

The Bayside **'Active by the Bay'** Recreation Strategy (the Strategy) guides the planning, management and provision of recreation facilities and services in the City of Bayside for 2013–2022.

The Strategy is informed by a demographic analysis of the City of Bayside, comprehensive analysis of relevant Council and external strategy and policy documents, research into recreation trends and best practice at local, state and national levels and extensive engagement with the community including residents and recreation and sporting groups.

# Contents

The Role of Council	3
Definitions	3
Where does the Strategy fit with other Council plans?	4
Strategy Structure	5
<b>Part A</b>	<b>6</b>
<b>SECTION 1 – The Forward Plan for Recreation</b>	<b>6</b>
A Vision for Recreation	6
Key Principles	6
Priority Areas	6
Action Plan Timelines	8
Funding the Actions	8
The Action Plan	10
Priority One: Maintaining the distribution and access to outdoor structured sporting facilities	10
Priority Two: Providing unstructured open space for all	11
Priority Three: Connecting communities to build a stronger Bayside	13
Priority Four: Responding to recreation and sporting demands and opportunities to increase participation	14
Priority Five: Addressing the growing demand for access to and significance of indoor sports	15
Priority Six: Ensure the provision of quality sporting and recreation facilities and support infrastructure	16
Priority Seven: Improving the sustainability and financial viability of clubs	17
Priority Eight: Consistent and effective management of facilities	18
<b>SECTION 2 – Summary of the Research and Consultation</b>	<b>19</b>
Methodology	19
The City of Bayside	20
Demographics	20
Recreation Context	22
Summary of Community Engagement	27
<b>SECTION 3 – Key Findings and Themes</b>	<b>29</b>
Key Findings	29
Key age groups	29
Target groups to increase participation	29
Preference for types of facilities	29
User group issues	30
Themes	30
<b>SECTION 4 – Program of Infrastructure Works</b>	<b>41</b>
References	45

# The Role of Council

*To encourage and support the Bayside community's involvement with recreation, Council provides:*

- Strategic planning and policy development;
- Service and facility management, maintenance and development;
- Marketing and promotion including research, needs analysis and communications;
- Liaison, support, consultation and advice to key stakeholders; and
- Advocacy with State and Federal Government and peak body associations relating to Bayside's sport and recreation needs.
- Venues that support significant recreational and high level sporting events;
- 416 hectares of open space covering 17 per cent of the municipality;
- Extensive shared trail network catering to walking, jogging and cycling;
- Four skateboard facilities and a BMX track;
- Community grant programs;
- Service agreements with community organisations for facility management and programming; and
- Community training programs.

Council plays a major role in the provision of recreation facilities and services, including:

- More than 100 recreation and sporting facilities including stadiums, sportsground pavilions, playing fields, outdoor courts and community venues;
- An indoor aquatic centre and the iconic open water Middle Brighton Baths;
- Formal parks and gardens, including the historical Bililla and Kamesburgh Gardens;
- 64 play spaces;
- Five golf course facilities;
- Over 17 kilometres of foreshore, featuring beautiful beaches, walking trails, lifesaving clubs, yacht/boating facilities, the 'Bay Trail' and popular Beach Road for on-road cycling;

These facilities and services are provided for the community through an integrated approach across Council bringing together a diverse range of skills and expertise including planning, policy development, programming, service delivery and strategic asset management.

## DEFINITIONS

Recreation includes sport and active recreation activities undertaken away from home during free time.

Recreation facilities included in this strategy are those on public land that are primarily provided for the purposes of physical recreation activity and sport.

Not all Bayside facilities used for recreation purposes have been included in this strategy. The following are not addressed in this strategy:

- Cultural facilities and activities;
- Community centres with a community health or civic purpose that may also provide recreation activities; and
- Other recreation opportunities not involving physical activity.

# Where does the Strategy fit with other Council plans?

The Strategy supports the directions of the Bayside 2020 Community Plan and Bayside Council Plan, as well as providing direction and context for recreation related planning documents. The following image illustrates where this Strategy fits with other Council plans.



# Strategy Structure

*The Strategy details the future direction for recreation in Bayside, summarises research and consultation findings and outlines eight priority areas and associated actions to be addressed over the next ten years.*

*The Strategy is presented as Parts A and B:*

## **Part A**

### **Section 1 – The Forward Plan for Recreation**

A summary of the way in which recreation is currently delivered within Bayside and an outline of the strategic direction for recreation provision to 2022 including:

- Vision and key principles
- Priority areas for recreation
- Comprehensive action plan detailing ongoing, short, medium and long term actions.

### **Section 2 – Summary of the Research and Consultation**

This section provides:

- The background and planning context of the Strategy.
- The methodology, demographic profile and a summary of the community consultation.

### **Section 3 – Key findings and themes**

Summarises the key findings and themes that informs the preparation of the Strategy.

### **Section 4 - Program of Infrastructure Works**

This section includes a prioritised program of infrastructure works that has been identified for future

renewal or upgrade within Bayside.

It is not a comprehensive listing of all Council's recreation assets, (which are numerous and diverse) but provides a preliminary guide to Council's future infrastructure planning that is subject to further Council consideration, as part of its annual budget process.

## **PART B**

### **Research and Consultation Report**

This is a separate document which provides all research findings, including results of the randomised household survey, telephone survey and workshops, listing of recreation facilities and activities available within Bayside, including the mapping of recreation facilities.

Copies of Part B are available on Council's website –

**[www.bayside.vic.gov.au](http://www.bayside.vic.gov.au)**



Part A

# Section 1

## The Forward Plan for Recreation



## A VISION FOR RECREATION

*“To create a healthy and active Bayside”*

### Key Principles

The five key principles to guide the future provision of recreation services and facilities within Bayside are:

1. The provision of recreational opportunities for all;
2. Working in partnership with the community in the planning and delivery of recreation services, programs and facilities;
3. Providing great places for people to recreate in, and to be socially connected;
4. Responding to identified recreational needs of the community; and
5. Building the health and wellbeing of the Bayside community.

## PRIORITY AREAS

The Strategy lists eight priority areas for Bayside, which include:

### 1. Maintaining the distribution and access to outdoor structured sporting facilities

The distribution of facilities is of high importance to the Bayside community. Residents value convenience, ‘walkability’ and equity of access to outdoor sporting facilities. As housing density increases, having access to outdoor sporting facilities will help achieve health outcomes through physical activity and enhance local amenity.

#### Objectives

- Provide equitable access to and distribution of outdoor structured recreation and sport.
- Introduce a sustainable model of utilisation and distribution of bowls, croquet, tennis and golf facilities in the City.

### 2. Providing unstructured open spaces for all

There is an increasing demand for open space and the need to manage the pressures of incompatible activities occurring on those open spaces. These include the competing demands for: off leash dog walking/socialisation areas and sportsground activities; management and provision of off and on road trails for pedestrians and cyclists and managing competing foreshore activities.

#### Objectives

- Ensure the principal use of open space is guided by the open space’s primary purpose.
- Provide access to an integrated and connected network of trails.

### 3. Connecting communities to build a stronger Bayside

Sporting and recreational activities and events contribute to the development of stronger social networks and more cohesive communities. It is important to support the development of linkages between sport and recreation groups, to build community connection and capacity.

#### Objective

- Promote social diversity and inter-generational recreational opportunities for the community.

### 4. Responding to recreation and sporting demand and opportunities to enhance participation

Council has limited resources to meet the increasing demand for sport and recreation. Optimising the use of existing facilities and working with clubs and associations to improve player pathways will increase the opportunities to participate in sport and recreation.

### Objectives

- Ensure broad sporting pathways are provided within the City.
- Increase the capacity, accessibility and functionality of existing facilities.

### 5. Addressing the growing demand for access to and significance of indoor sports

As indoor activities are unaffected by weather events and are perceived as being a safer and more comfortable environment, there is an increasing expectation in the community to have access to indoor sport facilities. This demand for indoor sporting activities is particularly important to support participation by females and older adults. This demand will continue to grow due to climate changes and the ageing population.

#### Objective

- Increase the availability and use of indoor sport and recreation facilities in Bayside.

### 6. Ensuring the provision of quality sporting and recreation facilities and support infrastructure

A significant proportion of Council’s recreation infrastructure is reaching ‘functional obsolescence’ and does not meet the needs of the community or modern design and service standards. There is an identified need to develop and implement strategic asset management plans for Council’s recreational infrastructure.

#### Objective

- Improve the condition and accessibility of recreational infrastructure on public land.

### 7. Improving the sustainability and financial viability of clubs

Having a sustainable network of community clubs is critical to providing ongoing sport and recreation opportunities to the





Bayside community. Clubs using Council facilities need support to: manage the funding of capital works; build the capacity of their committees and volunteers and; to attract and maintain participants to improve the financial viability of their clubs.

#### Objective

- Enhance the financial viability of clubs using Council facilities.

### 8. Consistent and effective management of facilities

There is an identified gap with the consistency and equity of occupancy arrangements between clubs using Council facilities. This includes the roles and responsibilities of clubs and Council, service objectives to meet community needs, fees charged for use of Council facilities and, particularly how clubs manage the renewal of assets.

#### Objectives

- Enhance effectiveness and consistency of service delivery through management.
- Create fair, consistent, and practical occupancy agreements that all parties can manage.

#### Action Plan Timelines

The Strategy's Action Plan responds to the eight priority areas and recommends objectives and actions.

The actions have been prioritised as:

- Ongoing
- Short Term (1-3 Years);
- Medium Term (4-7 Years); and
- Long Term (8-10 Years).

The Strategy's Action Plan will be reviewed in years 3 and 7 to determine the success of its implementation and any amendments to the proposed future actions.

#### Funding the Actions

Whilst the Strategy's Action Plan nominates timeframes there may be instances where some longer term actions may be undertaken earlier, subject to funding opportunities being made available or taking into account other Council priorities. Additionally, the implementation of actions that are currently unfunded will rely on additional funding such as government grants and other external sources.

#### Funding options

The following details possible sources to fund the Strategy's actions:

- Prioritisation of annual capital works expenditure.
- Commonwealth Government funding: Whilst the Federal Government does not offer recurrent funding for community based recreation facilities it does provide

funding for recreation programs and services, particularly for disadvantaged communities. The Commonwealth Government does also provide funding for high level sporting facilities.

- State Government funding: Local Government Authorities are eligible to make application to the Department of Planning and Community Development Sport and Recreation Victoria (SRV) Community Facilities Funding Program. This annual program provides funding for minor and major facilities development, including aquatic facilities. Funding from this program is subject to a competitive application process.
- Public Private Partnership: Collaboration with industry, peak agencies and/or other government departments such as the Department of Education and Early Childhood Development.
- Joint use facilities: Collaboration with Department of Education and Early Childhood Development, private providers, and clubs/ user groups.
- Sponsorship: Collaboration with industry groups, private providers etc.
- Asset sale and consolidation: Proceeds from the rationalisation of assets may be targeted towards specific improvements to recreation facilities.
- Income generated from facility management: Including contract management arrangements and 'fees for use'.
- Loan borrowings: Council's Loan Guarantee Policy provides community groups the opportunity to secure funding for infrastructure improvements, subject to the applicant meeting eligibility requirements.

# The Action Plan

*This section of the Strategy consolidates the findings from the research and consultation to provide strategic actions in response to the eight priority areas and principles.*

## **Priority One: Maintaining the distribution and access to outdoor structured sporting facilities**

**Objective** - Provide equitable access to and distribution of outdoor structured recreation and sport.

Action Item	Actions	Timeframe	Funding Implications
1	Seasonally consult with community clubs and peak sporting bodies regarding programmed maintenance and renewal works requirements at sporting reserves.	Ongoing	Within current budget
2	Identify sites to increase the number and utilisation of netball courts in Bayside.	Short	Within current budget
3	Partner with adjoining councils for recreation facilities that also serve the Bayside community.	Short	Within current budget
4	Prepare a prioritised sportsground lighting plan that ensures that sporting reserve floodlighting meets Australian Standards.	Short	Capital budget consideration
5	Adopt the prioritised program of facility improvement works as set out in Section 3 of this strategy.	Short	Capital budget consideration
6	Finalise and implement the draft Sportsground Pavilion Improvement Plan.	Short	Capital budget consideration
7	Create partnerships with State Government agencies and public and private schools to secure strategically important outdoor facilities that are used for recreational activities, particularly if a change of land use is proposed at these sites.	Medium	Within current budget
8	Encourage and work in collaboration with peak sporting bodies to prepare strategic facility plans that address the distribution of facilities for each sport in Bayside, and within the broader region.	Medium	Within current budget
9	Undertake a feasibility assessment to determine suitable location/s and management and funding arrangements to establish a synthetic surface for broad sporting participation.	Medium	\$40,000

**Objective** - Introduce a sustainable model of utilisation and distribution of bowls, croquet, tennis and golf facilities in the City.

Action Item	Actions	Timeframe	Funding Implications
10	Develop and implement a management model for bowls clubs and conditions of occupancy that address asset renewal, utilisation and facility improvements.	Short	Within current budget
11	Prepare separate tennis, bowls and croquet strategies in conjunction with clubs and state sporting associations.	Medium	Within current budget
12	Formalise a hierarchy of golf facilities on Council managed land and establish a plan for future development and use of golf facilities.	Medium	Within current budget

#### Priority Two: Providing unstructured open space for all

**Objective** - Ensure the principal use of open space is guided by the open space's primary purpose.

Action Item	Actions	Timeframe	Funding Implications
13	Continue to provide and promote information to residents and visitors about sharing parks with pets, encouraging people to exercise with their pets and how and where to do it safely.	Ongoing	Within current budget
14	Explore the consolidation of services and buildings as part of planning the redevelopment of built facilities in open space areas.	Ongoing	Within current budget
15	Support Life Saving Victoria and local clubs to prepare a strategic plan for all lifesaving facilities in Bayside that maximise outdoor aquatic experiences, meet lifesaving requirements and asset renewal, occupancy issues and identify opportunities for shared community spaces.	Short	Within current budget
16	Develop a plan that prioritises the renewal of Council's playground facilities and identifies opportunities to create play and activity spaces that encourage inter-generational connectivity across the City.	Short	\$40,000
17	Undertake planning to identify three additional areas for off-leash dog exercise and socialisation areas (purpose designed) that are distributed across the municipality.	Medium	Within current budget
18	Investigate the provision of a youth skate facility to service Hampton East and investigate the feasibility to upgrade the Peterson Street, Highett skate facility.	Medium	\$30,000

**Objective** - Provide access to an integrated and connected network of trails.

Action Item	Actions	Timeframe	Funding Implications
19	Continue to monitor and enforce permit requirements relating to commercial recreational uses in open space areas.	Ongoing	Within current budget
20	Work closely with other local government authorities with the promotion, planning and development of off-road trails, aquatic facilities and indoor sports venues.	Ongoing	Within current budget
21	Work with state government on the implementation of the Victorian Cycling Strategy (including shared off-road trails).	Ongoing	Capital budget consideration
22	Provide or upgrade perimeter trails around key parks, including Cheltenham Park, Royal Avenue, Banksia Reserve, Beaumaris Reserve, Tjilatjirrin Reserve, Basterfield Park and Peterson Street Reserve to increase unstructured recreation activity e.g walking and cycling. The construction of any new trails will be undertaken to minimise impacts to native vegetation and located without the removal of established trees.	Ongoing	Capital budget consideration
23	Establish a hierarchy of trails for the design and management for off-road trails that meets the needs of the Bayside community.	Short	Within current budget
24	Develop an Active Trails Plan that will focus on the off-road trail network to support walking for recreation and wellbeing. The Active Trails Plan will consider: <ul style="list-style-type: none"> <li>Developing active trail circuits in Bayside's parks and reserves</li> <li>Linking active trails between Bayside's open spaces</li> <li>Linking active trails to Council's greater integrated transport network</li> <li>Connecting active trails with adjoining municipalities' trail and transport networks</li> </ul>	Medium	\$30,000
25	Identify opportunities to progressively improve tracks in foreshore and bushland areas.	Medium	Within current budget
26	Explore opportunities to provide and/or formalise off-road trails around Bayside's public golf course facilities.	Medium	Capital budget consideration
27	Prioritise the review of signage and information to encourage responsible conduct of recreation activities along the foreshore and in major parks.	Medium	Capital budget consideration
28	Connect adjoining council off-road trails and on-road bike routes, including connectivity and road crossings to adjacent activity centres such as Moorabbin and Cheltenham.	Long Term	Within current budget



**Priority Three: Connecting communities to build a stronger Bayside****Objective** – Promote social diversity and inter-generational recreational opportunities for the community.

Action Item	Actions	Timeframe	Funding Implications
29	Work in partnership with occupants of community facilities to improve the access of facilities to attract new members e.g. use of social and meeting room facilities at sporting facilities by groups such as U3A or for other social recreation activities such as card playing.	Ongoing	Within current budget
30	Work with existing traditional sporting clubs to diversify services and programs e.g. encourage youth participation or encouraging young people to participate with lawn bowling or snooker activities.	Ongoing	Within current budget
31	Support clubs to provide incentives to enable membership of people that are experiencing social disadvantage and hardship.	Short	Within current budget

**Priority Four: Responding to recreation and sporting demands and opportunities to increase participation****Objective** – Ensure broad sporting pathways are provided within the City.

Action Item	Actions	Timeframe	Funding Implications
32	Work with peak recreation and sporting agencies to maintain a pathway of activities within Bayside.	Ongoing	Within current budget
33	Identify opportunities to co-locate both turf and synthetic cricket wickets to support growth of junior cricket activity.	Short	Capital budget consideration



**Objective** - Increase the capacity, accessibility and functionality of existing facilities.

Action Item	Actions	Timeframe	Funding Implications
34	Use creative design approaches to ensure recreation facilities meet specific community needs and also provide access and cater for other broader community uses.	Ongoing	Capital budget consideration
35	Continue to implement and update Council's Sportground Allocation Policy.	Ongoing	Within current budget
36	Continue to upgrade recreation infrastructure to accommodate the needs of people with a disability and older adults.	Ongoing	Capital budget consideration
37	Prepare a policy to address funding contributions by clubs and other agencies to capital works undertaken at Council facilities.	Short	Within current budget
38	Identify opportunities to expand community access to school facilities e.g. open space, aquatic, indoor and outdoor facilities.	Short	Within current budget
39	Implement the staged upgrade of an access system for Council's recreation facilities that enables improved community access and reporting.	Short	Capital budget consideration
40	Work with Scouts Victoria to prepare and implement a strategic approach to scout activities and facility provision.	Short	Within current budget
41	Collaborate with peak sporting associations and community clubs to increase resources to encourage sports development, marketing and communication.	Medium	Within current budget
42	Identify opportunities to optimise the sustainable use of Council's sporting reserves through innovative scheduling of training and competition activities, including usage of sportsgrounds on Sundays, to meet the increasing demand for junior sport, especially in the north of the City.	Medium	Within current budget



**Priority Five: Addressing the growing demand for access to and significance of indoor sports****Objective** - Increase the availability and use of indoor sport and recreation facilities in Bayside.

Action Item	Actions	Timeframe	Funding Implications
43	Review occupancy agreements to include the introduction of multi-use programming of indoor spaces and increasing participation.	Ongoing	Within current budget
44	Undertake a needs assessment to identify the need to provide additional indoor stadium facilities for the use of netball and basketball.	Short	\$20,000
45	Work with community operators of Council's indoor sport and recreation facilities to sustainably manage community access and use.	Short	Within current budget
46	Incorporate community benefit measures as part of future occupancy agreements with community and commercial tenants.	Medium	Within current budget
47	Investigate options to enhance the quality of indoor and outdoor aquatic facilities in Bayside.	Long	\$50,000
48	Investigate the feasibility to redevelop the Sandringham Family Leisure Centre and Brighton Recreational Centre, considering options to increase community participation.	Long	\$200,000

**Priority Six: Ensure the provision of quality sporting and recreation facilities and support infrastructure****Objective** - Improve the condition and accessibility of recreational infrastructure on public land.

Action Item	Actions	Timeframe	Funding Implications
49	Finalise the Recreation and Open Space Asset Management Plan, which includes strategic asset management plans for Council's recreation reserves and foreshore areas.	Short	Within current budget
50	Prioritise recreation and sporting infrastructure improvements that: <ul style="list-style-type: none"> <li>- increase or maintain participation;</li> <li>- meet an identified growth in demand, or gap in location or the market served;</li> <li>- meet the technical and service requirements of the sport or recreation activity;</li> <li>- meet the needs of identified target groups;</li> <li>- increases the asset's functional life; and</li> <li>- may be co-located with other recreation or community services.</li> </ul>	Short	Within current budget
51	Fund the establishment of a grants program to enable clubs to undertake minor capital works to improve recreation infrastructure. Grant funding proposed to be provided upon a 50/50 basis between Council and the club.	Medium	\$100,000
52	Continue to implement the actions from Council's Building Asset Management Plan, including the development of strategic service plans that identify the condition of assets, fit for purpose status and lifecycle costs for recreation assets that are leased to community and commercial operators.	Long	\$100,000

### Priority Seven: Improving the sustainability and financial viability of clubs

**Objective** - Enhance the financial viability of clubs using Council facilities.

Action Item	Actions	Timeframe	Funding Implications
53	Continue to provide an annual sports club forum (sports club breakfast) and ensure that its program is relevant and informative.	Ongoing	Within current budget
54	Partner with clubs with the planning, funding and implementation of capital works projects.	Ongoing	Capital budget consideration
55	Employ a sports/recreation development officer to work in partnership with clubs and recreation providers on facility management and development issues.	Short	\$70,000
56	Plan and implement training and development programs that support clubs to prepare strategic and financial business plans and facility management plans.	Short	Within current budget
57	Encourage the establishment of club managed 'sinking funds' to assist with the replacement of synthetic and/or specialised surfaces and facilities.	Short	Within current budget
58	Work in partnership with peak sporting bodies and the clubs to explore sports development and marketing opportunities to enhance membership, and support clubs with a declining membership.	Medium	Within current budget

### Priority Eight: Consistent and effective management of facilities.

**Objective** - Enhance effectiveness and consistency of service delivery through management.

Action Item	Actions	Timeframe	Funding Implications
59	Encourage each club to appoint a Council liaison person to ensure open and effective communication with Council and the community regarding facility management issues.	Ongoing	Within current budget
60	Progressively review the management of Council's indoor recreation and sporting venues to ensure effective delivery of service outcomes for the Bayside community.	Ongoing	Within current budget
61	Consolidate the pricing of open space and community hall usage within a policy that differentiates community and commercial usage.	Short	Within current budget



**Objective** - Create fair, consistent, and practical occupancy agreements that all parties can manage.

Action Item	Actions	Timeframe	Funding Implications
62	<p>Review occupancy agreements with recreation and sporting groups to:</p> <ul style="list-style-type: none"> <li>• Determine an approach to asset maintenance that maintains or improves public safety;</li> <li>• Ensure the longevity of public assets;</li> <li>• Lessen the burden upon community groups and clubs to undertake technical construction works (this may result in works being undertaken by Council and on-costed to tenant groups);</li> <li>• Establish partnerships with user groups;</li> <li>• Alignment of responsibilities with key organisational strategies, such as the Community Plan, Disability Action Plan and Municipal Health and Wellbeing Plan; and</li> <li>• Ensure all agreements set out the objectives of the facility and recognises the contributions of Council and the community clubs/groups to the facility (including signage standards).</li> </ul>	Short	Within current budget





## **Section 2**

### Summary of the Research and Consultation



## METHODOLOGY

The development of the Strategy has involved the following tasks:

### Research

- Analysis of current and likely future demographic profile of Bayside;
- Review of national, state and local recreation participation trends; and
- Review of relevant Council documents.

### Supply review

- Audit and review of Bayside's recreation facilities.

### Demand assessment

- Randomised household survey;
- Community consultation with:
  - o Residents;
  - o Sport and recreation Providers;
  - o Council's Recreation and Open Space Forum;
  - o Peak sport and recreation agencies;
  - o Schools; and
  - o Neighbouring Councils.

### Gap analysis and directions

- Preparation of a Discussion Paper for public comment
- Review and analysis of consultation findings and themes.

### Final document

- Draft Recreation Strategy for public comment;
- Review of feedback and comments to inform Council's adoption of the Recreation Strategy.

## THE CITY OF BAYSIDE

The City of Bayside is located in Melbourne's middle southern suburbs, between 8 and 20 kilometres south of the Melbourne central business district. The City

of Bayside is bounded by the Cities of Port Phillip and Glen Eira in the north, the City of Kingston in the east, and the Port Phillip Bay foreshore in the south and west. The City's boundaries are Head Street, St Kilda Street and Glen Huntly Road in the north, and the Nepean Highway, North Road, Thomas Street, the Frankston railway line, Charman Road in the east and the low water mark of Port Phillip Bay on south and west boundaries.

The City encompasses a total land area of about 37 square kilometres and includes the suburbs of Beaumaris, Black Rock, Brighton, Brighton East (part), Cheltenham (part), Hampton, Hampton East, Highett (part) and Sandringham.

The City has approximately 293 hectares of open space, excluding private golf courses and school facilities. Nearly two thirds of open space is owned and managed by Council, whilst the remaining land areas are largely owned by the Department of Sustainability and Environment (and managed by Council as Committee of Management).

## DEMOGRAPHICS

The City of Bayside's 2012 estimated resident population is 96,767 and Bayside's average annual growth rate over the 2011 to 2012 period was 0.7%.

The 2011 Census also showed that children aged 0-17 years represented 23.4 per cent and young people aged 18-24 years represented 7.7 per cent of the Bayside population. The average (median) age of Bayside residents was 42 years, with 44.9 per cent of the population aged 25-59 years. Older residents aged 60 years and over accounted for 23.9 per cent of the Bayside population.

The majority of Bayside's 34,700 households are family households, mostly couples without children and couples with children under 15 years of age. Lone person households comprised 23.1 per

cent of all Bayside households in 2011, many being older adults aged 60-84 years. Over the next ten years Bayside is forecast to experience substantial growth amongst those aged 65-74 years, as the 'baby boomer' generation ages. There will be increasing numbers of couple only and lone person households.

Bayside is a relatively affluent area, as measured by the Australian Bureau of Statistics Index of Relative Socio-Economic Disadvantage in 2011. Bayside is ranked third highest of all 31 metropolitan Melbourne municipalities on the Index, meaning it is one of the least disadvantaged. Further analysis identifies that there are pockets or neighbourhoods experiencing disadvantage. Many of these disadvantaged neighbourhoods contain higher proportions of public housing and/or households in housing stress. Of the nine Bayside suburbs, Beaumaris is the least disadvantaged and Hampton East, the most disadvantaged.

Bayside's Health and Wellbeing Plan survey data shows that Bayside residents self-reported high levels of regular exercise, with 77 per cent completing 2.5 hours of vigorous exercise per week.

Details of the City of Bayside population include, as reported in the 2011 Census:

2011	City of Bayside	Greater Melbourne	Victoria	Australia
Median age	42	36	37	37
Median weekly household income	\$1,826	\$1,333	\$1,216	\$1,234
Couples with children	36%	34%	32%	31%
Older couples without children	11%	8%	9%	9%
Medium and high density Housing	32%	28%	23%	25%
Households with a mortgage	32%	35%	34%	33%
Median weekly rent	\$390	\$300	\$277	\$285
Households renting	21%	26%	26%	29%
Non-English speaking backgrounds	12%	24%	20%	16%
University attendance	5%	5%	5%	4%
Bachelor or Higher degree	35%	24%	21%	19%
Vocational	10%	15%	16%	18%
Public transport (to work)	14%	14%	11%	10%
Unemployment	4%	6%	5%	6%
SEIFA index of disadvantage 2006	1096	1023	1012	1005

Council's Population Forecast indicates that the total population of Bayside will increase by 7 per cent over the 2011-2022 period.



The largest age group in the City of Bayside counted in the 2011 Census was 40-44 year olds, with 7,470 persons.

Council's Population Forecast indicates that, by the year 2022, the largest age group in Bayside will be 50-54 year olds, with 7,848 persons. The number of people aged over 65 is expected to increase by 4,020 (24 per cent) over the 2011-2022 period and represent 20 per cent of the population by 2022.

The age group which is forecast to have the largest proportional increase (relative to its population size) by 2022 is 75-79 year olds, who are forecast to increase by 52 per cent, to 4,163 persons.

## RECREATION CONTEXT

### Commonwealth

#### National Sport and Active Recreation Policy Framework (2011)

This framework provides each tier of government a guide for the development and alignment of sport and active recreation policies, strategies and programs that aim to deliver: increased participation, success in international competition and strong national sporting competition. This approach has the holistic objectives of contributing to improved health and education outcomes, enhancing social inclusion and community development.

Of relevance to the Strategy, the commonwealth government expectations of local government is to:

- Establish local management and access policies for sport and recreation facilities;
- Support and coordinate local and regional service providers (venues and programs);
- Liaise with the State Government on targeted program delivery;
- Support and partner with

non-government organisations that enable sport and active recreation participation;

- Incorporate sport and recreation development and participation opportunities within Council plans;
- Collaborate, engage and partner across government departments on shared policy agendas; and
- Invest in sport and active recreation infrastructure.

### State

#### Sport and Recreation 2005-2010 – A Five Year Strategic Plan for Sport and Recreation Victoria

This strategy was developed and identified strategic directions to achieve the following sport and recreation outcomes:

- A culture of inclusiveness and participation;
- Access to sustainable activities and facilities in all Victorian communities;
- A cooperative approach to improved service delivery; and
- A leading sport and recreation sector that provides opportunities for all Victorians to achieve their goals.

The strategy is currently under review and will reflect the current state government priorities. The new Victorian strategy will be particularly relevant when Council is identifying grant opportunities that achieve Council's strategic objectives and align with the state government's funding priorities.

#### Cycling into the Future 2013-23 – Victoria's Cycling Strategy

In recognition of the strong growth in cycling, the state government has recently released the Victorian Cycling Strategy that proposes several actions that support, and are consistent with, the Strategy, including:

- Build the evidence on cycling to inform decision making;
- Enhance governance and streamline processes to clarify and improve accountability, coordination, planning and delivery;
- Reduce cycling safety risks and conflicts;
- Encourage cycling by helping Victorians to feel more confident about cycling;
- Grow the cycling economy - planning cycling networks to improve connectivity; and
- Better target investment in cycling infrastructure.

The Victorian Cycling Strategy is of particular importance to this Strategy as Bayside has a high participation rate of cycling and a community demand for improved cycling infrastructure.

### Local

#### Bayside Council Plan 2009 – 2013 (revised 2010)

As a key strategic document, the commitments and strategic objectives identified in Bayside's Council Plan 2009 – 2013 (revised 2010) has informed the development of the Recreation Strategy. They include:

1. Lifestage wellbeing of our people

***“Bayside residents will continue to enjoy a high quality of life and wellbeing”.***

2. Advocacy for and with our community

***“We will be an effective advocate on behalf of, and with, the Bayside community”.***

3. Managing our built environment

***“Buildings and infrastructure will be respectful of Bayside's character and environment in creating a liveable city”.***

4. Natural environment, open space and biodiversity

***“We will improve the quality of our natural environment and***

**open spaces and meet the challenges of climate change”.**

**“We will reduce Council’s reliance on non-renewable energy resources”.**

5. Community engagement and having real conversations

**“We will effectively engage with our community”.**

6. Stewardship, governance and leadership

**“We will improve the condition and suitability of the municipality’s assets and resources, and the capability of our organisation”.**

### **Bayside 2020 Community Plan**

The Bayside 2020 Community Plan provides a vision for Bayside for the next ten years. Based on an extensive and ongoing community engagement process, it sits at the heart of Bayside’s planning framework, providing an essential reference for all of Council’s plans, policies and strategies and an orientation to community engagement, now and into the future.

The Bayside 2020 Community Plan identifies eight priority areas. Of these, the following relate to the preparation of a Recreation Strategy:

1. Create community connections for socially excluded Bayside community members.
2. Deliver recreation, leisure, arts and culture facilities and resources that meet the needs of the Bayside community.
3. Encourage healthy living through the use of Bayside’s green spaces and the importance of wellbeing.

### **Municipal Strategic Statement**

The Municipal Strategic Statement (MSS) provides the vision for land use planning and development within the City of Bayside. The MSS is embedded in Bayside’s Planning Scheme, which outlines Council’s directives and statutory powers for land use. The MSS provides principles and strategies that are relevant to the development of the Recreation Strategy, including:

#### **Open space**

- The need to provide open space and recreational opportunities that meet the changing needs of the community; and
- The protection and enhancement of open space is key to the economic and environmental viability of the municipality.

#### **Infrastructure**

- The provision of infrastructure to meet the needs of the existing and future community; and
- The need to manage the impacts associated with major community infrastructure.

#### **Strategies**

- Provide a balance of active and passive recreation opportunities;
- Ensure equitable use of sporting facilities;
- Restrict the enclosure of public open space; and
- Encourage sharing of facilities to minimise the need for additional buildings.

### **Municipal Public and Health and Wellbeing Plan 2009 – 2013**

Councils are able to influence the health and wellbeing of their community through leadership, advocacy, strategic planning, service delivery and health promotion.

Bayside’s Health and Wellbeing Plan survey data shows that Bayside residents self-reported high levels of regular exercise, with 77 per cent completing 2.5 hours of vigorous exercise per week. Lower rates of exercise were reported by adults aged 40-45 years and families with young children. Bayside residents nominated physical activity as their second most important contributor to their sense of health and wellbeing, specifically mentioning ‘keeping fit’, recreation and hobbies, outdoor activities and gardening.

The Bayside Health and Wellbeing Plan priority areas and associated goals, as they relate to the Recreation Strategy include:

- Socially connected and inclusive communities

A community that embraces diversity, in which people across life stages have opportunities to develop social connections, and to participate in activities that enhance wellbeing and support fulfilling lives.

- Being active eating well

A community that embraces active lifestyles and good nutrition, within an environment that supports healthy lifestyle choices.

- Safe environments for all

A community that provides a safe environment with preventative programs to minimise risk of harm to individuals.

### **Open Space Strategy 2012**

The Open Space Strategy (OSS) is a 20 year planning document that provides policy and strategic direction to enable Council to make decisions about how open space is used, developed, managed and maintained across the municipality. The OSS is particularly relevant to the Recreation Strategy, as a substantial proportion of sport and recreation activities are undertaken in open space, such as golf courses, recreation facilities, foreshore, parks and reserves, trails and school sportsgrounds.

Relevant OSS principles and actions have been integrated into the Recreation Strategy such as:

- Managing open space by its prime function;
- Encouraging shared use of open space and facilities;
- Review tenancy arrangements on public land;
- Development of a Bayside trail network;
- Addressing the issue of dogs in open space; and
- Development of an asset management plan for open space.



### Disability Strategy and Action Plan

The Disability Strategy and Action Plan (2010-2013) is a three year strategic plan for the development and coordination of services that impact on the lives of people with a disability, their families and carers in Bayside.

The Disability Strategy and Action Plan influences Council's recreation priorities through the implementation of relevant key result areas and objectives, including:

- Built Environment

Improve access to the built environment such as buildings (public, and where possible influence private), parks, open spaces, signage, roads and footpaths.

- Disability Awareness and Social Connections

Promote participation in and continue to engage people with disabilities in health and wellbeing activities through social connectedness.

### Integrated Transport Strategy 2012

The Integrated Transport Strategy (ITS) sets out Council's direction for transport planning, and the provision of transport services for the next 10 years and beyond.

A key principle of the ITS is to promote sustainable modes of transport, such as walking and cycling for local trips. The ITS identifies several actions, such as developing a Pedestrian Strategy, that will inform and complement the Recreation

Strategy. The Pedestrian Strategy will principally focus on walking for commuting and the pedestrian routes (footpaths in the street environment) that serve activity centres catchments and connect key destinations.

The ITS also includes reference to key cycling planning documents such as the Beach Road Corridor Strategy.

**Other minor Council documents reviewed to inform the preparation of the Strategy include:**

- Regional Soccer Strategy 2008
- Tennis, Bowls and Croquet Strategy 2007
- Sportsground Allocation Policy 2012
- Sportsground Pavilion Improvement Plan 2013
- Use of Council Reserves for Commercial Purpose Policy 2012
- Skate and BMX Strategy 2004

**Summary of Community Engagement**

**Marketing and Branding**

A wide variety of tools and resources were used to promote the development of the Recreation Strategy including:

- Multiple media releases and articles prepared for inclusion in 'Let's Talk Bayside';
- Several mail-outs to allocated and leased sporting clubs;
- Inviting general submissions via Council's 'Have Your Say' webpage; and
- Obtaining "push and pull" information through the use of a dedicated Facebook page.

**Surveys**

- Resident Survey

In response to a random household survey sent to 5,000 households in Bayside, 822 valid responses were received.

This return rate produced a

relevant dataset that could be considered indicative of the wider Bayside community. The Household Survey provided valuable and reliable data that assisted Council to determine resident's recreation participation habits and preferences.

- Online Survey (General public)

An online survey was promoted to the public via Council's Have Your Say webpage, media releases and Facebook. This survey enabled individuals who were not included in the random household survey to provide feedback.

- Online Survey (Leased facilities)

A targeted online survey for recreation providers who lease Council facilities .e.g. tennis, bowls, recreation and community centres was made available.

**Sport and recreation providers' workshops**

Two facilitated sessions were conducted with sport and recreation providers including schools and private providers. Outcomes of the sessions informed key themes within the Discussion Paper used to inform the Strategy development.

**State Sporting Associations**

Over 100 state sporting associations were directly contacted to contribute key information to the development of the Recreation Strategy. These groups were surveyed to determine the current situation with their sport, key priority areas, threats and opportunities.

**Sports club workshops**

Workshops were conducted for both allocated and leased facility sporting clubs. These facilitated sessions provided an opportunity for these key stakeholders to give feedback that was used to identify key issues and themes.

**Recreation and Open Space Forum**

Members of Council's Recreation and Open Space Forum were consulted during the development

of the Discussion Paper and were invited to provide direct feedback as part of the community consultation phase.

**Workshop with neighbouring Councils**

A workshop was conducted with key recreation staff from neighbouring councils including the Cities of Kingston, Port Phillip and Glen Eira. The outcomes of this workshop were included in the Background Paper of the Strategy.

**Project Control Group**

To provide an opportunity for cross-organisational input into the development of the Strategy a Project Control Group was formed. Departments that were represented included:

- Recreation, Events and Social Development;
- Urban Strategy;
- Asset Management;
- City Works;
- Commercial Services; and
- Environmental Sustainability & Open Space.

The Project Control Group met regularly in sessions to provide feedback on key issues and themes identified during the consultation and research phase of the Strategy.



# **Section 3**

## Key Findings and Themes



## KEY FINDINGS

### Key age groups

The largest age group in City of Bayside counted in the 2011 Census was 40-44 year olds, with 7,470 persons. Council's Population Forecast indicates that, by the year 2022, the largest age group in Bayside will be 50-54 year olds, with 7,848 persons. The demand for walking, cycling, dog exercising, swimming and tennis activities and the use of commercially - provided recreation facilities will remain strong for this age group.

By 2022 the number of people aged over 60 years will increase by 4,648 - priorities for this age group's needs include activities close to home and safe use off road trails.

### Target groups to increase participation

There are individuals and communities within Bayside that experience disadvantage in many forms. Recreation and sport helps to build communities and create a sense of community connection. Sport and recreation helps to bind families through shared experiences and achievements. Through participation, sport helps address anti-social behaviour and can support education

The lack of indoor and physically accessible club based facilities is a major barrier to participation for older adults, people with a disability and female participants. The renewal and upgrade of recreation facilities to provide inclusive access and facilities to meet current standards and mixed genders have been expressed as a priority for the Bayside community.

### Preference for types of facilities

Walking and cycling paths are considered to be most important recreation assets, but are perceived as needing attention, including upgrading of pathways and provision of information and signage.

The provision of dedicated dog

socialisation/exercise areas will lessen conflicts between off lead dog exercise and people that are recreating in open space areas.

The preferences expressed by user groups and residents reinforce the need to keep a balance between social and non-competitive sports and physical activities (e.g. walking, cycling, swimming, fitness, play and foreshore aquatic activities) and investment in competition sports, both indoor and outdoor. For this reason, recreation priorities should include:

- trails and off-road path network;
- indoor sports courts; and
- dedicated dog socialisation areas.

### User group issues

Key concerns raised by user groups, include:

- Improving facilities to meet the current requirements for the growth in junior sport;
- Providing infrastructure that meets contemporary sporting standards and are inclusive of all Bayside residents;
- Financial viability of clubs with increasing costs and diminishing interest from members to act as volunteers; and
- Establishing partnerships with Council to work through occupancy issues, planning facility improvements and collaborating to maximise marketing and promotional opportunities.

The research and engagement undertaken to inform the development of 'Active by the Bay' 2013 – 2023 Recreation Strategy has identified the following eight Priority Areas for future recreation provision within Bayside:

## THEMES

### 1. Distribution and access to recreation facilities

The distribution of facilities is of high importance to the Bayside community. Residents value convenience, walkability and equity of access to recreation facilities.

The distribution of facilities is also critical to ensuring that in future, young people and older adults can get to sport and recreation facilities without relying on vehicles for transport.

The responsibility for the provision of recreation facilities should not solely rest with Council, as private and public schools offer the community access to recreation facilities. It is important schools and Council work together with the future planning and management of recreation facilities.

There is a good range of recreation facilities and opportunities offered to Bayside residents. In terms of open space Bayside has a well-developed provision of local and municipal parks. Bayside's 17 kilometres of foreshore is a major attractor for both structured and unstructured recreational activities. The enhancement of major parks with linear paths and linkages between open space area would encourage increased recreational activity.

A specific need expressed through this Strategy is for an additional youth skate facility to service Hampton East and Highett.

The Bayside community is highly engaged with aquatic recreation facilities, including swimming, boating, fishing, kayaking, scuba diving and bathing. The foreshore area is also very popular for cycling, walking and running activities. Council's continued efforts to maintain and improve the foreshore area are very important to sustain recreation activity into the future.

There are cross border opportunities for Councils to promote facilities and services, work closely on the

provision of off-road trails and to improve access across the major roads that create barriers to large open spaces and sports facilities. Council should continue to work with neighbouring Councils with the development of sub-regional facilities.

Co-ordinated planning of sport and recreation facilities and trails between Councils will facilitate the more logical and sustainable distribution of complementary facilities and minimise duplication.

## 2. Community capacity building

Sporting and recreational activities and events contribute to the development of stronger social networks and more cohesive communities – for participants, volunteers and supporters. They provide opportunities for social engagement; often creating awareness and acceptance of differences between individuals and communities.

Within Bayside there are some of the oldest and largest sporting clubs within Australia. The capacity of clubs is strengthened through its members, many of whom are attracted to a club to connect to family, friends, neighbours and other members of the community.

Bayside residents have a strong sense of identity and affiliation with their local sporting groups. The creation of further linkages between sport and recreation groups will provide greater connections within the community and build community capacity

There are examples of sport and recreation clubs within Bayside aligning or merging memberships and activities to benefit members. As this practice can provide many benefits, it should be encouraged.

## 3. Range of activities and facilities across Bayside

Bayside has over 300 indoor, outdoor and foreshore recreation activity locations.

Mainstream sporting club such as AFL, soccer, basketball, cricket and netball have very high membership numbers with some clubs amongst the largest in Victoria. In contrast minority sports such as rugby, lacrosse and archery are not provided within Bayside, but are available in adjoining municipalities.

An analysis of activities (including known private facilities) by location suggests that cricket (16%) has the highest level of total provision, followed by tennis (10%), guides / scouts (9%), Australian Rules football (7%), aerobics / fitness (6%), soccer (5%), golf (4%) and dance / ballet (4%).

Council importantly provides much of the infrastructure to support recreation activities that are resource intensive e.g. open space or large stadium facilities. The private sector typically provides activities that are less resource intensive and commercially viable. Within Bayside there a number of examples of commercial recreation activities provided through public infrastructure, including fitness centres, swimming pools and tennis facilities. Where there is not a commercial market but high participation and demand, provision of facilities e.g. off-road trails for walking/jogging, Council takes a lead role with the provision and maintenance.

Most court and field sports have a hierarchy of facilities in Bayside, providing different standards of facilities for different levels of the sport.

Retaining a sound hierarchy of facilities assists the development of pathways while delivering more cost effective management of facilities and a better distribution to match users' needs.

In some sports (such as netball, tennis, Australian Rules football and basketball) the larger scale sub-regional facilities need additional work to meet standards required by the sports code.

## 4. Capacity of sportsgrounds

### Optimising sportsground use

Research indicates that there is demand for additional capacity on sportsgrounds, especially for junior sport in winter particularly soccer, AFL and netball activity.

Increasing the capacity of sportsgrounds can be achieved through: installing Australian Standard sports lighting, improving the quality of sporting surfaces and increasing use at non-traditional times. There is also the need for facilities that meet contemporary sporting standards and are inclusive of all abilities and genders.

Due to the competition between users for sportsgrounds it is necessary to prioritise use by “in-season” clubs and ensure adequate rest and maintenance periods to protect ground conditions.

Council has invested significantly to upgrade sportsground to improve drainage and introduce drought tolerant turf species. It is important for Council to continue improving these facilities and to modify maintenance practices to ensure the condition of these assets for recreation and sport activities into the future. Recent research has provided new generation synthetic surfaces that can be used for a broad range of sporting uses. Unlike turf based sportsgrounds, which require regular ongoing maintenance and can suffer from wear and environmental issues, synthetic surfaces can accommodate year round and all weather training and competition usage. The use of synthetic surfaces should be considered as part of the future renewal of upgrade of sportsgrounds.

As the City of Bayside has limited opportunities to acquire new land to develop new sportsground facilities, any new proposed development or proposed loss of community access to existing facilities e.g. school sites should be analysed to evaluate



the impact upon recreational participation.

A clear policy on capital contributions to facilitate partner contributions towards open space improvements is also required. This policy should highlight the importance of partnership funding with the planning and delivery of facility improvements to meet the needs of the Bayside community.

### **Sports development and relationship with schools**

Whilst infrastructure planning and provision is a major focus for Council, sports development (addressing club related issues and participation pathways), as well as marketing and communication will become more important in order to maintain participation.

Enhancing relationships between Council, schools and community groups is important to guide the future planning of services and use of facilities. Many sporting clubs

have identified young people as a future market to sustain membership and ultimately their future.

Schools play a very important role in determining what activities children are exposed to and the patterns of activity children adopt. They provide many sports not available locally as well as facilities used by local clubs (e.g. indoor sports, indoor aquatics, hockey facilities, synthetic soccer grounds etc.). Partnerships with schools will assist in developing pathways from school sport to community clubs and enhance their sustainability. While Council currently has joint arrangements for the use of public school land and facilities for community use, these types of arrangements could be enhanced and expanded to other schools and facilities.

### **5. Indoor Sport and Recreation**

The following factors support the need to provide additional indoor sport and recreation facilities:

- current strength of demand for indoor sports and recreation and the increasing proportion of activities moving indoors;
- likelihood of demand increasing as the population ages; and
- increasing demand for outdoor space (which cannot easily be supplied).

As the population ages there will be an increased demand for activities that are not influenced by weather conditions.

Council indoor recreation facilities, including Sandringham Family Leisure Centre, Hightett Recreation Centre, Brighton Recreational Centre and Sandringham Youth Club (Hampton), Middle Brighton Baths are important providers of sports such as gymnastics, basketball, fitness activities, dance and squash. As the utilisation of these facilities is high there is limited (in some cases no capacity) to increase recreation and sporting activity.



### **Gym / fitness activities**

Bayside residents have a high level of involvement with health and fitness activities such as attending the gym, health club, personal training or group fitness classes. The provision of mainstream health and fitness activities is well provided for by the private sector within Bayside. As the Bayside population ages there will be an increased need to provide health and physical fitness activities for this demographic cohort, particularly people experiencing disadvantage.

### **Guides / scouts**

The Victoria Scouts and Girl Guides Victoria lease Council land for the purpose of conducting scouting and guide activities. The Victorian Scouts presently have 19 sites within Bayside and have indicated that it is undertaking a strategic review of these sites to determine a preferred future approach to facility provision.

The outcomes of the strategic review should be balanced with other community needs to ensure the best use of open space areas within Bayside.

Girl Guides Victoria are not proposing any developments with its facilities within Bayside.

### **Sports courts**

There is a relatively narrow range of public indoor sports courts within Bayside. Public indoor sports courts include four at the Sandringham Family Leisure Centre and single courts at both the Brighton Recreational Centre and Sandringham Youth Club, which are ageing and do not meet the current standards required of the sports currently undertaken. In addition there are a number of sports courts at schools, which are reportedly used to maximum capacity after school hours.

Basketball activity is very dominant within Bayside, with clubs and associations using most of the available indoor sports courts

(school and Council facilities). As a consequence other minor indoor sports such as table tennis, FUTSAL (indoor soccer) and badminton have limited access to indoor sports courts.

Due to risks associated with inclement weather, netball is a sport that is seeking greater access to conduct its activities indoors. There are limited opportunities to accommodate indoor netball, which has strong levels of participation, within Bayside.

The provision of additional indoor sports courts is a high priority for existing sporting groups within Bayside. Furthermore, the community management arrangements of facilities may need to be reviewed to identify opportunities to improve access to and sharing of indoor sports courts.

### **Aquatics**

The household survey indicated a high demand for indoor swimming and for children; swimming was the highest participation activity.

There are 3,594 swimming pools in private dwellings in Bayside, as well as a number of private school and commercially operated swim centres. Council has two privately operated aquatic centres on public land, including the iconic bay swimming facility at the Middle Brighton Baths and the indoor pool at Sandringham Family Leisure Centre.

Demand was expressed by swimming providers for greater water capacity to meet learn to swim and school demand, as well as informal lap swimming opportunities for adults.

There has been a considerable increase in the supply and quality of large aquatic facilities within the municipalities adjoining Bayside. These facilities offer a variety of aquatic facilities and are readily accessible to Bayside residents. The business planning of the Glen Eira Sports and Aquatic Centre

considered the northern areas of Bayside as a target market for its services and programs. In addition, the Waves Aquatic Centre in Kingston also attracts high visitations from Bayside residents.

The future provision of aquatic facilities within Bayside will require the completion of a detailed assessment of aquatic needs within the City and broader region. Until a detailed assessment is completed, the priority for Bayside should be to maintain the existing aquatic facilities and seek to maximize 'learn to swim', fitness and other aquatic programs targeting older adults and people with a disability and people experiencing disadvantage.

### **Developing relationships with private providers**

There are a high number of private providers of gym, fitness, dance, golf, tennis, and in-line skate activities within Bayside. These activities complement club-based recreational activities and provide 'pay as you play' services without routine commitment.

The duplicating of services by Council and commercial providers should be avoided. With a number of Council's facilities, including fitness clubs, aquatic facilities and golf courses tenanted by commercial operators, opportunities exist to work in partnership with the planning and delivery of services that engage people experiencing disadvantage within Bayside and the ageing population.

In addition to broadening services and programs, the engagement of commercial providers with the view of sharing asset renewal responsibilities and embracing environmental sustainability principles and practices may benefit the broader Bayside community.



## 6. Specialised outdoor sports surfaces

### Tennis

A broad diversity of tennis opportunities is available within Bayside. These include being able to 'pay as you play' court hire and programs, tennis club membership and social tennis participation. Bayside has a high rate of tennis court provision and participation in this activity.

Tennis Victoria has well-developed resources to support its affiliate clubs and diversified recreational and fitness programs. The National peak agency, Tennis Australia, also provide infrastructure improvement grants for clubs. Applications for these grants must meet the eligibility requirements and demonstrate alignment with Tennis Australia's broader strategic planning objectives. As part of building sustainable tennis clubs and supporting a pathway structure for its sport, Tennis Australia has prepared the Tennis 2020 Facility Development and Management Framework for Australian Tennis. A key component of this framework is the establishment of a hierarchy of tennis facilities, which at municipal level could include regional (16 courts), sub-regional (12 courts) and district (8 courts) tennis facilities.

Bayside is not strongly aligned with the framework as the majority of the tennis facilities are less than six courts, with many sites comprising three courts or less.

Further strategic work is required to be undertaken in collaboration with clubs, centres, Tennis Victoria and Tennis Australia to determine a future direction specifically for tennis facilities within Bayside.

### Netball

The limited number and declining condition of existing public outdoor courts and the absence of those with floodlights (as well as the need for multiple indoor netball courts) has been identified as an issue for

the Bayside community.

The Thomas Street, Sandringham netball facility has six outdoor netball courts and one indoor multi-use court and is home to the Sandringham District Netball Association (SDNA) that reports it is unable to meet current netball demands with many junior players seeking netball participation outside of Bayside.

Of the 3,387 registered players with Netball Victoria residing in Bayside only 1,350 are members of the SDNA.

There is potential for additional netball facilities to meet local needs and build the capacity of the SDNA.

### Bowls

The sustainability of the current number of bowls clubs is of concern due to the limited range of social and development programs, the lack of promotion of the game and pathways and programs with schools. Current leasing arrangements and ageing facilities also constrain participation in this sport. Opportunities to enhance social opportunities and participation by youth, women and people with a disability are currently in place at some bowls clubs, but others would benefit through the development of these programs.

There is a need to provide a mechanism to support local clubs in maintaining their infrastructure and continuing to deliver a range of programs equitably distributed across Bayside.

There are some bowls clubs in Bayside that have extended their appeal through hosting community interest activities such as 'bridge' clubs, which regularly attract participants numbering over 100.

### Golf

There are five public golfing facilities located within Bayside. A recent review into golf activity within Bayside recommends that a hierarchy of the public golf facilities

be formalised to establish a context for the future development and use of public golf facilities.

### Croquet

The two croquet clubs in Bayside have an ageing player base. Ageing facilities and lack of lighting and promotion constrain participation, especially by people with disability and females. Enhancement of facilities, junior and program development will be necessary to sustain the future of croquet within Bayside.

### Hockey

Council, the Victorian Government, Brighton Secondary College, Brighton Grammar School and local hockey clubs jointly contributed to the development of the multi-purpose hockey facility located at the Brighton Secondary College.

As the synthetic surface at this facility is nearing the end of its useful life and likely to require renewal during the next three years, it is important that a plan is identified to renew the surface and continue school and community access to this locally significant facility.

### Athletics

The athletics track in Thomas Street Sandringham, is the only synthetic athletics track in Bayside. The facility is well patronised for structured athletics activities, including club and schools based activities and is accessible for the general public at other times.

The athletic track in Thomas Street Sandringham is likely to require significant renewal during the duration of this Strategy. Whilst the current leasing arrangement with the Sandringham Athletic Club requires the Sandringham Athletics Club to allocate funding within a 'sinking fund' for track maintenance and renewal, it is unlikely that the Club can fully fund the future renewal of the synthetic track, including improvements to the sub-base and drainage.

A partnership approach is warranted with the renewal of the synthetic athletics track with Council and the Club jointly providing funding and Council taking a leading role with the design and project management works at the site.

### General

In general terms, the continued success of specialised surfaces within Bayside will be dependent on the following:

- Maintaining and promoting a good distribution of facilities to encourage young families and older adults to reach them;
- Providing these activities in a range of forms from social to high standard competition;
- Availability for use of these facilities outside of daylight hours;
- Development of close working relationships with schools, clubs and peak bodies;
- Maintaining the assets in keeping with current expectations of players and the sports; and
- Developing consistent mutually agreeable terms of occupancy for facilities on public land.

### 7. Competing demands to recreate in open space

The high rate of walking, sporting usage, fitness training, off-road cycling and unstructured recreational pursuits places significant demands upon open space within Bayside. As the Bayside population grows, the demand for access to open space for recreation purposes will increase.

There are increasing pressures on sportsgrounds for casual use and dog exercise. As sportsgrounds are specifically designed and managed for sporting activities and this tends to provide the highest frequency of participation, activities that are not dependent on sportsgrounds should be assigned to other locations whilst sporting activity is in progress.

Whilst the principal use of a facility or open space is guided by its primary documented purpose, as per Council's Open Space Strategy 2012, opportunities exist to enhance the secondary use of open space, particularly at sporting reserves. The development of linear pathways will assist to offer opportunities for walkers and lessen the likelihood of conflicts with structured users of sportsgrounds.

Additional areas for off-leash exercise and socialisation should be provided exclusive of sportsgrounds and dog owners should be encouraged to walk with their dogs, which benefits both the owner and the dog.

The foreshore is an important destination for unstructured recreation activities and the further management of foreshore activities and dogs is required.

There is an increasing range of foreshore and water based activities that are impacting on the quiet enjoyment of others. Further management may be required of kite surfing / boarding and personalised watercraft use.

Given the high demand for beach activities, further private uses that restrict community access should be carefully considered. The maintenance of relationships between Council, Department of Sustainability and Environment and Parks Victoria is important with the management and provision of recreation activities on the foreshore. As the community that places high value on the provision of open space, recreation facility developments must be designed and implemented in way that is sympathetic to the 'natural feel' of parks and the foreshore area.

### 8. Developing the off-road trail network

Bayside residents highly value off-road trails and use them for a range of recreation activities including walking, fitness and cycling.

The off road trails serve to meet recreational needs and provide trails for commuting purposes. Provision of off-road trail routes needs to be a high recreation priority for Bayside.

The Bay Trail, which by the end of 2013 will run the full length of Bayside's foreshore is well utilised by Bayside residents and a destination point for all Melbournians. It also supports a number of large events that attract tourism to Bayside. Within the foreshore area there are trails that in many cases are unformed and do not connect with crossing points, car parks or the existing Bay Trail. They are eroding the integrity and condition of significant vegetation and may compromise sustainable recreation activity at the foreshore. It is important that the trail networks along the foreshore are maintained to preserve long term community access and minimise further degradation of this regionally significant asset.

To encourage further off-road recreation activity, opportunities exist to investigate the creation of perimeter paths around:

- large reserves that enable an uninterrupted circuit for exercise; and
- public golf course facilities (where public safety can be maintained).

In addition off-road trails should be investigated along rail corridors that intersect with existing off-road paths and public and private facilities and connections across adjoining municipal boundaries.

### 9. Condition of assets and financial viability of clubs

#### Condition of assets

Some recreational assets are in poor condition and user groups report that their ability to raise money and cover the asset renewal costs has considerably reduced over the years.

Many clubs find it onerous to maintain their facilities in accordance

with all relevant codes and the requirements of the sport, as well as at safe and expected levels required to retain and attract sustainable memberships and participation.

Some occupancy agreements require users to establish 'sinking funds' and provide regular funding to these accounts so that the club has a source of funding to contribute to facility replacements and improvements. Consideration to expand the establishment of club operated sinking funds should be broadly encouraged.

A community grant scheme in partnership with clubs to contribute to minor facility replacements and improvements e.g. cricket wicket surface replacements, kitchen upgrades and accessibility improvements would be well received by Bayside sport and recreation clubs. These grant schemes are generally successful and common across other local government authorities with joint funding provided by Council and clubs at 50 (Council)/50 (club) basis.

### Financial viability of clubs

Clubs engaged through this project highlighted the following issues that impact on their financial viability:

- the condition of facilities does not enable clubs to be customer focused with many facilities not meeting basic accessibility and inclusivity requirements or gender needs;
- clubs are not able to finance significant asset management requirements to maintain and upgrade facilities;
- difficulties recruiting new members due to the current condition of facilities e.g. limited floodlighting and poor ground conditions;
- limited capacity to generate revenue through poorly design canteen/kiosk facilities;
- occupancy agreement conditions, such as hours of use

limit club activities;

- lack of clear direction with the upgrade and renewal of facilities;
- oversupply of clubs in some areas; and
- inability to install promotional/ sponsorship signage.

There is clear relationship between a club's financial viability and the conditions of its assets. A prioritised approach with the improvement of recreation facilities will assist the clubs to remain financially viable into the future.

## 10. Management of facilities and assets

### Facility management

Recreation facilities have been developed on Crown, Council, school and private land within Bayside. These facilities have been and continue to be funded by a range of Council, user groups/ peak bodies, community and government funds. Typically these facilities were provided to meet community needs and many have been modified over time in response to changing needs.

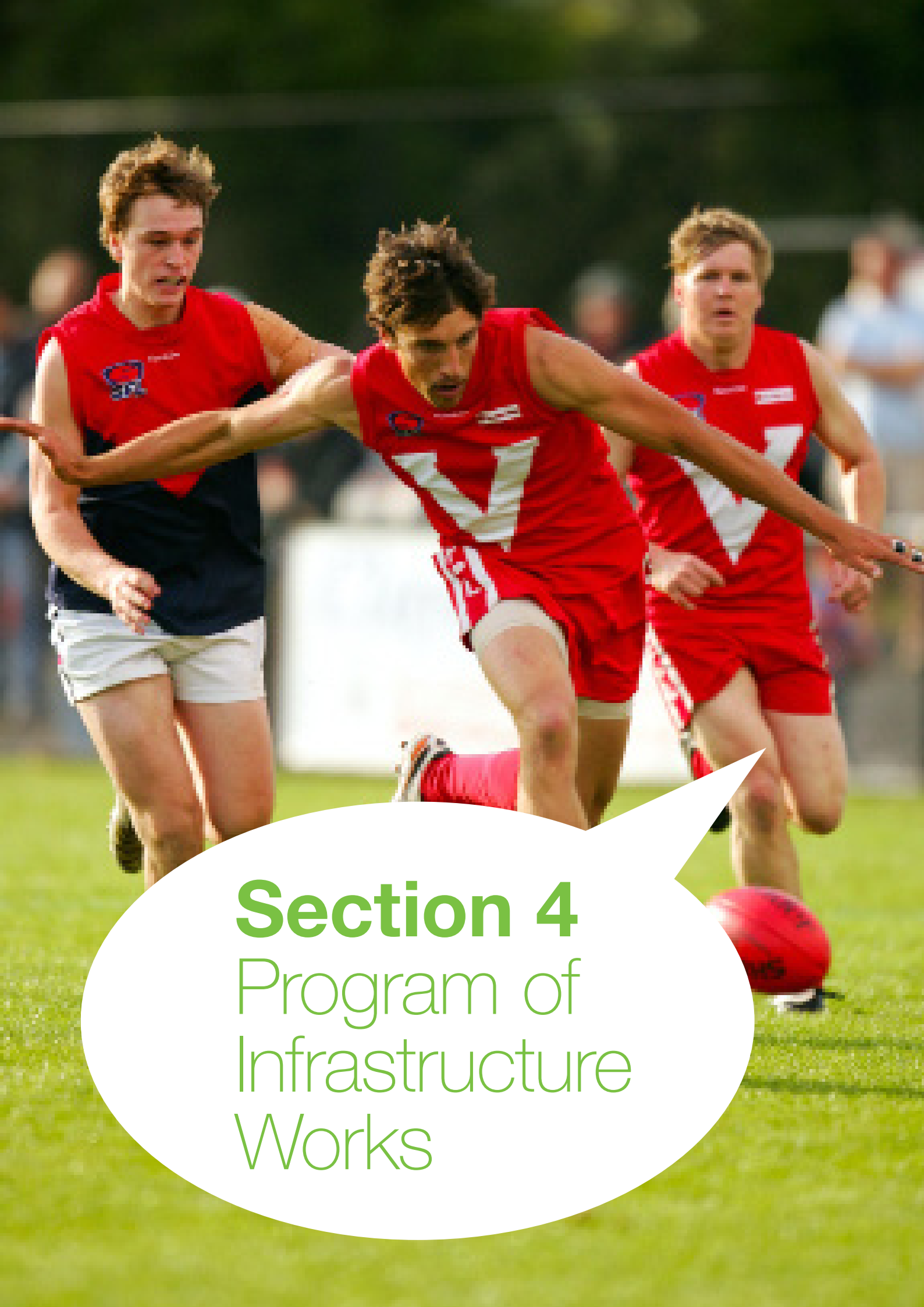
A major challenge for the Bayside community is that over time a variety of management arrangements have been put into place, which vary from one site to another.

Inconsistent approaches with asset management, occupancy agreements, rental fees, and charges and service requirements exist within and across recreation facility categories. Whilst it is accepted that it would be difficult to align all recreation facilities within an equitable framework, establishment of a management planning framework for recreation facility categories would provide improved consistency with their management and operation and guide the relationship between Council and the recreation facility operators.

Such a framework could include the

following elements:

- Nature and purpose of recreation facilities;
- Asset ownership and maintenance and asset renewal/ upgrade responsibilities;
- Provision of possible incentives to encourage participation and club and private investment into facilities
- Reporting requirements, including monitoring of demand and usage; and
- Management responsibilities.



## **Section 4**

### Program of Infrastructure Works

This section overviews the process to assess and assign a ranking for infrastructure works at Council's recreation and sporting facilities. The projects listed within this section provide a preliminary guide that is subject to further Council consideration, as part of its annual budget process. Exceptional circumstances may influence the implementation of infrastructure works as considered by Council from time to time.

### Sportsground Pavilions

Bayside's sports pavilions range in age from 1930's to the present day, however, more than 80 percent of the sports facility building stock is dated pre-1960.

To inform the renewal and upgrade of sportsground pavilions a Sportsground Pavilion Improvement Plan was completed and endorsed by Council. The Plan involved inspection and critical assessment of the sports ground pavilion facilities and their functionality, as well as review of relevant strategies and plans.

The following criteria are used to prioritise the renewal and upgrade of sportsground pavilion facilities:

- Current Building Asset;
- Financial Benefit;
- Broader Community Context; and
- Sporting and Community Needs Analysis.

The following table prioritises the pavilion improvements, as listed within Council's Sportsground Pavilion Improvement Plan:

Assessment Ranking	Sportsground Pavilion Locations
1	Elsternwick Park No.2 Oval
2	Hurlingham Park
3 & 4	Dendy Park Lower East & Dendy Park Upper West
5	Banksia Reserve
6	Cheltenham Park
7	Brighton Beach Oval
8	Tjilatjirrin Reserve (Destructor Reserve)
9	William Street Reserve
10	Cheltenham Recreation Reserve
11	Chisholm Reserve
12	Boss James Reserve
13	Castlefield Reserve
14	Beaumaris Reserve
15	AW Oliver
16 & 17	Sillitoe Reserve (North) & Sillitoe Reserve (South)
18	Dendy Park Athletics
19	Donald McDonald Reserve
20	Moorabbin West Reserve
21, 22 & 23	Peterson St Reserve (West), (Social) & (East)
24	Tulip St Baseball



### Sportsground Cricket Nets

Sportsground cricket nets are used for structured club activity and by unstructured recreational users.

The following criteria are used to prioritise the renewal and upgrade of sportsground cricket net facilities:

- Impact of use on the sportsground;
- Level of risks to users and passers-by due to insufficient or substandard netting, cracked concrete, open roofing, inappropriate materials and location;
- Compliance with the relevant Australian Standard; and
- Current and proposed training requirements.

The assessment ranking for the renewal and upgrade of sportsground cricket nets are listed in the following table:

Assessment Ranking	Sportsground
1	Cheltenham Recreation Reserve
2	Chisholm Reserve
3	Banksia Reserve
4	Elsternwick Park No. 2 Oval
5	Moorabbin West Reserve
6	Donald MacDonald Reserve
7	Castlefield Reserve
8	Tulip Street Reserve



### Sportsground Floodlighting

Sportsground lighting is used principally in autumn and winter to facilitate sports training activities.

The following criteria are used to prioritise the renewal and upgrade of existing sportsground lighting:

- Extent of detrimental patterns of wear on sportsgrounds due to lighting deficiencies;
- Current and proposed usage;
- Current level and quality of coverage on playing surface;
- Asset condition and suitability of luminaire;
- External funding contributions;
- Alignment of sportsground lighting with sportsground reconstructions;
- Compliance with the relevant Australian Standard; and
- Sportsground lighting being consistent with the sportsground classification.

The assessment ranking for the renewal and upgrade of sportsground floodlighting are listed in the following table:

Assessment Ranking	Sportsground
1	Beaumaris Reserve
2	Cheltenham Recreation Reserve
3	Donald MacDonald Reserve
4	Banksia Reserve
5	Elsternwick Park – Oval 2
6	Moorabbin West Reserve
7	Shipston Reserve East & West
8	Boss James Reserve
9	Peterson Reserve – East & West
10	Simpson Reserve
11	Dendy Park Lower - Stage 2
12	Brighton Beach Oval
13	Hurlingham Park No.1 Oval
14	A.W. Oliver Reserve
15	Tulip Street – Baseball
16	Spring Street Reserve
17	Destructor Reserve
18	Hurlingham Park No.2
19	Dendy Park Athletics
20	Cheltenham Park East & West
21	Elsternwick Park South – New St Oval
22	Elsternwick Park South – St. Kilda St Oval
23	William Street Reserve

### Sportsground Surfaces

The provision of safe and effective sportsground surfaces is essential for the conduct of the recreation and sporting activities. Without appropriately constructed and maintained sportsgrounds, community activity for structured and unstructured recreation activities would be jeopardised.

### Local and Municipal Sportsgrounds

The following criteria are used to prioritise the renewal and upgrade of sportsground surfaces:

- Extent of detrimental patterns of wear on sportsgrounds due to lighting deficiencies;
- Level of risks to users;
- Current and proposed usage; and
- External funding contributions.

The assessment ranking for the renewal and upgrade of sportsground surfaces are listed in the following table:

### Regional Sportsgrounds

Sportsgrounds that have regional appeal within Bayside include:

- Elsternwick Park Oval Number 1; and
- Trevor Barker Beach Oval.

The renewal and upgrade of regional sportsgrounds will be subject to a case-by-case consideration that includes factors such as condition and technical performance, community benefits, community access and financial contributions by peak sporting agencies.

Assessment Ranking	Sportsground
1	Cheltenham Recreation Reserve
2	Castlefield Reserve
3	Brighton Beach Oval
4	Peterson Street Reserve - East
5	Spring Street Reserve
6	Shipston Reserve
7	Chisholm Reserve
8	Dendy Park Lower (Stage 1)
9	Moorabbin West
10	Dendy Park Lower (Stage 2)
11	Simpson Reserve
12	Destructor Reserve
13	Cheltenham Park - East
14	William Street Reserve



## References

Bayside Coastal Strategy  
 Bayside Community Plan 2020  
 Bayside Council Plan 2009 – 2013 (revised 2010)  
 Bayside Disability Strategy and Action Plan 2010 – 2013  
 Bayside Domestic Animal Management Plan 2012  
 Bayside Housing Strategy 2012  
 Bayside Integrated Transport Strategy 2012  
 Bayside Municipal Health and Wellbeing Plan 2009 – 2013  
 Bayside Open Space Strategy 2012  
 Bayside Playground Strategy 2004-2009  
 Bayside Recreation Strategy Household Survey Report 2012  
 Bayside Skate and BMX Strategy 2004- 2007  
 Bayside Sportsground Pavilion Improvement Plan 2013 (Draft)  
 Bayside Tennis, Lawn Bowls & Croquet Strategy 2007-2012  
 Regional Soccer Strategy, Bayside and Kingston City Councils, 2008

## External References

Australian Bureau of Statistics, *Children's Participation in Cultural and Leisure Activities*, Catalogue No 4901.0 Australia (Victoria), April 2009  
 Australian Bureau of Statistics, *Participation in Sport and Physical Recreation*, Catalogue No 4177.0 Australia, (Victoria) 2009-10  
 Australian Bureau of Statistics, *Perspectives on Sport*, January 2011  
 Australian Bureau of Statistics, *Socio-Economic Indexes for Areas (SEIFA)*, 2011. Victoria  
 Australian Local Government Association (et al), 2008, *Healthy Places and Spaces, Towards a National Planning Guide*, Draft Discussion Paper  
 Australian Sports Commission, *Participation in Exercise, Recreation and Sport, Annual Report 2010, State and Territory Tables for Victoria*  
 Commonwealth of Australia, *National Sport and Active Recreation Policy Framework (2011)*  
 Football Federation Victoria, *Football in Victoria, FFV Strategic Plan 2012-2015*  
 Lifesaving Victoria, *Strategic Plan for 2011*  
 Profile .id, Bayside City Council (<http://profile.id.com.au/bayside/home>)  
 Forecast. id, Bayside City Council (<http://forecast2.id.com.au/default.aspx?id=107&pq=5000>)  
 State of Victoria, Department of Health 2011, *Victorian Public Health and Wellbeing Plan*  
 State of Victoria, Parks Victoria 2004, *Victorian Trails Strategy 2005-2010*  
 State of Victoria, Port Phillip and Westernport Catchment Management Authority, 2010, *Living Links, Corridors of Connectivity, Discussion Paper*  
 Tennis Australia, *Tennis 2020 Facility Development and Management Framework*  
 Vichealth, Victoria Walks, (<http://www.victoriawalks.org.au/>)  
 Victorian Government, Sport and Recreation 2005- 2010 – *A Five Year Strategic Plan for Sport and Recreation Victoria*







**Bayside City Council**

76 Royal Avenue, Sandringham

PO Box 27 Sandringham VIC 3191

T (03) 9599 4444

[enquiries@bayside.vic.gov.au](mailto:enquiries@bayside.vic.gov.au)

[www.bayside.vic.gov.au](http://www.bayside.vic.gov.au)