



City of
Melville

REPORT



ACTIVE RESERVES INFRASTRUCTURE STRATEGY

Clubs Consultation

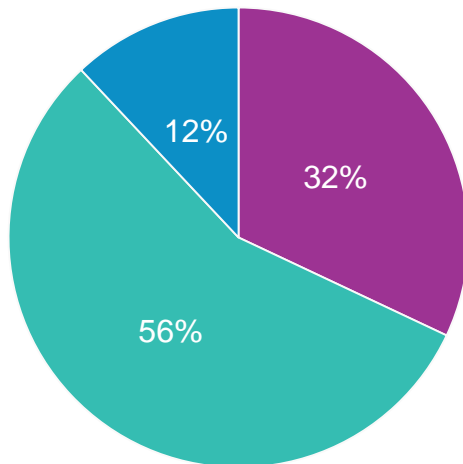


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Club Survey

The club survey went out to 75 clubs and 25 surveys were returned and the key themes which have emerged from the process are provided below:

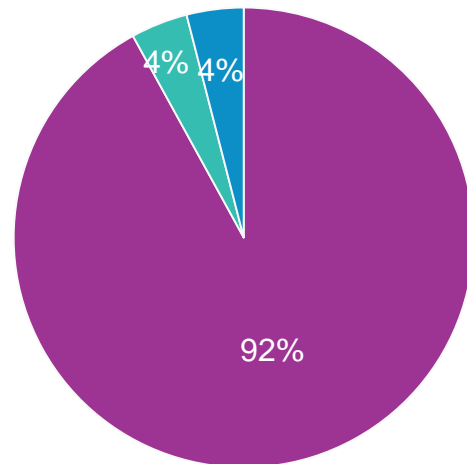
Planning



■ Yes ■ No ■ NR

Clubs with Strategic/Business Plan

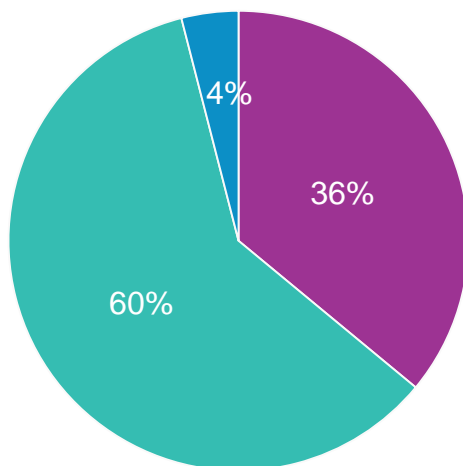
Eight clubs had a strategic plan or business plan in place



■ Yes ■ No ■ NR

Member of State Sporting Association

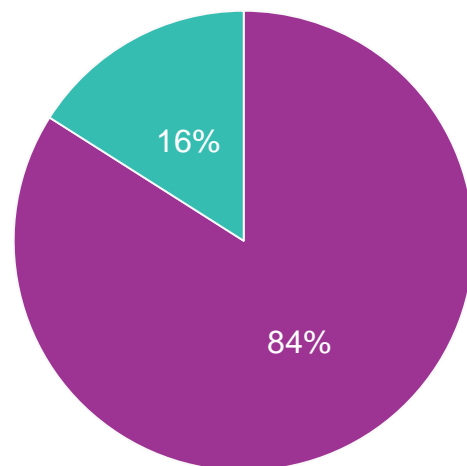
Most clubs were affiliated with their respective state sporting associations.



■ Increase ■ Stable ■ Decline

Membership numbers over the next five years

Membership levels fluctuated between clubs with 15 of the clubs who responded indicating their membership levels will remain stable over the next five years. 9 who responded indicated their membership levels will increase. Only 1 club (Blue Gum Park Tennis Club) expects a drop in paid membership as they are moving away from traditional membership model towards offering short term casual playing programmes.



■ Yes ■ No

Clubs fostering junior sports development

Most of the clubs foster junior sports development (21 out of 25 clubs).

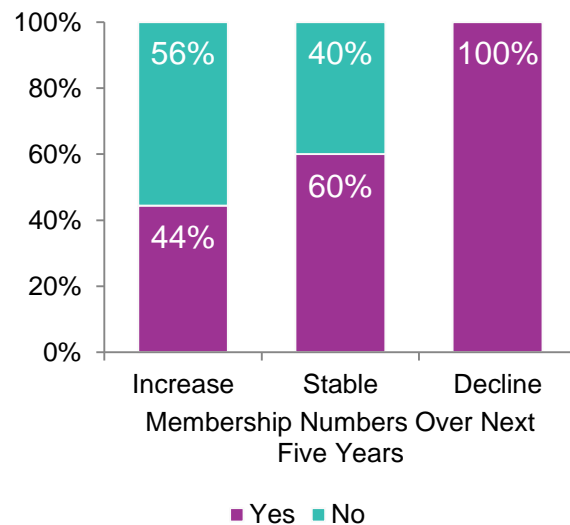
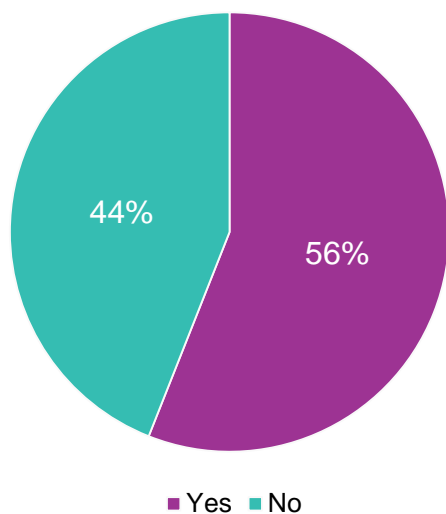
Trends in Membership

The main factors identified as impacting on potentially increasing membership included:

- Where infill development was proposed this is likely to increase demand
- Lack of appropriate facilities and in particular the high number of poor quality changing facilities and lack of female friendly changing infrastructure were identified as inhibitors to growing the women's/girl's game.
- Floodlighting issues impacted on the ability to expand training and competition time.
- Extensive number of tennis facilities and lack of a strategic focus on their development
- Volunteer issues – shortage of supply
- There is a declining interest in some sports and increased competition from those sports with a female game development focus (i.e. through Football – AFL and Cricket).
- Accessibility and in particular provision for people with a disability (including appropriate toilet infrastructure).
- Variations across clubs in areas of growth. Some indicated an increase in women's participation but a decrease in the number of Senior Men's participation.
- Impact of social media, shopping and lack of commitment to join a club.

Ground and Facility Improvements

More than half of the clubs that responded indicated a need for additional grounds within the next five years.



Need for additional grounds within the next five years

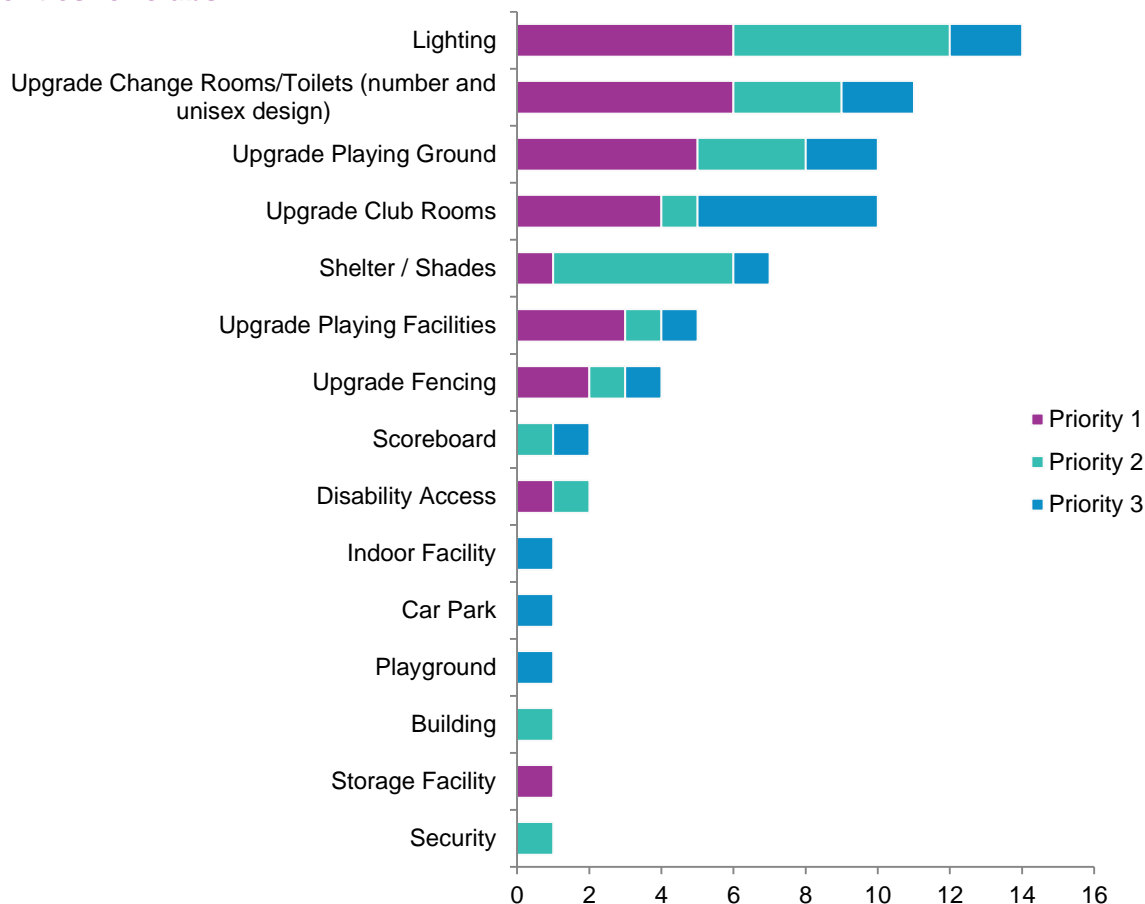
Need for additional grounds vs membership trend

Interestingly, only about half of the clubs expecting an increase in number of members indicated a need for additional ground. More than half of the clubs expecting a stable number of members indicated they need more space.

The majority of improvements suggested by clubs that responded related to:

- Improved reserve floodlighting
- Improved / increased Storage
- Upgrade to changing facilities to be unisex (female friendly facilities)
- Development of a new pitch / courts
- Expansion to other reserves.

Priorities for clubs



Major constraints

Four clubs didn't respond to this question. Out of the twenty one clubs that responded, seven are happy with the City's current offerings. Those constraints experienced by clubs who responded included:

- Insufficient capacity due to lack of floodlighting on a number of reserves.
- Current capacity of ovals, courts and associated changing facilities (both in number and being unisex in design/fitout).
- The only way we will sustain increases if we can reduce our fees and improve our facilities, during our season.
- Seasonal crossovers which are impacting on the training and fixturing at the start and end of the season.
- Access to affordable facilities and budgetary constraints impacting on club's ability to raise funds whilst also facilitating day to day operations.
- Requirements of the individual sports state sporting associations

Future Projects

Many of the proposed projects identified by clubs will be fed into the assessment process. Some of the projects were well advanced while others required assistance from the City. This will inform the future prioritisation of projects and assistance required from the City as well as external funding opportunities

All clubs have seen significant changes in the use of information technology and it is clear that in future planning this aspect of club development will need to be addressed to ensure all clubs have the capability to service their members effectively and efficiently.