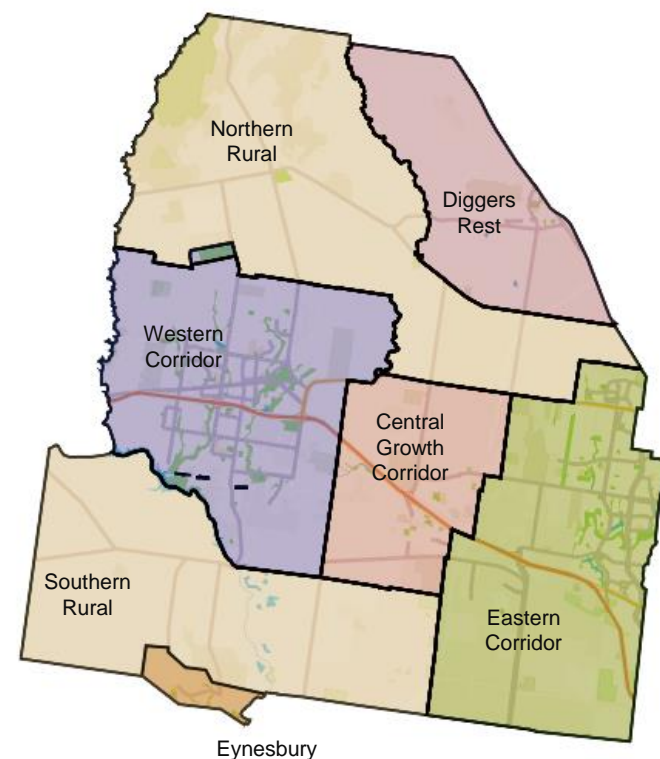
Service Age Groups (%)



# PLANNING FOR GROWTH

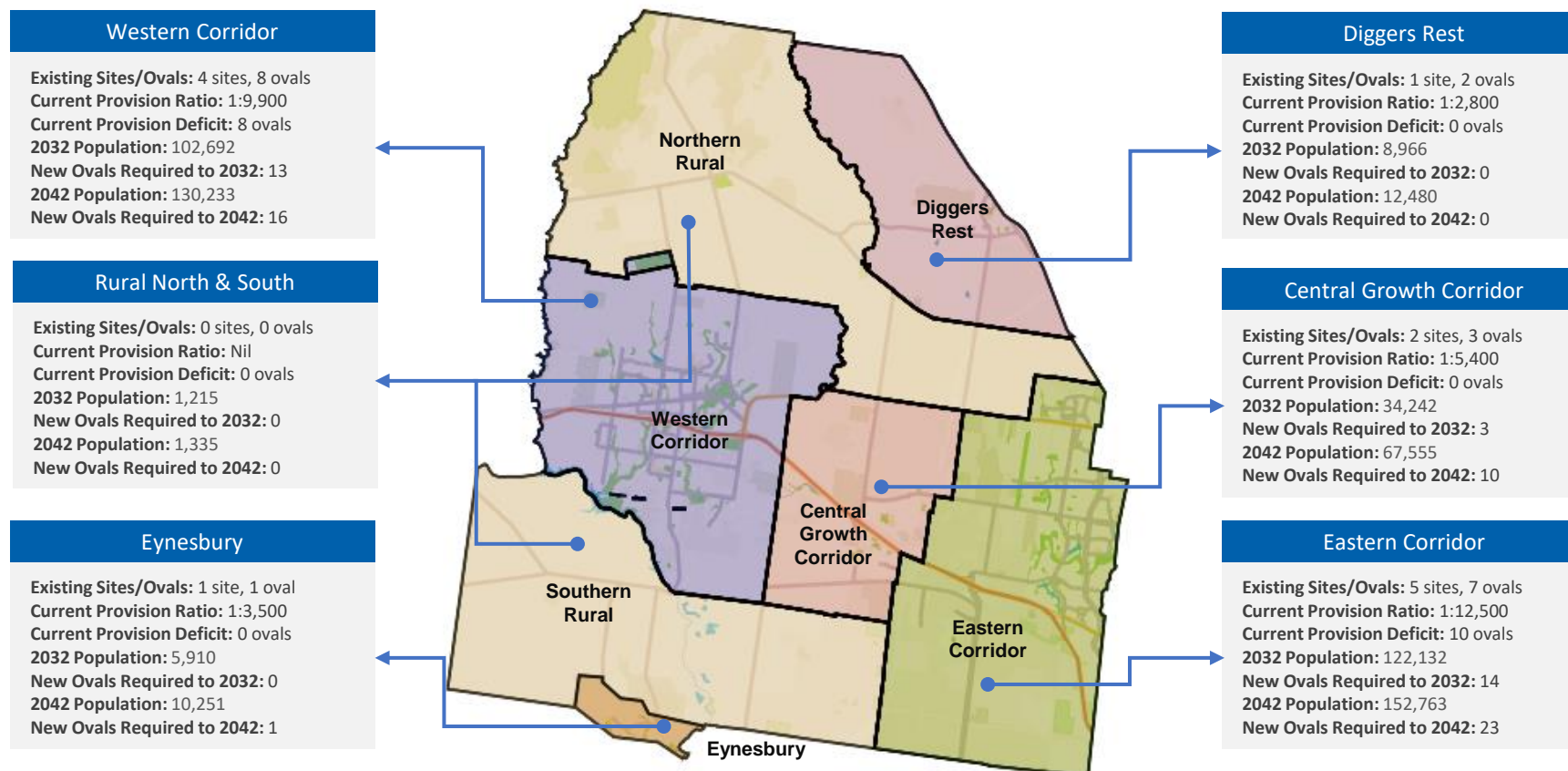
The City of Melton will grow primarily through the Western, Central Growth and Eastern Corridors between 2022 and 2032, providing opportunities to establish new football facilities and clubs.

PRECINCT	SUBURBS	2022 POPULATION	2032 POPULATION	2022-2032 % GROWTH	2042 POPULATION	2022-2042 % GROWTH
Eastern Corridor	Burnside, Burnside Heights, Caroline Springs, Deanside, Fraser Rise, Hillside, Taylors Hill, Truganina-Ravenhall	87,662	122,132	39.3%	152,763	74.3%
Western Corridor	Brookfield, Cobblebank-Strathtulloh, Harkness, Kurunjang, Melton, Melton South, Melton West, Weir Views	79,760	102,692	28.8%	130,233	63.3%
Central Growth Corridor	Aintree, Bonnie Brook, Fieldstone, Grangefields, Rockbank, Thornhill Park	16,189	34,242	111.5%	67,555	317.3%
Diggers Rest	Diggers Rest	5,575	8,966	60.8%	12,480	123.9%
Eynesbury	Eynesbury	3,475	5,910	70.1%	10,251	195.0%
Southern & Northern Rural	Southern & Northern Rural	1,127	1,215	7.8%	1,335	18.5%
<b>TOTAL</b>		<b>193,788</b>	<b>275,157</b>	<b>42.0%</b>	<b>374,991</b>	<b>93.5%</b>



# PLANNING FOR FUTURE FOOTBALL FACILITY PROVISION

Sports facility demand planning undertaken by the City of Melton aims to provide one football (AFL) oval for every 5,000 persons as a standard benchmark based on participation ratios to ensure all residents have access to local football participation opportunities. At the time of writing in 2022, the municipal provision ratio of football fields was one oval to 9,220 residents. The infographic below outlines the existing provision, current provision deficit and the number of new ovals required to meet the one to 5,000 ratio in each precinct by 2032 and 2042.

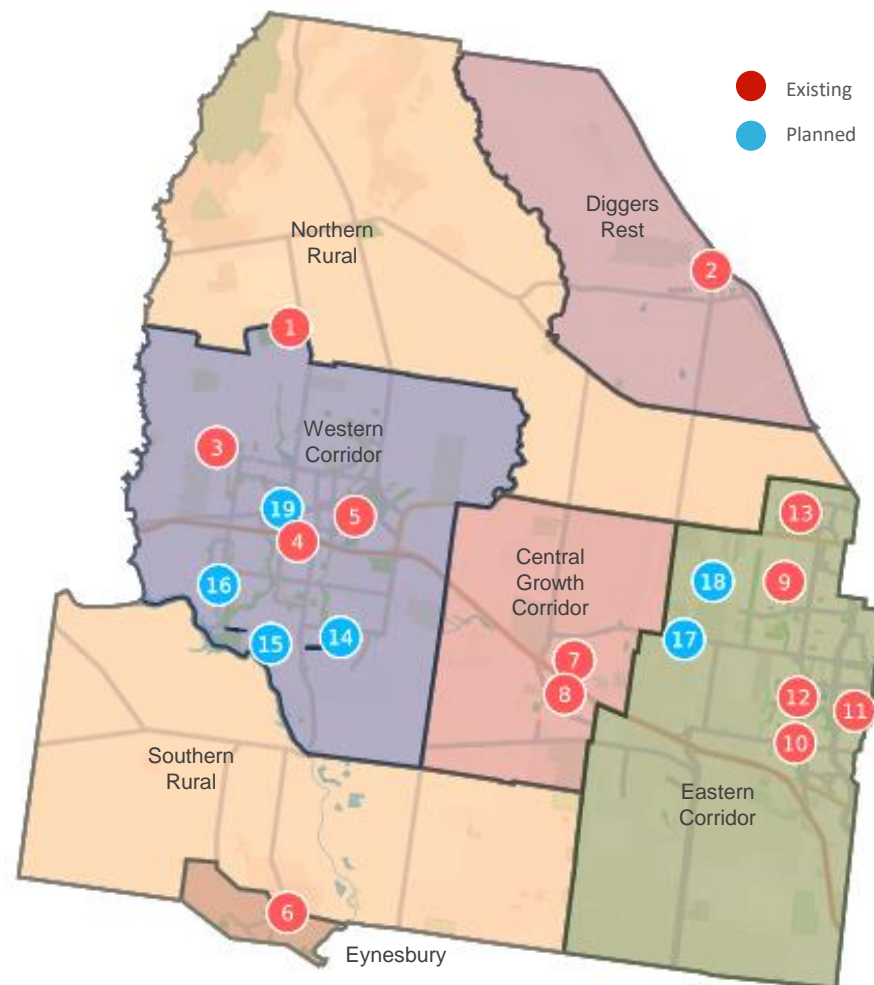


# PLANNED FOOTBALL FACILITY PROVISION 2022-2032

EXISTING SITES	PLANNED NEW SITES 2022-2032
<b>Southern &amp; Northern Rural</b>	<b>0 new ovals planned</b>
1. MacPherson Park Recreation Reserve (3 ovals) – services Western Corridor	Nil
<b>Diggers Rest</b>	<b>0 new ovals planned</b>
2. Diggers Rest Recreation Reserve (2 ovals)	Nil
<b>Western Corridor</b>	<b>5 new ovals planned</b>
3. Arnolds Creek Recreation Reserve (2 ovals)	14. Bridge Road Recreation Reserve (1 oval)
4. Blackwood Drive Recreation Reserve (2 ovals)	15. Toolern Playing Fields 1 Hub 1 (2 ovals)
5. Melton Recreation Reserve (1 oval)	16. Brookfield Recreation Reserve (2 ovals)
<b>Eynesbury</b>	<b>0 new ovals planned</b>
6. Eynesbury Recreation Reserve (1 oval)	Nil
<b>Central Growth Corridor</b>	<b>0 new ovals planned</b>
7. Frontier Recreation Reserve (2 ovals)	Nil
8. Ian Cowie Recreation Reserve (1 oval)	
<b>Eastern Corridor</b>	<b>4 new ovals planned</b>
9. Boronia Drive Reserve (1 oval)	17. Deanside Sports Reserve (2 ovals)
10. Brookside Recreation Reserve (1 oval)	18. Plumpton Sports Reserve (2 ovals)
11. Burnside Heights Recreation Reserve (2 ovals)	
12. Caroline Springs Recreation Reserve (2 ovals)	
13. Hillside Recreation Reserve (1 oval)	

## Note:

#19 - Melton Secondary College (1 synthetic oval) is also identified for development, however this oval sits outside of Council's growth planning.



# STAKEHOLDER CONSULTATION

The City of Melton Football (AFL) Strategy 2022 has been influenced by the outcomes of consultation with football stakeholders to understand their expectations, challenges and opportunities for growth.

Council consulted with:

## Five community football leagues:

- Riddell District Football Netball League (RDFNL)
- Ballarat Football Netball League (BFNL)
- Essendon District Football League (EDFL)
- Western Region Football League (WRFL)
- Riddell Umpires Association

## Eleven football clubs:

- Burnside Heights FC, Caroline Springs FC, Eynesbury FNC, Hillside FC, Melton FNC, Melton Junior FNC, Melton Centrals FNC, Melton Centrals Junior FNC, Melton South FNC, Melton South Junior FNC, Rockbank FNC (Western Rams)

## AFL / AFL Victoria staff

- AFL Facilities Planning & Investment Lead
- AFLV Facilities & Government Manager
- AFL Goldfields Football Development Manager

The adjacent tables summarise the key themes raised by stakeholders.

KEY CONSULTATION THEMES			
	FACILITIES	PARTICIPATION	OPPORTUNITIES
AFL & AFLV, AFL GOLDFIELDS	<ul style="list-style-type: none"> <li>Preference for new venues to provide multiple ovals, match capable lighting, synthetic surfaces</li> </ul>	<ul style="list-style-type: none"> <li>Focus on growing and building local Auskick programs and connectivity to schools.</li> <li>Growing participation and involvement of females, multi cultural communities, juniors.</li> </ul>	<ul style="list-style-type: none"> <li>Consider select venues providing dedicated football use 12-months of the year, cater for talent pathways</li> </ul>
LEAGUES	<ul style="list-style-type: none"> <li>All Leagues keen to understand planning and support new clubs for their competition(s)</li> </ul>	<ul style="list-style-type: none"> <li>Consolidate pre-Covid participation growth, existing competitions and build club capacity</li> </ul>	<ul style="list-style-type: none"> <li>Accommodating female football growth, managing transition to seniors, completing full female pathway</li> <li>Guidance from AFLV on club development programs, new club growth, school engagement</li> </ul>
FOOTBALL CLUBS	<ul style="list-style-type: none"> <li>Some facilities ageing and in need of renewal</li> <li>Larger clubs wanting more access to more grounds, particularly new facilities coming online</li> <li>Ensure provision of lighting to meet match capable standards where night competition exists</li> <li>Outgrowing of social rooms as clubs expand, need for increased social room sizes</li> <li>Limited “around ground” car parking impacting spectator attendances</li> <li>Desire for netball to be developed with EDFL Clubs, requiring courts to be provided</li> <li>Netball courts associated with Football-Netball Clubs failing to meet needs in terms of location</li> </ul>	<ul style="list-style-type: none"> <li>Capitalising on recent growth in female football, consolidating teams</li> <li>Retention of participants in juniors and seniors remains stable (particularly post Covid impacted seasons)</li> <li>Some clubs have capacity to grow participant numbers, but feel constrained by facility access</li> <li>Aspirations of clubs to continue to grow their junior boys and girl’s teams and Auskick programs</li> </ul>	<ul style="list-style-type: none"> <li>The changing role of AFLV club development staff is impacting service delivery and clubs are still seeking continued support</li> <li>Evolution of club governance structures to consolidate sporting teams, seniors and juniors</li> <li>Some hesitation around the locations of proposed new clubs, particularly around larger established clubs</li> <li>Recruiting and retaining volunteers continues to be a challenge for clubs</li> </ul>

# PARTICIPATION CATCHMENT - 2021 REGISTERED PARTICIPANTS

Participant mapping of all 2021 registered club football players and Auskick participants has been undertaken for City of Melton based clubs and for all registered players residing within the municipality.

Key insights and likely influences related to information presented on this page are provided on pages 12/13 and in Appendix 3.

## NON-CITY OF MELTON PLAYER MIGRATION

Club players living outside City of Melton, playing at Melton based clubs

**655 (23.3%)**

Top locations where players travel from:

City of Brimbank (37%)  
City of Hume (22%)  
Moorabool Shire (10%)  
City of Wyndham (9%)

## CITY OF MELTON BASED CLUBS

2021 City of Melton club players

**2,805**

Club players living and playing in  
City of Melton

**2,150**

% of club players living and playing in  
City of Melton

**76.7%**

SENIOR 56.9% / JUNIOR 83.3%

2021 Auskick participants

**750**

% of Auskick participants living and  
playing in City of Melton

**92.7%**

## CITY OF MELTON RESIDENTS

2021 Club players – all clubs

**3,701**

Melton residents playing football with  
clubs outside the City of Melton

**975**

% of Melton residents playing club  
football outside City of Melton

**26.3%**

Top clubs where City of Melton  
residents play (outside the municipality)

Keilor FC  
St Albans FC  
Taylors Lakes FC  
Albanvale FC  
Bacchus Marsh FNC

# PARTICIPATION TRENDS

The following participation trends have been identified through the analysis of participation data and competition teams (See Appendix 3).

Football remains one of the most popular sports in the City of Melton, despite it not growing at the same pace and popularity of some other sports.

Between 2015 and 2019, football experienced more than 30% growth in localised participation, primarily as a result of new female football and Club 18 competitions and growth in Auskick.

Despite the impact of COVID-19 during 2020 (no play recorded) and 2021 (partial season completed), football has been able to recover in the short-term, but not yet back to its 2019 peak, losing around 3% of club participation between 2019 and 2021.

Since returning to competition, football has maintained between 95-100 teams across all Melton based clubs. Its club base has also grown by 26% since 2015, despite the Covid interruptions.

Whilst player participation has continued to grow in the City of Melton, the percentage of residents playing football remains lower than the Victorian average football participation rate.

## PARTICIPATION GROWTH

- Club based football participation within the City of Melton (including Auskick) increased by 931 participants between 2015 and 2019.
- This represents 35% growth across the City.
- 2021 participation suffered a 1.2% decline from the peak in 2019.

## JUNIOR PARTICIPATION

- In season 2022, junior participation (teams aged U8-14) contributed 48% of all registered teams.
- Junior boys account for 44% of all male club participation.
- Youth teams (U15-19) accounted for a further 26%.
- 2022 team numbers are consistent with 2021 team numbers.

## AUSKICK PARTICIPATION

- In 2019, 695 children participated in Auskick programs at 13 clubs
- 19% of the 695 (135) were girls, which is consistent with the national average.
- Auskick participation grew to 750 in 2021.
- Eastern Corridor Auskick Centres typically had higher than average numbers above 75.

## FEMALE PARTICIPATION

- In season 2021, a total of 592 women and girls (21% of total) represented clubs in 18 competition teams.
- Numbers have grown four-fold from 135 in 2015 to a peak of 597 in 2019.
- Season 2022 club based registrations were 592.

## SENIOR PARTICIPATION

- Senior teams provide 24% of all teams at City of Melton based clubs,
- 33% of registered club players are seniors, with a total of 934 senior footballers in season 2021 (males contributing 81%).
- Senior Men's team numbers have remained consistent since 2015.
- Some reduction in Club 18 (-3) and Senior Women's teams (-3) has been reported post Covid.

## LOCAL GOVERNMENT BENCHMARKING

- Based on season 2021 registered AFL Victoria player data (community club and Auskick participants), the City of Melton ranked 22nd out of 79 LGAs in terms of total participants.
- The LGAs surrounding the City of Melton ranked as follows: Hume (11th), Wyndham (18th), Macedon Ranges (30th) and Brimbank (36th).

# PARTICIPATION INSIGHTS

## Participation Growth

Community football participation was tracking strongly to 2019, with historical annual growth evident between 2015 and 2019. The Covid-19 impacted seasons of 2020 and 2021 slowed this growth with limited community football played over this time.

Season 2022 (while not yet complete) has seen community football participation stabilise, consistent with 2021 participation.

Based on current population growth and participation rates, it is expected that an additional 1,178 players and 47 new teams will play in competitions by 2032 (refer analysis on page 14). This is an estimated 50+% growth in team numbers from 2021 levels, at an average rate of 4-5 additional teams per year.

## Player Migration

Player migration in and out of the City of Melton has been analysed to determine the proportion of Melton residents seeking football outside of the City (migration out) and non-City of Melton residents playing football at Melton-based clubs (migration in).

While players may “migrate” in and out of the municipality to play, there are many opportunities for local residents to play football – all levels, all ages, all genders.

Notably, 83% of junior players playing at City of Melton based clubs live within the City of Melton. This strengthens the need to develop local clubs in local communities.

A high proportion (76%) of footballers playing at City of Melton based clubs live locally within the City of Melton. Metropolitan averages are typically around 60%. Diggers Rest (28%) and the Western Rams (37%) have the fewest City of Melton residents playing within their clubs, drawing in the most players from outside the municipality.

Reasons for player migration generally relate to finding appropriate levels of competition, playing with friends/family or remaining with their existing club if they have recently moved to or out of the City of Melton.

Ensuring that residents can easily access football participation opportunities to suit their age, level of ability and preferred formats, within close proximity, will limit the need for residents to travel outside of the municipality to play the game at the community level.

## Super Clubs

‘Super clubs’ a concept identified in Council’s sports facility demand planning, are clubs that have grown to a large number of teams due to geographic spread into new residential areas beyond their district catchment. The City of Melton currently has three ‘super clubs’ that each have more than 420 club competition participants (excluding Auskick).

Each ‘Super Club’ is located in the Eastern Corridor and represent 50% of all registered players within the City of Melton.

Super clubs may lead to uneven competitions, excessive regular travel for families, volunteer burnout, disconnection from local facilities, lower levels of club and social connection and ground capacity or overuse issues.

The model for sustainable participation and clubs suggests approximately 4-6 senior teams, 8-10 junior teams and entry level programs at each club. This provides for an estimated range of 300-400 club participants.

Council and Football Leagues should monitor the level of growth of super clubs and support smaller clubs and newly established clubs to grow sustainably. The emergence of super clubs in established communities strengthens the need to establish new clubs as the City continues to grow.

## Junior and Female Participation

Nationally and across Victoria, playing trends are changing through focused efforts to grow participation by girls and women, primarily through flexible team sizes for juniors and modified game formats. These changing trends will continue to impact the demand for football and associated facilities.

While female participation in the City of Melton has developed from a low base, it has grown by over 570% since 2015 and now represents 21% of community football participants (this is slightly higher than the Victorian average of 19%).

# PARTICIPATION INSIGHTS

## Demand Versus Planned Supply

The football clubs based in the Eastern Corridor represent 50% of all players registered with City of Melton based clubs and 55% of registered teams. The 1,395 players (season 2021) had access to 6 competition standard ovals, equating to more than 230 players per oval. This exceeds AFL Victoria’s ground sustainability model of 175 players per oval.

Four new ovals at two new locations are planned within the Eastern Corridor in the medium term. However, the demands and pressure on existing facility use in the Eastern Corridor is reaching a point of exceeding adequate supply levels.

This is in part due to the three ‘super clubs’ operating within the area, but also as a result of strong-well managed clubs, a diversity of participation opportunities, an established residential catchment and growing numbers of children in the local area.

In comparison, Western Corridor based clubs represent 964 participants, accessing 8 existing ovals, equating to 120 players per oval. Four new ovals (including a synthetic oval at Melton Secondary College) are planned for short-term delivery.

Two ovals were delivered in 2018 at Frontier Recreation Reserve, with a local Auskick program migrating into the facility in 2022. No new football clubs have been formed within the City of Melton in the past decade. The last club formed was the Eynesbury Football & Netball Club, which was officially established in 2012.

There is a need for newly developed ovals to become the central point of congregation and focus for sporting club development in these areas. Engaging local communities within new spaces, creating a sense of ownership and linking new residents to activities and the local school community will be required in the future.

## Pre-season Creep – Football Impact

Increasing training regimes of football clubs and desire to use multi-purpose facilities year-round has resulted in conflicts of use between clubs and user groups. All football ovals within the City of Melton are also used for cricket in the summer, creating 12-months of the year use. This also limits the ability to facilitate ongoing and seasonal maintenance works due to limited downtime in use.

Issues occur when football clubs are seeking pre-season training spaces and occupy grounds and ovals that are allocated to cricket clubs. Cricket clubs are also seeking to access practice facilities from late August and early September while football clubs have spaces allocated for winter use.

The AFL (via its Australian Football Match Policy) recommends the following framework when setting pre-season and regular season training programs. It has been based on advice provided from experts involved in the ongoing study of skill acquisition and training and performance principles.

AGE GROUP	PRE-SEASON SESSIONS	IN-SEASON SESSIONS	LENGTH OF SESSIONS	FOCUS
U8-11	4-6 sessions	1 per week	60 min	Fun Skill
U12-14	6-8 sessions	2 per week	75 min	Skill Team play Fitness
U15-16	8-10 sessions	2 per week	75 min	Skill Team play Fitness Tactical
U17-18	10-12 sessions	2 per week	75-90 min	
Senior	15-20 sessions	2-3 per week	90 min	

With participation in both cricket and football projected to grow over the next 10 years, identifying opportunities and locations to cater for pre-season football training and overflow use will be important. The introduction of synthetic ovals at MacPherson Park Recreation Reserve and Melton Secondary College will also assist to alleviate some pre-season football demands.

# PARTICIPATION PROJECTIONS TO 2032

Participation in football is projected to grow by an estimated additional 1,178 players and 47 teams by 2032.

In projecting future football participation across the municipality, the following analysis and assumptions have been made:

- Football club demand will be the key driver of facility needs, and as such an assessment of current and projected club and team numbers has been developed.
- Analysis excludes Auskick participants as this program is not considered a primary driver of competition capable facilities that are outlined in this Strategy.
- In projecting football participation and demand for the next 10 years, 2021 registered City of Melton based club player numbers (excluding Auskick) equate to an average of 1.45% of the 2022 population.

The table attached shows that player numbers will increase by approximately 1,178 players and 47 teams by 2032 (48% team growth over 10 years). This is based on an average team size of 25 players per team. These forecasts are conservative and exclude Auskick program participants.

The Eastern and Western Growth Corridors are projected to provide 70% of football's growth to 2032.

PRECINCT	POPULATION				CLUB PLAYERS (2021)			POTENTIAL ESTIMATED GROWTH (2032)			
	2022	2032	10 YEAR GROWTH	10 YEAR % GROWTH	CLUB PLAYERS 2021 <sup>[1]</sup>	CLUB TEAMS 2021	CLUB PARTIC. RATE <sup>[3]</sup>	PLAYER GROWTH	TOTAL PLAYERS BY 2032	TEAMS GROWTH <sup>[2]</sup>	TOTAL TEAMS BY 2032
Eastern Corridor	87,662	122,132	34,470	39.32%	1395	54	1.59%	549	1,944	22	76
Western Corridor	79,760	102,692	22,932	28.75%	964	31	1.21%	277	1,241	11	42
Central Growth Corridor	16,189	34,242	18,053	111.51%	150	5	0.93%	167	317	7	12
Diggers Rest	5,575	8,966	3,391	60.83%	180	5	3.23%	109	289	4	9
Eynesbury	3,475	5,910	2,435	70.07%	116	3	3.34%	81	197	3	6
Southern & Northern Rural	1,127	1,215	88	7.81%	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>193,788</b>	<b>275,157</b>	<b>81,369</b>	<b>41.99%</b>	<b>2,805</b>	<b>98</b>	<b>1.45%</b>	<b>1,178</b>	<b>3,983</b>	<b>47</b>	<b>145</b>

[1] Club player numbers for 2021 have been provided via AFL registration databases and relate to players registered at City of Melton based clubs. They exclude Auskick participants.

[2] AFLV provides an average player-per-team ratio of 25 players. This covers all teams, squad sizes and fluctuations between senior, junior and Club 18 numbers. In 2021, the local club average registered player to team ratio (all teams, all clubs) was 28 players per team.

[3] Club participation rate is calculated by dividing the number of club players by the corresponding precinct population. It considers all players as being based at a club location and does not consider the residential location of players.

# FOOTBALL FACILITY HIERARCHY

Football facilities in the City of Melton should align with Council's facility hierarchy and provision standards to ensure suitability for the level of use at each site.

Sports facility demand planning undertaken by the City of Melton established a two-tiered hierarchy and associated standards for use during the planning and development of football facilities across the City.

The facility development standards are outlined in further detail in **Appendix 6**.

To enable clubs to grow sustainably and provide local football participation opportunities, new football club home venues should be located at district level sites with two ovals.

A list of existing football venues is provided on page 16, outlining the hierarchy level, facility provision and use by clubs as home and secondary venues.

HIERARCHY	DEFINITION
District	<p>District level football facilities are designed and maintained to cater primarily for club training and competition. They are typically the 'headquarters' (or home) facility for clubs.</p> <p>Facilities are generally multi-purpose, sharing primarily with other seasonal sports such as cricket. Facility provision allows for clubs to grow sustainably and host club training, competition, administration and social activities at a central venue.</p> <p>New facilities that provide opportunities for new club formation should align to the district level hierarchy provision.</p> <p>The majority of football facilities (current and proposed) in the City of Melton will be district level football facilities.</p>
Regional	<p>Regional level football facilities are designed to cater for participation, events, finals and programming that services a municipal size catchment.</p> <p>Facilities are generally multi-purpose and provision standards are generally higher than district level facilities to cater for higher level competitions and events (e.g. League finals).</p> <p>Regional facilities may also act as a home venue for a local football club.</p>

# FOOTBALL FACILITIES IN THE CITY OF MELTON

**The City of Melton currently provides 21 ovals (90% floodlit) across 13 sites for football use.**

Football facilities are traditionally based around home grounds for existing clubs, with some additional access provided for overflow or training needs of clubs.

The existing football venues represent an even proportion of single and multi-oval sites, with six single and seven multi-oval sites.

MacPherson Park Recreation Reserve is the designated regional venue, having recently undergone a \$13.3M redevelopment. It also provides the only AFL approved synthetic oval in the City (as at July 2022).

## Single-Oval Venues

The existing football venues represent a relatively even proportion of single and multi-oval sites, with 6 single-oval and 7 multi-oval sites respectively.

A number of existing clubs operate from single-oval sites as their main home venue. These single-oval venues generally align with district level facility provision other than the number of ovals. Some clubs at single-oval venues require access to secondary venues to cater for training and competition fixturing requirements.

SITE	HIERARCHY	CLUB HOME VENUE	NO. OF OVALS	NO. LIT OVALS
MacPherson Park Recreation Reserve	Regional	Melton FNC Melton Junior FC Riddell Umpires Association	3	3
Arnolds Creek Recreation Reserve	District	Melton Centrals FNC Melton Centrals Junior FC	2	2
Blackwood Drive Recreation Reserve	District	-	2	1
Burnside Heights Recreation Reserve	District	Burnside Heights FC	2	2
Caroline Springs Town Centre Reserve	District	Caroline Springs FC	2	2
Diggers Rest Recreation Reserve	District	Diggers Rest FC Diggers Rest Junior FC	2	2
Eynesbury Recreation Reserve	District	Eynesbury FNC	1	1
Frontier Recreation Reserve	District	-	2	2
Hillside Recreation Reserve	District	Hillside FC	1	1
Ian Cowie Recreation Reserve	District	Western Rams Sporting Club	1	1
Melton Recreation Reserve	District	Melton South FNC Melton South Junior FNC	1	1
Boronia Drive Recreation Reserve	Secondary venue	-	1	1
Brookside Recreation Reserve	Secondary venue	-	1	1

# KEY ISSUES AND OPPORTUNITIES



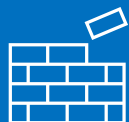
## Population and Demographics

- **Population Growth:** The City of Melton is one of Australia's fastest growing local government authorities, creating opportunities to grow participation and build new clubs.
- **Growth Corridors:** Over the 10-year period to 2032, the City's Eastern and Western Corridors will account for 70% of the municipality's projected growth. These two Corridors currently accommodate 87% of Melton's football participation.
- **Demographic Profile:** The City's demographic profile consists of a high proportion of young families, with higher levels of 0-4 and 5-17 year-old age cohorts than the average for Greater Melbourne. This age profile will support the establishment of localised Auskick programs and growth of junior competitions.
- **Football Market:** ABS Census data indicated that between 2016 and 2021, the 5 to 39 year old age cohort (the primary football playing age) grew by 20,200 people or 26.6%. This represents a significant increase in the potential market for football participants.
- **Migration:** New residents migrating from overseas are predominantly coming from non-AFL-playing nations, with India (3.8% of total population), Philippines (2.9%), United Kingdom (2.4%) and New Zealand (2.1%) representing the top four countries of origin. Historically residents from these nations have been more responsive to sports including soccer and cricket. This higher presence of non-AFL-playing cultures could influence the overall demand for Australian Football locally.



Image: MacPherson Park Recreation Reserve

# KEY ISSUES AND OPPORTUNITIES



## Facilities and Infrastructure

- **New Facilities:** The level of population growth in the City of Melton necessitates the delivery of a significant number of new football facilities. By 2032, an additional 9 ovals are planned for delivery across 5 sites.
- **Synthetic Surfaces:** A new AFL approved synthetic playing field will be delivered at Melton Secondary College in 2023. MacPherson Park Recreation Reserve No. 3 oval also provides an AFL approved synthetic surface. Both venues create an innovative approach to providing overflow facilities and alleviating training ground demands.
- **Existing Facilities:** The City has 21 existing ovals used for football across 13 sites, with the majority of facilities rated as being in good-to-moderate condition. Historical and planned upgrades via Council's female friendly facility, sportsground, lighting and ball protection infrastructure renewal and improvement programs have helped to maintain the quality of existing facilities.
- **Single-Oval Venues:** Half of existing football sites are single-oval venues, which can limit opportunities for clubs to grow. It is important that Council not unnecessarily invest in the development of single-oval facilities for football. All club home ground facilities in new communities should be located at district level (two oval) sites to allow for sustainable growth. Single-oval facilities still play an important role in the overall provision of football facilities in the City of Melton, however, are best utilised as secondary venues for training and matches where there is insufficient capacity at a club's home ground.
- **Single-Oval Venues and Club Sustainability:** There may be instances where Council needs to work with clubs based at single-oval facilities to identify new and suitable venues to which they can be relocated to support club sustainability. There is currently no framework for considering the relocation of clubs from single-oval venues to support club sustainability.
- **Pavilions:** Council has implemented a program of improving player and umpire change amenities to better provide for and support female participants. This will contribute to improved access and all-round user experience.
- **Social Rooms:** Concerns expressed by growing clubs as to the standard size and capacity of social rooms and amenities. Some clubs are outgrowing their facilities, particularly those with 420+ members. Council's current standard provision for social spaces is up to 130m<sup>2</sup> for District level facilities. This level of provision exceeds the 100m<sup>2</sup> specified in the AFL's 2019 Preferred Facility Guidelines (for local level facilities) and will service most core club functions for match days and training activities.
- **Oval Lighting:** Council provides lighting for all its ovals, primarily to minimum 50 lux training standard and 100 lux community match standard on the majority of main ovals (where night competition exists). Overall standards to meet a minimum 100 lux on senior sized home club grounds will need to be considered to maximise capacity, and existing metal halide systems will eventually require conversion to LED.

# KEY ISSUES AND OPPORTUNITIES



## Participation & Pathways

- **State of Play:** Football is one of the most popular sports in Melton. After five seasons of significant growth between 2015 and 2019 (680 club players/31%) participation has experienced a 3.3% decline following multiple Covid impacted seasons in 2020, 2021 and 2022.
- **Team Numbers:** Seasons 2021 and 2022 has seen a stabilisation in club participation locally, with 98 registered teams in 2021 and 95 currently in 2022. Senior Men's team numbers have remained consistent over recent years, but some reduction in Club 18 (-3) and Senior Women's teams (-3) has been reported post Covid. These competitions were notably identified by clubs as previous areas of growth.
- **Female Participation:** Female participation has grown by 570% since 2015, from 88 players to 592 in 2021, with 7 clubs fielding 18 teams between them.
- **Player Migration:** A high proportion (76%) of footballers playing at Melton based clubs live locally within the City of Melton. Metropolitan averages are typically between 50%-60% of players that live and play locally within an LGA. Maximising local participation by building new clubs in new communities helps to support club sustainability and provide a pathway for players to progress within their local environment and community.

- **Optimum Sized Clubs vs Super Clubs:** There is a need to develop a Sustainable Club Development Model (refer to page 30) to guide the establishment, development and growth of clubs, both new and existing to manage demand and align with facility provision. Ensuring all clubs across the City are sustainable and viable is Council's priority.

AFL Victoria provide some guidance around optimal player and team numbers per oval, which can be translated into a typical District level football facility. The ideal range for sustainable clubs is 8-10 junior teams and 4-6 senior teams (a maximum of 12-16 club teams across all formats).

The Sustainable Club Model supports growth in player numbers to between 300 and 400 participants. Growth beyond this level can lead to "super club" related issues such as efficient operations, facility over-use, competition balance and equalisation become significant challenges.

- **Aligned Population Trends & Facilities Development to Grow:** Drive emerging population and participant cohorts e.g. female, introductory programs and junior competitions with planning and provision of facilities and clubs.

# KEY ISSUES AND OPPORTUNITIES



## Club Development

- **New Communities, New Clubs:** The development of new clubs as facilities are delivered in new communities should be prioritised as Council's preferred model. New clubs should be located at district level (two oval) sites to support participation growth, sustainable club management and alignment with optimal club sizes (refer Sustainable Club Development Model on page 30).
- **Single-Oval Venues and Club Sustainability:** The relocation of existing clubs based at single-oval venues to new facilities to support their long-term sustainability should be considered by Council. Relocations should be considered on an individual case-by-case basis and must be based on meeting broader Council, club, football, community and broader strategic objectives outlined within this Strategy.

Engagement should be undertaken with all relevant stakeholders to ensure all opportunities, options and implications regarding relocation are understood (refer Single-Oval Venue – Club Sustainability Framework on page 31).

- **Frontier Recreation Reserve:** It should be noted that no new football club has been developed since Eynesbury Football & Netball Club in 2012 and new ovals developed at Frontier Recreation Reserve in 2018 have no existing football tenant. In season 2022 the Aintree Auskick Centre transferred its program to Frontier Recreation Reserve.

- **Roles in New Clubs:** Roles for football stakeholders in the development of clubs and activation of facilities need to be clearly defined and agreed. Roles should be established via the adoption of a governance framework and include engagement with AFL Victoria (refer Football Governance Framework on page 28).
- **Club Sustainability:** The indicators of sustainable clubs should be established and proactive steps taken to encourage new and existing clubs to align with indicators. If all senior clubs were aligned and with their corresponding junior club, all clubs would have more than 115 club participants, with the vast majority over 200. This creates a sustainable baseline for clubs to build on participation.
- **Participation Diversity:** Participation diversity should be prioritised to grow clubs and provide broad participation opportunities to male/female, senior/junior, entry-level programs and other opportunities as they arise.
- **Volunteer Support:** Support for club volunteers via Council, Leagues and AFL Victoria resources should be widely promoted and implemented. Engagement with education delivery partners such as Leisure Networks (and other specialists) will also assist club growth and development.

# KEY ISSUES AND OPPORTUNITIES



## Governance & Partnerships

- **Roles and Responsibilities:** The roles of Council, Clubs, Leagues, AFL Victoria, developers and funding partners are only partially understood and not collectively agreed.
- **Partnerships:** Stronger partnerships can be formed between Council, Schools, Clubs and AFL Victoria to drive planning and investment advocacy.
- **Governance Framework:** The development of a governance framework with clear roles will assist in addressing operational issues, including:
  - League operations
  - Facility development and activation
  - Participation
  - Club development
  - Talent Pathways
- **Policy Development:** Policies should be developed in conjunction with stakeholders to support sustainable growth, club operations and ground allocations (and priorities).
- **Fixturing and Scheduling Flexibility:** Flexible fixturing will increase access and meet growing demand at existing venues. Engagement with all Leagues and the establishment of lighting standards will be required to accommodate weeknight fixtures into the future.



## Resources & Support

- **Resources and Support:** Resources are required to support new and existing clubs in the following priority areas:
  - New club development
  - Capital works planning
  - Activation and programming
  - Policy development requirements
  - Staff/volunteer requirements
  - Systems and processes
- **AFL Funding:** Infrastructure funding via the Australian Football Facilities Fund (AFFF) may be accessible via AFLV for innovation projects that deliver shared outcomes for Council and community football (e.g. Melton Secondary College).
- **Funding:** The Country Football Netball Program (CFNP) can be utilised for infrastructure renewal funding for facility projects (e.g. lighting upgrades, playing field upgrades, female friendly amenity projects).
- **Ministerial Determination:** The Victorian Minister for Tourism, Sport and Major Events (via Ministerial Determination) has defined the seasonal occupation of Crown Lands by football and cricket (where joint tenancy is in place) to be:
  - Football: 1st April to 30th September
  - Cricket: 1st October to 31st March.

These dates provide a guide to ground use during the home and away season, with some flexibility built in for access around finals for post / pre-seasonal ground maintenance.

# STRATEGIC FRAMEWORK

## CITY OF MELTON VISION:

A vibrant, safe and liveable City accessible to all

## CITY OF MELTON FOOTBALL STRATEGY 2022 VISION:

Football in the City of Melton is a growing and diverse sport that strengthens the physical, social and mental health of our community through participation and inclusion

### STRATEGIC PRIORITIES

PILLARS	1. Growing a diverse Australian Football community	2. Planning and delivering safe, inclusive and functional football facilities	3. Supporting vibrant, sustainable and welcoming clubs	4. Working with our football and community partners
	PRIORITIES			
	1.1 Promote diversity of activity, choice and access as the drivers of local participation	2.1 Upgrade and renew existing facilities to align with Council's Community Infrastructure Planning	3.1 Implement the Sustainable Club Development Model with trigger points that drives ground requirements and club needs	4.1 Implement the Football Governance Framework
	1.2 Encourage female football participation and development programs across all clubs	2.2 Develop and deliver an oval lighting upgrade program to meet club, training, match and environmental needs	3.2 Proactively plan for the development of new clubs in new communities via implementation of the Sustainable Planning Framework	4.2 Ensure club development is appropriately resourced to support the establishment of new and sustainability of existing clubs
	1.3 Support partners to grow junior, entry level and inclusive football programs	2.3 Develop new facilities in new communities and areas of population growth	3.3 Work with existing clubs to identify and support their individual development needs	4.3 Partner with AFL Victoria and Football Leagues in the establishment of new clubs in new communities
	1.4 Engage delivery partners to support participation in local multi-cultural communities	2.4 Promote Macpherson Park Recreation Reserve as the City's regional football venue	3.4 Implement the Single-Oval Venue – Club Sustainability Framework.	4.4 Work with Football Leagues to ensure competitions support participation growth and maintain a competitive balance at all levels

# IMPLEMENTATION PLAN

The Implementation Plan includes recommendations for all strategic priorities. The recommendations have been prioritised and indicative costs provided for the delivery of recommended infrastructure projects and initiatives within the plan.

## Estimated Costs

Estimated costs provided within the implementation plan are indicative only based on current planning and comparative projects, acknowledging the following limitations:

- Each new site will require master planning and detailed design to determine the actual scope of facilities to be delivered and associated costs.
- Site conditions, planning requirements and overlays may influence the cost for planning and construction at each site.
- Availability of land in new residential developments may impact the ability to deliver priorities.
- Cost escalations will increase costs for project delivery over time.

## Priority Rating

Each action within the implementation plan is assigned a short (1 to 3 years), medium (4 to 6 years) or long-term (7 to 10 years) rating dependent on relative priority and expected timeframe for delivery.

It should be acknowledged that the timeframe for the delivery of recommendations within this Strategy are dependent on market forces, population growth and funding, and the actual timeframe for delivery may change over time.

Council should proactively review the priority ratings of recommended projects over time as circumstances change and opportunities emerge.



Image: Caroline Springs Town Centre Recreation Reserve

# IMPLEMENTATION PLAN

STRATEGIC PRIORITY		RECOMMENDATION	PRIORITY	ESTIMATED COST	WHO
PILLAR 1: GROWING A DIVERSE AUSTRALIAN FOOTBALL COMMUNITY					
1.1	Promote diversity of activity, choice and access as the drivers of local participation	<ul style="list-style-type: none"><li>Implement the Sustainable Planning Framework (refer page 29)</li><li>Establish local clubs in new communities to provide participation opportunities</li><li>Support clubs to grow/align to the optimum club size and provide diverse participation opportunities (e.g 4-6 senior teams and 8-10 junior teams, including female participation and entry level programs – refer page 30)</li></ul>	Ongoing Ongoing Ongoing	- - -	Council, Leagues, AFLV, Local Communities
1.2	Encourage female football participation and development programs across all clubs	<ul style="list-style-type: none"><li>Promote female only Auskick sessions at all clubs</li><li>Support clubs to provide female football participation opportunities</li><li>Support clubs to field female teams in all applicable age groups</li></ul>	Ongoing Ongoing Short-Medium	- - -	Clubs, Leagues, AFLV, Council
1.3	Support partners to grow junior, entry level and inclusive football programs	<ul style="list-style-type: none"><li>Promote Auskick uptake at all clubs and all new football venues</li><li>Support community members, groups and schools to deliver Auskick programs</li><li>Support delivery partners to provide all ability opportunities and programs through Auskick, FIDA, AllPlay Footy, AFL Blind, Wheelchair Football</li></ul>	Ongoing Ongoing Ongoing	- - -	AFLV, Clubs, Schools, Local Communities, FIDA League, Program Providers
1.4	Engage delivery partners to support participation in local multi-cultural communities	<ul style="list-style-type: none"><li>Partner with local schools and local multi-cultural groups to activate football</li><li>Partner with AFLV and local clubs to deliver multi-cultural football programs across the municipality</li></ul>	Ongoing Ongoing	- -	Council, Schools, AFLV, Clubs, SSV

# IMPLEMENTATION PLAN

Strategic Priority		Recommendation	Priority	Estimated Cost	Who
Pillar 2: Planning and Delivering Safe, Inclusive and Functional Football Facilities					
2.1	Upgrade and renewal of existing facilities to align with Council's Community Infrastructure Planning	<ul style="list-style-type: none"><li>Support the delivery of the facility upgrades proposed in the Infrastructure Plan for Football (Appendix 7)</li><li>Establish a prioritised 10-year football facility renewal program and review this annually based on annual asset condition assessments and demand</li></ul>	Ongoing	Up to \$13.7M	Council, Clubs Funding Partners
			Ongoing	-	
2.2	Develop and deliver an oval lighting upgrades to meet club, training, match and environmental needs	<ul style="list-style-type: none"><li>Conduct ongoing lighting lux tests (as required) to understand capacity levels</li><li>Upgrade oval lighting to a minimum 100 lux and to LED systems at the end of their functional life</li></ul>	Ongoing Ongoing	Up to \$5k Up to \$250k per oval	Council, Funding Partners
2.3	Develop new facilities in new communities and areas of population growth	<ul style="list-style-type: none"><li>Plan for future football growth and demand via precinct structure planning</li><li>Master plan new football facilities to align with Community Infrastructure Planning</li><li>Partner with clubs and new communities in the design and delivery of new facilities</li><li>Support delivery of new facilities in areas of projected population growth (refer Appendix 5)</li><li>Investigate opportunities to establish a second oval at Bridge Road Recreation Reserve (or within a 2km catchment)</li></ul>	Ongoing	-	Council, VPA, Funding partners, AFLV
			Ongoing	-	
			Short-Medium	-	
			Short-Medium	Up to \$65M	Council
			Short-Medium	-	
2.4	Promote Macpherson Park Recreation Reserve as the City’s regional football venue	<ul style="list-style-type: none"><li>Promote the regional capabilities of the venue to Leagues and AFL Victoria</li><li>Support the hosting of marquee events, finals and showcase matches</li></ul>	Ongoing	-	Council, Leagues, AFLV
			Ongoing	-	

# IMPLEMENTATION PLAN

STRATEGIC PRIORITY		RECOMMENDATION	PRIORITY	ESTIMATED COST	WHO
PILLAR 3: SUPPORTING VIBRANT, SUSTAINABLE AND WELCOMING CLUBS					
3.1	Implement the Sustainable Club Development Model with trigger points that drives ground requirements and club needs	<ul style="list-style-type: none"><li>Assess each existing club against the Sustainable Club Development Model (page 30)</li><li>Identify any actions required to support or help adjust club operating models</li><li>Use findings from existing club operations to guide planning of new clubs in new facilities in surrounding areas</li></ul>	Short Short Ongoing	- - -	Council, Clubs
3.2	Proactively plan for the development of new clubs in new communities via implementation of the Sustainable Planning Framework	<ul style="list-style-type: none"><li><b>Western Corridor:</b> Bridge Road Recreation Reserve</li><li><b>Western Corridor:</b> Toolern Playing Fields 1 Hub 1</li><li><b>Eastern Corridor:</b> Deanside Sports Reserve and/or Plumpton Sports Reserve</li><li><b>Central Corridor:</b> Establish a new club at Frontier Recreation Reserve</li></ul>	Short Long Medium Short	- - - -	Council, AFLV, Leagues, Clubs, Community
3.3	Work with existing clubs to identify their individual development needs	<ul style="list-style-type: none"><li>Implement the Sustainable Club Development Model (refer page 30) during the initial establishment phase of new club development</li><li>Support AFLV to establish recommended minimum standards for club governance and operation</li><li>Partner with AFLV, Leagues and Clubs to investigate the specific participation, volunteer and developmental needs of all existing football clubs</li><li>Partner with relevant industry development and education partners (e.g. Leisure Networks) to deliver specific programs to clubs</li></ul>	Ongoing  Short  Short  Short-Medium	-  -  -  -	Council, AFLV, Leagues, Local Community    Clubs, Delivery Partners
3.4	Implement the Single-Oval – Club Sustainability Framework	<ul style="list-style-type: none"><li>Implement the Single-Oval Venue – Club Sustainability Framework</li><li>Investigate the viability and impact of the relocation of existing clubs operating from single-oval facilities to two-oval facilities for home venues</li></ul>	Short Ongoing	- -	All stakeholders

# IMPLEMENTATION PLAN

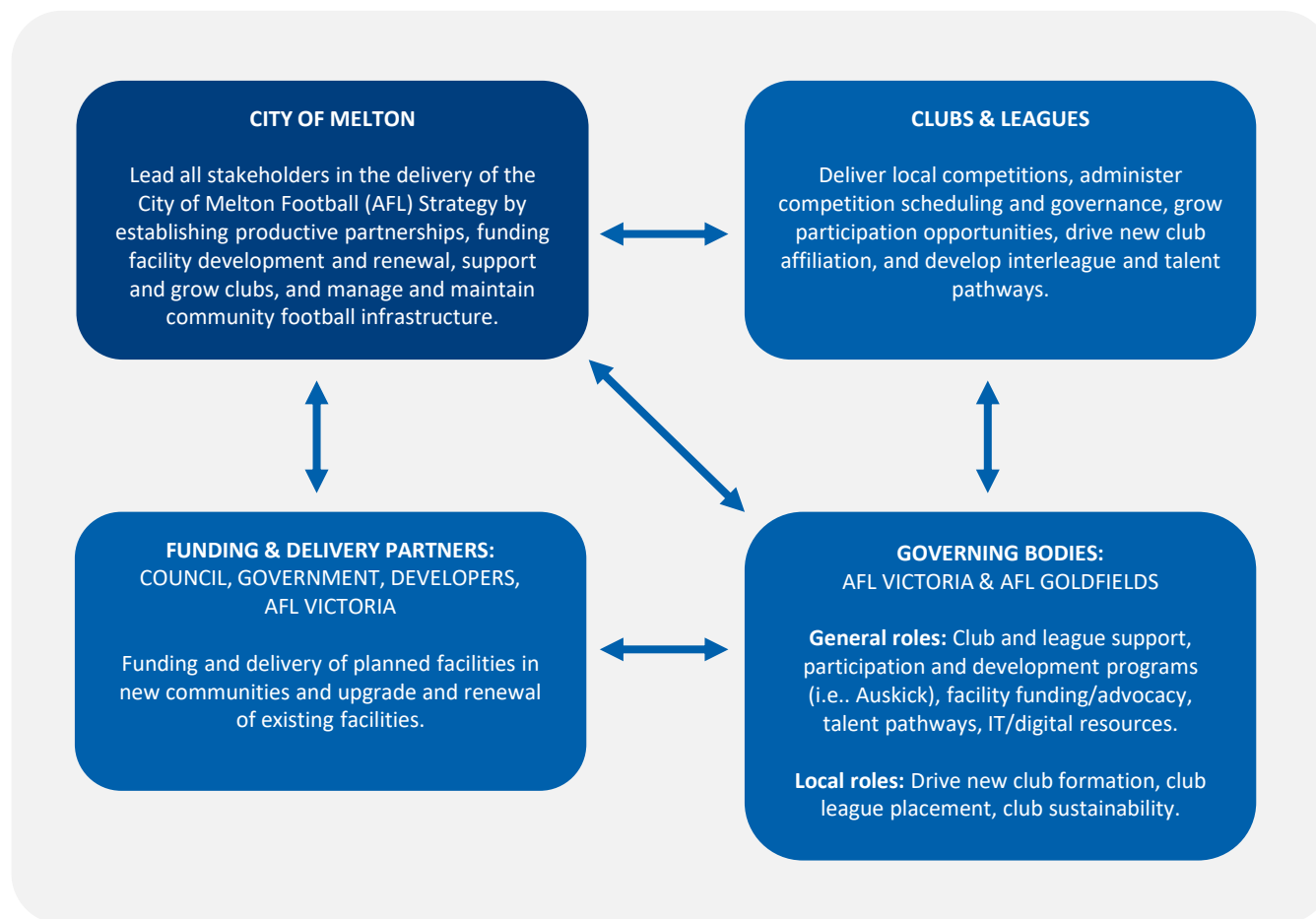
STRATEGIC PRIORITY		RECOMMENDATION	PRIORITY	ESTIMATED COST	WHO
PILLAR 4: WORKING WITH OUR FOOTBALL AND COMMUNITY PARTNERS					
4.1	Implement the Football Governance Framework	<ul style="list-style-type: none"> <li>Refine and adopt the roles and responsibilities of each stakeholder group listed within the Football Governance Framework</li> </ul>	Short	-	All stakeholders
4.2	Ensure club development is appropriately resourced to support the establishment of new clubs	<ul style="list-style-type: none"> <li>Ensure club development is appropriately resourced to support the delivery of club establishment and development initiatives</li> </ul>	Short	-	All stakeholders
		<ul style="list-style-type: none"> <li>Establish a joint priorities plan for facility development, participation, competitions and club development</li> </ul>	Short	-	
		<ul style="list-style-type: none"> <li>Partner with AFL Victoria, league and new communities in the establishment of new clubs</li> </ul>	Short	-	
4.3	Partner with AFL Victoria and Football Leagues in the establishment of new clubs in new communities	<ul style="list-style-type: none"> <li>Establish new clubs in new communities to provide participation opportunities</li> <li>Partner with AFLV, Leagues and new communities in their selection of a preferred competition</li> </ul>	Short Ongoing	- -	Council, AFLV, Leagues, Clubs, Local Community
4.4	Work with Football Leagues to ensure competitions support participation growth and maintain a competitive balance at all levels	<ul style="list-style-type: none"> <li>Implement the Sustainable Club Development Model</li> <li>Conduct an annual review at the completion of each football season to identify key needs, challenges and/or critical issues to assist with planning for future seasons</li> </ul>	Ongoing Ongoing	- -	Council, Leagues, AFLV

# FOOTBALL GOVERNANCE FRAMEWORK

The proposed Football Governance Framework will drive collaboration by clarifying the role each key stakeholder group plays and their relationships with other stakeholders.

The Stakeholder Framework includes:

- The City of Melton as the lead in delivery of the Strategy, and primary facility developer and manager.
- The Victorian Government and developers as a key funding partner in new facility development and existing facility upgrades.
- AFL Victoria and AFL Goldfields as representative peak bodies, leading work in club formation, development and support.
- Leagues as the providers and administrators of competitions, leading work in new club affiliation.
- Clubs as the core deliverers of community football participation and programming.



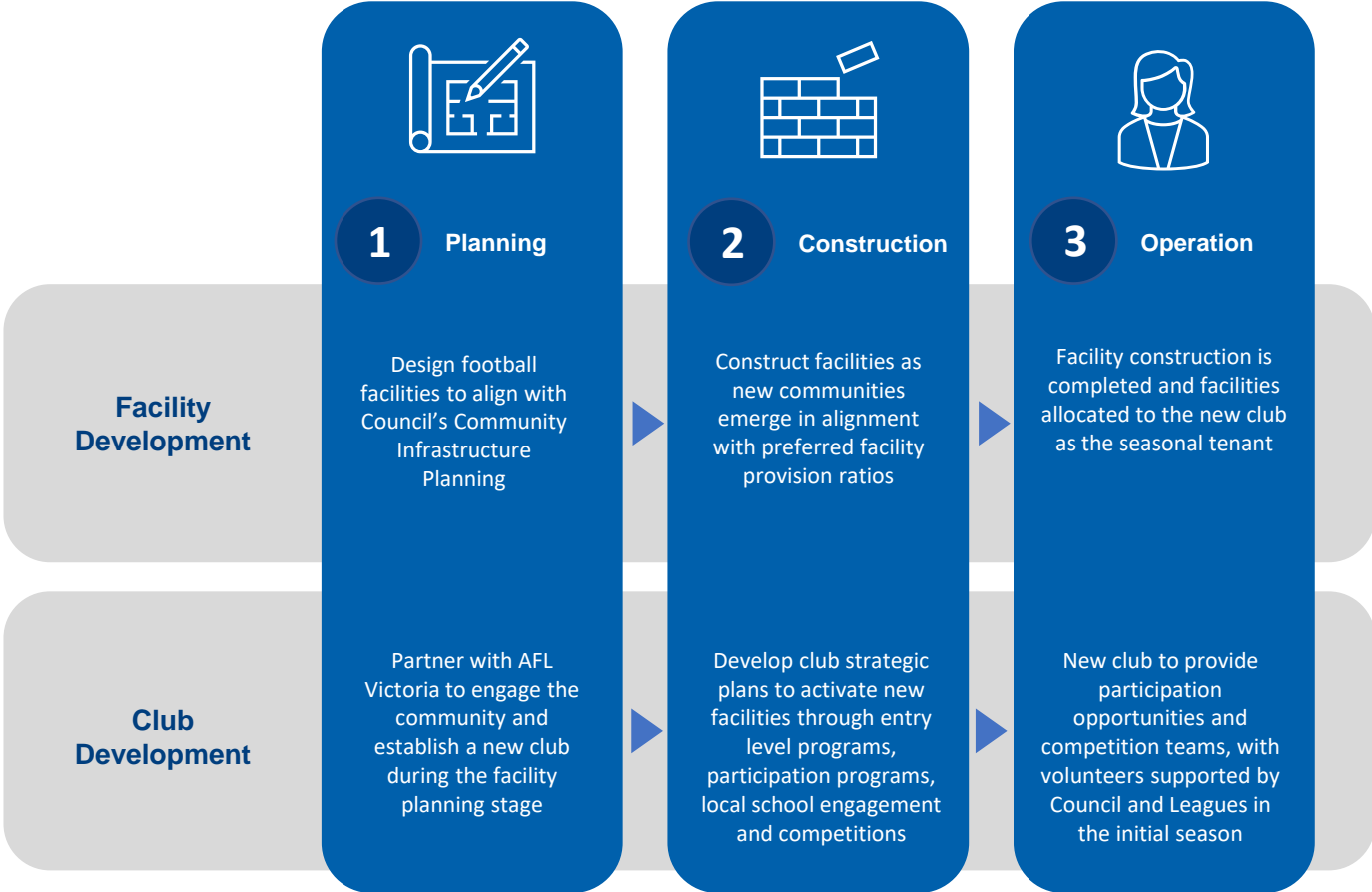
# SUSTAINABLE PLANNING FRAMEWORK

The development of new football clubs and facilities requires careful planning and management to ensure that participation in football is supported by high quality facilities and sustainable clubs.

The adjacent process identifies the key actions to ensure that facility planning and development, and the creation of clubs and activation of facilities are aligned.

Council and AFL Victoria will play key roles in ensuring that facilities are designed to ensure participation opportunities are accessible to local communities and can accommodate and sustain growth over time.

The activation of new facilities will be dependent on the establishment and support of new clubs. Council, AFL Victoria and Leagues will support clubs through the establishment, planning and initial operation phases.



# SUSTAINABLE CLUB DEVELOPMENT MODEL

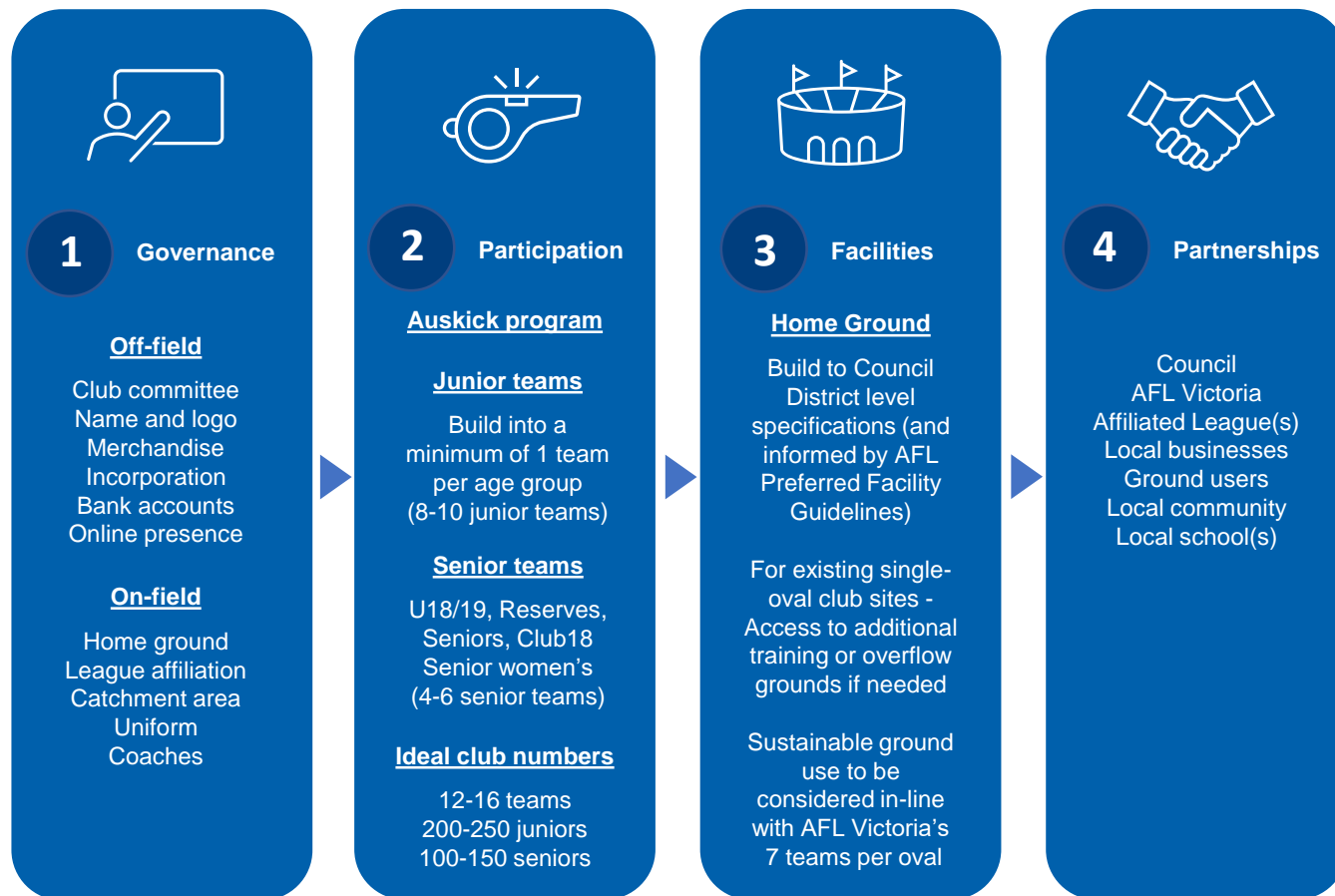
The development of new football clubs and support for the evolution of existing clubs should follow a sustainable model that allows all clubs to succeed and to ensure that football remains accessible to all across the City of Melton.

A framework for sustainable clubs is provided in the adjacent diagram to help guide on and off-field club planning and new club establishment.

The model should be read and implemented in-line with **Strategic Pillar 3: Supporting vibrant, sustainable and welcoming clubs** (refer pages 22 and 26).

The model and trigger points have been developed from analysis conducted in the formulation of this Strategy, from Council's policy and planning work and from guidelines and ratios adopted by AFL Victoria.

Working within the model proposed will ensure all clubs can operate sustainably, adequately cater for future demand, efficiently manage facility use, provide choice across the community and manage volunteer capacity.



# SINGLE-OVAL VENUE - CLUB SUSTAINABILITY FRAMEWORK

The Single-Oval Venue - Club Sustainability Framework has been prepared to help guide discussions around opportunities to relocate existing clubs based at single-oval venues to multi-oval venues to support long-term club sustainability.

Club Requirements		
1.	The club is in alignment with sustainable club models of 4-6 senior teams and 10-12 junior teams, and includes female participation and entry-level programs.	Yes / No
2.	The club has an endorsed club strategic plan outlining its future direction.	Yes / No
3.	The club has written endorsement from AFL Victoria, the relevant football league in which the club plays, and any other users/tenants of the site at which the club wishes to relocate to (if a shared facility).	Yes / No
4.	The club has considered the possibility of club re-branding to maximise engagement with the local community it proposes to relocate into.	Yes / No
Site Requirements		
5.	The site must be a district level facility and have a minimum of two ovals (or have established planning for two ovals). The site should also have appropriate off-field and support facilities to cater for concurrent use of both ovals.	Yes / No
6.	The relocation site must not have an existing or active winter season tenant that conflicts with proposed future site use by the club.	Yes / No
7.	The site and its ovals must be fit-for-purpose for the intended levels of play or have documented financial commitments (in terms of Council budget and/or from relevant funding partners) in place to bring the site and associated facilities up to required levels.	Yes / No
Other Conditions		
8.	Council will conduct a detailed catchment analysis and impact assessment on all existing sites and football clubs within 5km of the vacating site and proposed new site to assess all options and likely implications on existing participation and future demand.	Yes / No
9.	The club must relinquish all use and rights previously held on the vacating site at time of relocation.	Yes / No
10.	The club must commit in writing and have the proposed relocation documented within an Annual or Special General Meeting minutes, demonstrating agreement of the membership in-line with established club Constitutional voting conditions.	Yes / No
11.	The club's affiliated football league must confirm acceptance of the proposed relocation plan in writing direct to Council.	Yes / No

# APPENDICES

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1. Football plans and strategies
2. Competition structure
3. Football participation summary
4. Existing club home sites
5. New football and club facility locations
6. Football facility development standards
7. Infrastructure plan for football facilities
8. Facility and club development case studies



*Image: Arnolds Creek Recreation Reserve*

# APPENDIX 1: FOOTBALL PLANS AND STRATEGIES

Planning for facilities at the local, regional, state and national level for Australian Football has been undertaken in recent years, all providing a guiding influence on future planning and delivery within the City of Melton.

The following have been reviewed and referenced to identify the consistency and alignment with Councils strategic directions and to create a shared vision for the future of football in the municipality:

- Towards 2030 – AFL National Infrastructure Plan
- AFL Preferred Facility Guidelines (2019 Update)
- “Growing the Heartland” – Victorian Football Facilities Plan 2017-2022 (currently being refreshed to guide the 2022-2027 timeframe)
- Melbourne North Regional Football Facilities Strategy (February 2019)
- AFL Goldfields Strategy (July 2017)
- Western Metropolitan Region Football Facilities Strategy (May 2016).

## Towards 2030 – AFL National Infrastructure Plan

Towards 2030 is the AFL’s National Infrastructure Plan that outlines its three key goals and 10 strategic priorities for investment across the country.

The AFL’s national goals are to:

1. Build the capacity of community football
2. Enhance elite, state league and talent infrastructure
3. Drive innovation and growth.

Of importance to the City of Melton Football (AFL) Strategy 2022 is the AFL’s commitment to:

- Improve facilities to provide greater access and opportunity for the diverse football community.
- Maximise the carrying capacity and quality of existing football infrastructure.
- Drive the supply of new facilities in areas of most need.
- Investigating flexible, equitable and innovative approaches to facility provision and use.

## AFL Preferred Facility Guidelines (2019 update)

The AFL’s Preferred Facility Guidelines provides a consolidated resource for community football, schools and remote community facility planning and delivery. The guidelines identify the preferred requirements to facilitate local competition and support the growth of participation programs.

## “Growing the Heartland” 2017-2022

Growing the Heartland was developed in 2017 to guide the broader state-wide planning of football facilities and to ensure *“The provision of a sufficient number of well located, accessible and welcoming football facilities that support the growth of the game.”*

The Strategy is guided by three key principles that underpin its delivery. These principles also align with the City of Melton Football (AFL) Strategy 2022:

- **Planning:** ensure future projects are ground in evidence and based on need.
- **Participation:** determining how facilities are best used and developed to maximise participation by all.
- **Partnerships:** partnering with all levels of government, schools, sports and communities to share and invest in infrastructure.

## Regional Football Facility Strategies

The City of Melton’s involvement in three regional football plans and strategies (refer page 34), reinforce its strategic position within metropolitan and regional Victoria. It also highlights the challenges of cross border Council collaboration and in League governance structures and catchment area(s).

# APPENDIX 1: REGIONAL FOOTBALL STRATEGIES

## Western Metropolitan Region Football Facilities Strategy (May 2016)

The Western Region strategy provides a detailed assessment and comprehensive strategic approach to the future provision of football facilities across Melton, Wyndham, Brimbank, Hobsons Bay and Maribyrnong. It was led by AFL Victoria in conjunction with the Western Regional Football League (WRFL).

The five key objectives identified for the region were:

1. Increase the quality and functionality and maximise the use and carrying capacity of existing facilities.
2. Plan and develop new facilities in key growth areas across the region in-line with community demand.
3. Ensure programs and facilities cater for the diversity of participants in the Western Region.
4. Improve the provision of administration, State league level training facilities and finals venues via regional collaboration.
5. Continue to enhance the relationship between football, government and community partners in the planning and provision of facilities and programs.

## AFL Goldfields Strategy (July 2017)

The delivery of the AFL Goldfields Regional Strategy is driven by the need to prioritise, identify and plan for the development of football and netball facilities that address the future needs of the region. The Strategy also identifies gaps in current facility provision and identifies opportunities to upgrade facilities based on current and projected need.

The Strategy identifies 4 key priorities for the region to guide future facility provision (all of which remain relevant for the City of Melton today):

1. **Existing Facilities:** Increase the quality and functionality and maximise the use and carrying capacity of existing facilities.
2. **New Facilities:** Plan and develop new facilities in key growth areas across the region.
3. **Build Capacity:** Support the capacity building of clubs and their people.
4. **Enhance Relationships:** Continue to enhance the relationship between football, netball and government partners in the planning, provision and investment into facilities and programs.

## Melbourne North Regional Football Facilities Strategy (February 2019)

The Melbourne North Regional Strategy provides a focus on supporting football participation growth and facility provision, predominately across the northern suburbs of Melbourne. Its key League stakeholders included the Yarra Junior Football League, Northern Football Netball League and the Essendon District Football League (including three Melton based clubs).

This regional strategy is likely to have less impact on planning for the City of Melton than others, however it is important to note the similarities in objectives.

From a facility analysis and provision perspective, key gaps in City of Melton based club infrastructure included:

1. Female friendly player and umpire accommodation.
2. Change room conditions
3. Umpire change room provision
4. Oval floodlighting.

## APPENDIX 2: COMPETITION STRUCTURE

Football has a strong presence and history in the City of Melton, with opportunities provided for senior men and women, junior boys and girls and Auskick programs.

Clubs and their associated teams play across four different leagues. This structure and division of clubs is considered unusual for a single municipality and does create some governance and communication challenges for Council, in addition to geographical and logistical challenges for clubs.

Newly developed clubs will also need to navigate the strategic decision making process of which league to enter teams into as they establish, grow and develop over time. This process should involve the club, community, Council, AFL Victoria and relevant leagues.

Leagues operating within the City of Melton include:

- Riddell District Football Netball League (RDFNL)
- Ballarat Football Netball League (BFNL)
- Essendon District Football League (EDFL)
- Western Region Football League (WRFL).

There is an existing geographical spread between Leagues, with Eastern Corridor clubs affiliating with teams based in and around Brimbank, Moonee Valley and Wyndham. Central and Western Corridor based clubs tend to travel north into the Macedon Ranges or west towards Ballarat. This geographic spread may change over time as the City continues to grow and development impacts travel times and access to facilities.

CLUBS	PLANNING DISTRICT	RDFNL	EDFL	WRFL	BFNL
Hillside FC	Eastern Corridor		19		
Caroline Springs FC	Eastern Corridor			19	
Burnside Heights FC	Eastern Corridor		16		
Diggers Rest FC (Seniors)	Diggers Rest	2			
Diggers Rest FC (Juniors)	Diggers Rest	3			
Eynesbury FC	Eynesbury	3			
Melton FC (Seniors)	Western Corridor				4
Melton FC (Juniors)	Western Corridor	9			
Melton Centrals FC (Seniors)	Western Corridor	4			
Melton Centrals FC (Juniors)	Western Corridor	8			
Melton South FC (Seniors)	Western Corridor				2
Melton South FC (Juniors)	Western Corridor	4			
Western Rams	Central Growth Corridor	5			
<b>2021 Registered Teams by League (98 teams)</b>		<b>38</b>	<b>35</b>	<b>19</b>	<b>6</b>

## APPENDIX 3: PARTICIPATION SUMMARY – 2015 to 2021

The following table provides an historical overview of football participation at City of Melton based club and Auskick Centres from 2015 to 2021.<sup>[1]</sup>

Overall club participation between 2015 and 2021 grew by 26.2% but suffered a 3.3% decline from 2019 as a result of Covid-19 impacted seasons. Female football was the clear local growth cohort, with 572.7% growth since 2015. Auskick participation also grew by 68.9% between 2015 and 2021 and was the one growth segment between 2019 and 2021. Registered football participation at City of Melton based clubs and Auskick Centres has grown by 33.3% since 2015.

Historical player numbers (excluding Auskick)	2015	2016	2017	2018	2019	2021	Change 2015 - 2021	% Change 2015 - 2021	Change 2019 - 2021	% Change 2019 - 2021
Male	2,134	2,275	2,386	2,226	2,305	2,213	79	3.7%	-92	-4.0%
Female	88	80	363	529	597	592	504	572.7%	-5	-0.8%
<b>Total Club Players</b>	<b>2,222</b>	<b>2,355</b>	<b>2,749</b>	<b>2,755</b>	<b>2,902</b>	<b>2,805</b>	<b>583</b>	<b>26.2%</b>	<b>-97</b>	<b>-3.3%</b>

Historical player numbers (including Auskick)	2015	2016	2017	2018	2019	2021	Change 2015 - 2021	% Change 2015 - 2021	Change 2019 - 2021	% Change 2019 - 2021
Male	2,134	2,275	2,386	2,226	2,305	2,213	79	3.7%	-92	-4.0%
Female	88	80	363	529	597	592	504	572.7%	-5	-0.8%
Auskick	444	519	549	719	695	750	306	68.9%	55	7.9%
<b>Total Participants</b>	<b>2,666</b>	<b>2,874</b>	<b>3,298</b>	<b>3,474</b>	<b>3,597</b>	<b>3,555</b>	<b>889</b>	<b>33.3%</b>	<b>-42</b>	<b>-1.2%</b>

[1] 2020 statistics have been excluded from the table and associated analysis as no formalised football competition being undertaken due to Covid-19 restrictions in Victoria.

## APPENDIX 3: PARTICIPATION SUMMARY – 2021 CLUB TEAMS

The following table provides a summary of 2021 registered club teams from City of Melton based football clubs. A summary of teams by planning district is also provided to show geographical implications on existing facilities and future planning. 2022 team numbers were predominately retained, with 95 teams participating at City of Melton based clubs. Auskick participants are not included in this table.

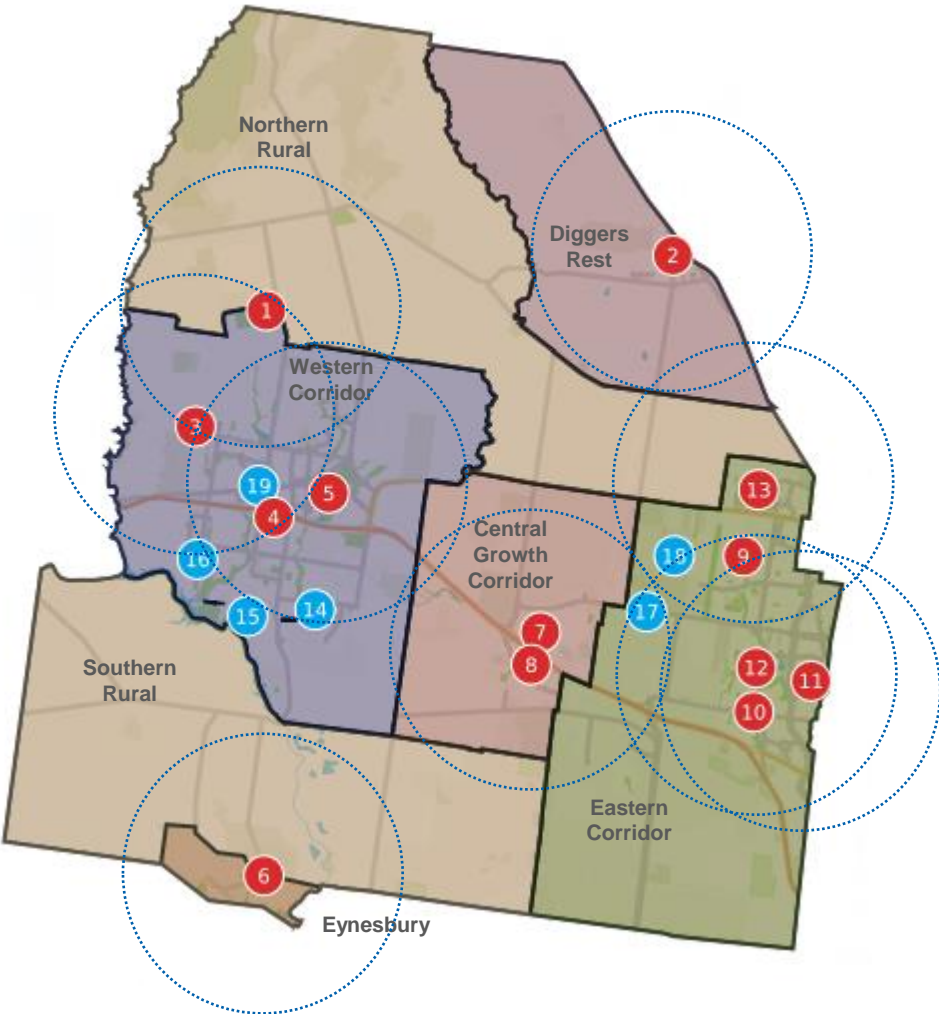
Clubs	Planning District	League	Junior (5-14)		Youth (15-19)		Senior (20+)		Total Teams			Teams per District	% Teams per District
			Male/Mix	Female	Male	Female	Male	Female	Male/Mix	Female	Total		
Caroline Springs FC	Eastern Corridor	WRFL	10	1	2	2	3	1	15	4	19	54	55%
Hillside FC	Eastern Corridor	EDFL	8	1	4	2	3	1	15	4	19		
Burnside Heights FC	Eastern Corridor	EDFL	7	1	3	1	2	2	12	4	16		
Melton FC (Juniors)	Western Corridor	RDFNL	4	1	3	1	0	0	7	2	9	31	32%
Melton Centrals FC (Juniors)	Western Corridor	RDFNL	4	1	2	1	0	0	6	2	8		
Melton FC (Seniors)	Western Corridor	BFNL	0	0	1	0	2	1	3	1	4		
Melton Centrals FC (Seniors)	Western Corridor	RDFNL	0	0	0	0	3	1	3	1	4		
Melton South FC (Juniors)	Western Corridor	RDFNL	2	0	2	0	0	0	4	0	4		
Melton South FC (Seniors)	Western Corridor	BFNL	0	0	0	0	2	0	2	0	2		
Diggers Rest FC (Juniors)	Diggers Rest	RDFNL	2	0	1	0	0	0	3	0	3	5	5%
Diggers Rest FC (Seniors)	Diggers Rest	RDFNL	0	0	0	0	2	0	2	0	2		
Western Rams	Central Growth Corridor	RDFNL	2	0	0	0	3	0	5	0	5	5	5%
Eynesbury FC	Eynesbury	RDFNL	2	0	0	0	1	0	3	0	3	3	3%
<b>Totals</b>	-	-	<b>41</b>	<b>5</b>	<b>18</b>	<b>7</b>	<b>21</b>	<b>6</b>	<b>80</b>	<b>18</b>	<b>98</b>	<b>98</b>	<b>100%</b>

## APPENDIX 3: PARTICIPATION SUMMARY – 2021 PLAYER NUMBERS

The following table provides a summary of 2021 registered club players from City of Melton based football clubs. A summary of players by planning district is also provided to show geographical implications on existing facilities and future planning. Auskick participants are not included in this table.

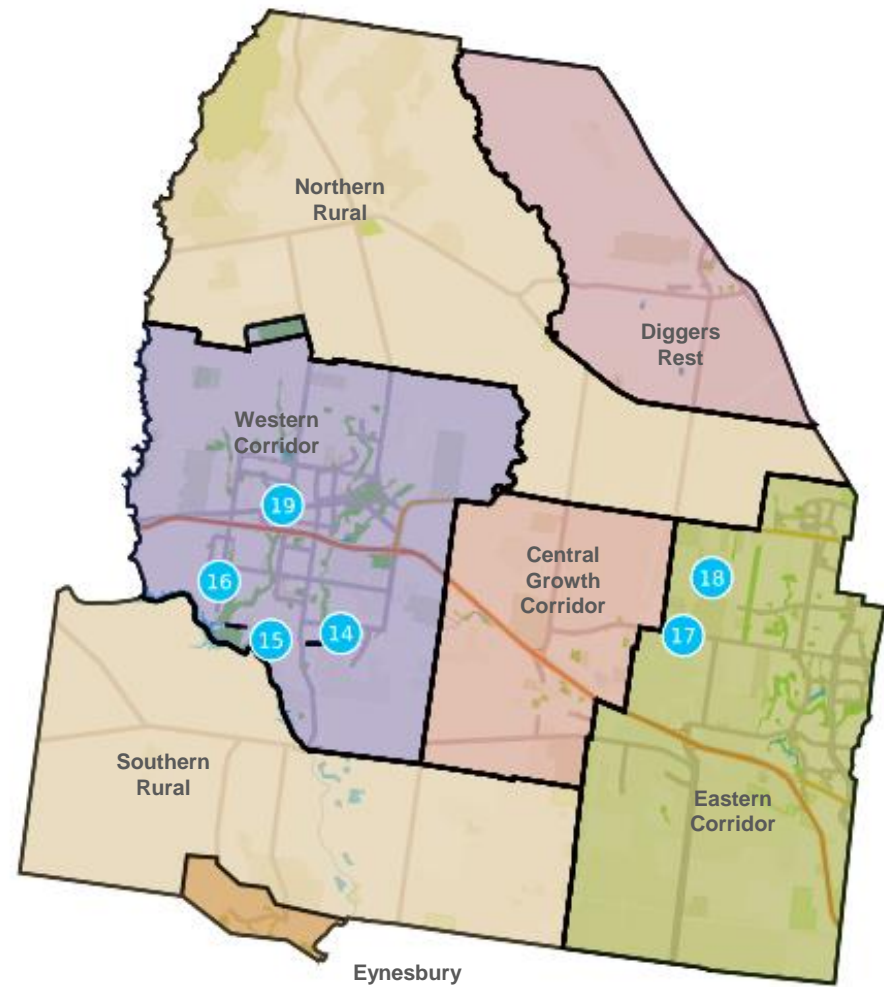
Clubs	Planning District	League	Junior (5-14)		Youth (15-19)		Senior (20+)		Total Players			Players per District	% Players per District
			Male	Female	Male	Female	Male	Female	Male	Female	Total		
Hillside FC	Eastern Corridor	EDFL	160	30	112	43	148	35	420	108	528	1,395	50%
Burnside Heights FC	Eastern Corridor	EDFL	170	36	77	40	75	41	322	117	439		
Caroline Springs FC	Eastern Corridor	WRFL	185	38	80	40	57	28	322	106	428		
Melton FC (Juniors)	Western Corridor	RDFNL	133	37	62	51	0	0	195	88	283	964	34%
Melton Centrals FC (Juniors)	Western Corridor	RDFNL	119	24	44	20	0	0	163	44	207		
Melton FC (Seniors)	Western Corridor	BFNL	0	0	20	17	84	34	104	51	155		
Melton Centrals FC ( Seniors)	Western Corridor	RDFNL	0	0	1	2	85	29	86	31	117		
Melton South FC (Seniors)	Western Corridor	BFNL	0	0	6	0	84	0	90	0	90		
Melton South FC (Juniors)	Western Corridor	RDFNL	61	8	43	0	0	0	104	8	112		
Diggers Rest FC (Seniors)	Diggers Rest	RDFNL	0	0	10	5	84	0	94	5	99	180	6%
Diggers Rest FC (Juniors)	Diggers Rest	RDFNL	51	11	14	5	0	0	65	16	81		
Western Rams	Central Growth Corridor	RDFNL	34	12	3	1	99	1	136	14	150	150	5%
Eynesbury FC	Eynesbury	RDFNL	58	3	4	1	50	0	112	4	116	116	4%
<b>Totals</b>	-	-	<b>971</b>	<b>199</b>	<b>476</b>	<b>225</b>	<b>766</b>	<b>168</b>	<b>2,213</b>	<b>592</b>	<b>2,805</b>	<b>2,805</b>	<b>100%</b>

# APPENDIX 4: EXISTING CLUB HOME SITES



SITES USED / IDENTIFIED FOR FOOTBALL	OVALS	CLUB HOME VENUE
1. MacPherson Park Recreation Reserve	3 ovals	Melton FC (Senior/Junior)
2. Diggers Rest Recreation Reserve	2 ovals	Diggers Rest FC (Senior/Junior)
3. Arnolds Creek Recreation Reserve	2 ovals	Melton Centrals FC (Senior/Junior)
4. Blackwood Drive Recreation Reserve	2 ovals	-
5. Melton Recreation Reserve	1 oval	Melton South FC (Senior/Junior)
6. Eynesbury Recreation Reserve	1 oval	Eynesbury FC
7. Frontier Recreation Reserve	2 ovals	-
8. Ian Cowie Recreation Reserve	1 oval	Western Rams FC
9. Boronia Drive Reserve	1 oval	-
10. Brookside Recreation Reserve	1 oval	-
11. Burnside Heights Recreation Reserve	2 ovals	Burnside Heights FC
12. Caroline Springs Recreation Reserve	2 ovals	Caroline Springs FC
13. Hillside Recreation Reserve	1 oval	Hillside FC

# APPENDIX 5: PROPOSED NEW FOOTBALL FACILITIES 2022-2032



SHORT TERM (2023-2025)	New ovals	Estimated cost
14. Bridge Road Recreation Reserve	1 oval	\$10M
16. Brookfield Recreation Reserve	2 ovals	\$13M
17. Deanside Sports Reserve	2 ovals	\$16M
19. Melton Secondary College Secondary venue (synthetic)	1 oval	-
4 new sites	6 new ovals	\$39M

MEDIUM TERM (2026-2028)	New ovals	Estimated cost
Nil		

LONG TERM (2029-2032)	New ovals	Estimated cost
15. Toolern Playing Fields 1 Hub 1	2 ovals	\$14M
18. Plumpton Sports Reserve	2 ovals	\$12M
1 new site	4 new ovals	\$26M

# APPENDIX 6:

## FOOTBALL FACILITY DEVELOPMENT STANDARDS

HIERARCHY	DEFINITION	FOOTBALL FACILITY DEVELOPMENT STANDARDS
District	<p>District level football facilities are designed and maintained to cater primarily for club training and competition. They are typically the 'headquarters' (or home) facility for clubs.</p> <p>Facilities are generally multi-purpose, sharing primarily with other seasonal sports such as cricket. Facility provision allows for clubs to grow sustainably and host club training, competition, administration and social activities at a central venue.</p> <p>New facilities that provide opportunities for new club formation should align to the district level hierarchy provision.</p> <p>The majority of football facilities (current and proposed) in the City of Melton will be district level football facilities.</p>	<p><b>Area:</b> 8-10 hectares.</p> <p><b>Playing surfaces:</b></p> <ul style="list-style-type: none"> <li>• Two ovals per site</li> <li>• North-South oval orientation</li> <li>• Preferred range of 135m wide x 165m long (goal-to-goal)</li> <li>• Minimum 3m run-off around playing area</li> <li>• 1050mm pipe and rail fence with chain-mesh infill</li> <li>• Complete network of sub-surface drainage and irrigation</li> <li>• Natural turf surface</li> <li>• 100 lux LED lighting on all ovals</li> </ul> <p><b>Infrastructure:</b></p> <ul style="list-style-type: none"> <li>• Permanent interchange benches for home, away and umpires</li> <li>• 10m goal posts, 6.5m behind posts</li> <li>• Consideration for behind goal netting (site specific application)</li> <li>• Fencing of reserves is discouraged, however will be assessed case-by-case based on safety, management and operational requirements</li> <li>• Consideration for spectator viewing on main oval</li> <li>• Parking assessment required for the site. Off-street minimum 80 cars per oval, around ground parking desirable</li> <li>• Drinking fountains x 2 per oval / Rubbish bins – minimum 1200 litres per oval / Public toilets – externally accessible at the pavilion</li> <li>• Scoreboard stand provided. Minimum 2m high and 2.6m wide. Consideration for electronic scoreboard on main oval</li> </ul> <p><b>Pavilion:</b></p> <ul style="list-style-type: none"> <li>• Amenities - 25m<sup>2</sup></li> <li>• Change Rooms - 45m<sup>2</sup></li> <li>• External covered viewing - 50m<sup>2</sup></li> <li>• First aid room - 15m<sup>2</sup></li> <li>• Kitchen / kiosk (includes storage) - 30m<sup>2</sup></li> <li>• Meeting room / office - 10m<sup>2</sup></li> <li>• Public toilets - 20m<sup>2</sup></li> <li>• Accessible toilet – 7m<sup>2</sup></li> <li>• Umpires room (includes amenities) - 20m<sup>2</sup></li> <li>• Storage (10m<sup>2</sup> per tenant) - 20m<sup>2</sup></li> <li>• Social (community) room - 130m<sup>2</sup></li> <li>• Social room storage - 18m<sup>2</sup></li> <li>• Utilities room – 5m<sup>2</sup></li> <li>• Cleaner's storage - 5m<sup>2</sup></li> </ul>

# APPENDIX 6:

## FOOTBALL FACILITY DEVELOPMENT STANDARDS

HIERARCHY	DEFINITION	FOOTBALL FACILITY DEVELOPMENT STANDARDS
Regional	<p>Regional level football facilities are designed to cater for participation, events, finals and programming that services a municipal size catchment.</p> <p>Facilities are generally multi-purpose and provision standards are generally higher than district level facilities to cater for higher level competitions and events (e.g. League finals).</p> <p>Regional facilities may also act as a home venue for a local football club.</p>	<p><b>Area:</b> 10+ hectares.</p> <p><b>Playing surfaces:</b></p> <ul style="list-style-type: none"> <li>• Two ovals minimum, three ovals preferred</li> <li>• North-South oval orientation</li> <li>• Preferred range of 135m wide x 165m long (goal-to-goal)</li> <li>• Minimum 4m run-off around main oval, minimum 3m other ovals</li> <li>• 1050mm pipe and rail fence with chain-mesh infill</li> <li>• Complete network of sub-surface drainage and irrigation</li> <li>• Natural turf surface, consider one oval to be an AFL approved synthetic surface</li> <li>• 150 lux LED main oval, 100 lux LED other ovals</li> </ul> <p><b>Infrastructure:</b></p> <ul style="list-style-type: none"> <li>• Permanent interchange benches for home, away and umpires</li> <li>• Consideration for coaches / timekeepers box on main oval</li> <li>• 10m goal posts, 6.5m behind posts</li> <li>• Consideration for behind goal netting (site specific application)</li> <li>• Fencing of reserves is discouraged, however will be assessed case-by-case based on safety, management and operational requirements</li> <li>• Spectator viewing on main oval</li> <li>• Parking assessment required for the site. Off-street minimum 120 cars per oval, around ground parking desirable</li> <li>• Drinking fountains x 2 per oval / Rubbish bins – minimum 2400 litres main oval / 1200 litres for other ovals</li> <li>• Public toilets – externally accessible at the pavilion</li> <li>• Scoreboard stand provided. Minimum 2m high and 2.6m wide. Consideration for electronic scoreboard on main oval.</li> </ul>

# APPENDIX 7: INFRASTRUCTURE PLAN FOR FOOTBALL IN MELTON

NEW FOOTBALL FACILITIES						
Site	Short Term (1 to 3 years)		Medium Term (4 to 6 years)		Long Term (7 to 10 years)	
	Site	Estimated Cost	Site	Estimated Cost	Site	Estimated Cost
Western Corridor	<ul style="list-style-type: none"> <li>Bridge Road Recreation Reserve (1 oval)</li> <li>Brookfield Recreation Reserve (2 ovals)</li> <li>Melton Secondary College (1 oval)</li> </ul>	\$10M \$13M -	<ul style="list-style-type: none"> <li>Nil</li> </ul>	-	<ul style="list-style-type: none"> <li>Toolern Playing Fields 1 Hub 1 (2 ovals)</li> </ul>	\$14M
Eastern Corridor	<ul style="list-style-type: none"> <li>Deanside Sports Reserve (2 ovals)</li> </ul>	\$16M	<ul style="list-style-type: none"> <li>Nil</li> </ul>	-	<ul style="list-style-type: none"> <li>Plumpton Sports Reserve (2 ovals)</li> </ul>	\$12M
Central Corridor	<ul style="list-style-type: none"> <li>Nil</li> </ul>	-	<ul style="list-style-type: none"> <li>Nil</li> </ul>	-	<ul style="list-style-type: none"> <li>Nil</li> </ul>	-
TOTAL	Four sites, six ovals	\$39M	Nil	\$-	Two sites, four ovals	\$26M

# APPENDIX 7:

## INFRASTRUCTURE PLAN FOR FOOTBALL IN MELTON

IMPROVEMENTS TO EXISTING FOOTBALL FACILITIES						
Site	Short Term		Medium Term		Long Term	
	Component	Estimated Cost	Component	Estimated Cost	Component	Estimated Cost
Burnside Heights Recreation Reserve	• Redevelopment of Oval 2 including supporting infrastructure <i>Committed project 2022/23</i>	\$2,200,000	-	-	-	-
Caroline Springs Town Centre Reserve	• Redevelopment of Oval 2 including supporting infrastructure	\$2,200,000	-	-	• Redevelopment of Oval 1	\$1,800,000
Diggers Rest Recreation Reserve	• Redevelopment of Oval 1 including supporting infrastructure • Pavilion replacement <i>Committed projects 2021/22</i>	\$1,800,000 \$8,500,000	-	-	-	-
MacPherson Park Recreation Reserve	• Shelter replacement on Oval 1	\$500,000	• Redevelopment of Oval 1, including supporting infrastructure	\$2,200,000	-	-
Melton Recreation Reserve	• Pavilion replacement <i>Committed project 2022/23</i>	\$4,300,000	-	-	• Redevelopment of Oval, including supporting infrastructure	\$2,200,000
Brookside Recreation Reserve	-	-	• Redevelopment of Oval	\$1,800,000	-	-
Hillside Recreation Reserve	-	-	-	-	• Redevelopment of Oval	\$1,800,000
Various	• LED Lighting Upgrade Program	\$400,000	• LED Lighting Upgrade Program	\$400,000	• LED Lighting Upgrade Program	\$400,000
<b>TOTAL</b>		<b>\$19,900,000</b>		<b>\$4,400,000</b>		<b>\$6,200,000</b>

# APPENDIX 8: FACILITY AND CLUB DEVELOPMENT CASE STUDIES

## Macpherson Park Recreation Reserve

The \$13.3M redeveloped MacPherson Park Recreation Reserve opened for use by the Melton Football Netball Club, Melton Junior Football Netball Club and Melton Cricket Club in June 2020.

The state-of-the-art venue now boasts two full-size floodlit football ovals, an AFL approved synthetic multi-purpose oval, new pavilion with social amenities, umpires change rooms and female friendly player change rooms.

The transformation of the facility, following \$11.2M investment from Council, \$2M from the Victorian Government and \$100,000 from the AFL was recognised in the AFL's 2020 Ken Gannon Community Football Facility Awards, taking out its top prize.

The redevelopment will help to cater for local growth in football and create a sustainable pathway for Auskickers through to senior male and female footballers at the one venue.

MacPherson Park Recreation Reserve is recognised within the City of Melton Football (AFL) Strategy 2022 as the City's designated Regional Venue and will also support major events, showcase matches and League finals.

## Eynesbury Football Netball Club

The township of Eynesbury is a relatively new residential subdivision created in the mid-2000s and is located approximately 15 kilometres to the south of the Melton township.

A community consisting of a high proportionate of young families, opportunities to participate in sport and recreation are highly valued by the local community. With the assistance of Council and AFL Victoria, the Eynesbury Football Netball Club (EFNC) organically established in 2012 from a locally run Auskick program taking place at a local park to playing and training at Ian Cowie Reserve.

Whilst EFNC participation and volunteer numbers steadily increased over the years since inception (1 x U10 & 1 x U12 in 2016 to 1 x U9, 1 x U11, 1 x U13, 1 x U15, 1 x Club 18 (senior social football) in 2022), club members were required to travel up to 15-20 km return for training and competition purposes.

The Eynesbury Recreation Reserve (ERR) had been eagerly awaited by the 3000-strong Eynesbury community with concept planning commencing between Council and stakeholders in 2018/2019. The state-of-the-art recreation reserve features a full-size LED floodlit football oval (second oval to be constructed in stage 2), 2x cricket nets, 4x lit tennis courts, 2x lit netball courts, 2x lit multi lined futsal/tennis courts, adventure play space, off-leash dog park and a community sports pavilion.

Located in the heart of Eynesbury and built adjacent to the local primary school; the ERR was activated in 2021 after the project was jointly funded with the Federal Liberal and Nationals Government investing \$2,845,377, the Victorian Government \$2,075,000, the City of Melton \$4,140,623 and AFL Victoria \$100,000.

Following the methodology outlined in the Sustainable Planning Framework on page 29; the process followed by Council and AFL Victoria in the creation of the EFNC and construction of the ERR will ensure long term club sustainability. EFNC are working towards reaching a full complement of junior teams (available age groups) and fielded a senior club 18s in its inaugural season at home.

Eynesbury Recreation Reserve is recognised in the City of Melton Football (AFL) Strategy 2022 as a district level venue.

