G21 REGIONAL FOOTBALL (SOCCER) STRATEGY

2023-2033

DRAFT REPORT

FOOTBALL VICTORIA
Surf COAST SHIRE
GOLDEN PLAINS SHIRE
Colac Otway SHIRE
CITY OF GREATER GEELONG

ACKNOWLEDGEMENT OF COUNTRY

In the spirit of Reconciliation, Football Victoria acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past, present and emerging, and extend that respect to all First Nations Peoples today.

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FOREWORD

Football Victoria are delighted to introduce the G21 Regional Football Strategy, which outlines the region's vision and roadmap for the development and growth of football over the next decade. This updated strategy takes into account the latest Football Victoria and Football Australia strategic frameworks, and focuses on key areas such as Female Football, Facilities & Infrastructure, the Fair Access Policy, Club & Game Development, and other critical factors across the G21 Football Community.

"Football is more than just a sport; it brings people together, fosters a sense of community, and promotes physical activity and mental wellbeing."

The G21 region has a rich football history, and this strategy builds on that legacy by providing a clear direction and plan for the future. The region is home to many talented players, coaches, administrators, and volunteers, and this strategy aims to support them in achieving their potential and to create an environment where football can thrive.

"The updated strategy places a strong emphasis on Women & Girls Football, which has experienced significant growth in recent years leading into the 2023 FIFA Women's World Cup hosted in Australia & New Zealand."

We recognise the need to provide equal opportunities and support for women and girls in football, and this strategy outlines specific initiatives to achieve this goal. The strategy also includes the implementation of the new Fair Access Policy, which ensures that football is accessible to everyone regardless of their background, abilities, or circumstances.

"In 2023, Football in the G21 Region is expected to see more participants than ever before. At present, our registrations are 18% higher than they were in 2022."

The COVID-19 pandemic has had a significant impact on community sport, and the football community has not been immune to this impact. The pandemic has presented unprecedented challenges for clubs, players, coaches, and administrators. Nevertheless, the football community has shown resilience and adaptability in responding to these challenges, and this updated strategy recognises the need to build on these strengths.

The Geelong Football Community is made up of a diverse range of clubs, including both those with an entrenched community history and newer clubs that have been formed in the region's growth corridors, and this strategy recognises the importance of supporting these clubs to grow and develop in a sustainable way.

The strategy also recognises the significant population growth being experienced in the G21 Region. As the region grows and evolves, it is essential that the football community continues to meet the changing needs and expectations of the community.

"The strategy provides a roadmap for the development of football that is responsive, adaptable, and sustainable."

Finally, this strategy recognises that football is constantly evolving, and we must adapt and respond to changes in the wider football landscape. The strategy takes into account the latest Football Victoria and Football Australia strategy documents and seeks to align our region's priorities with those of the wider football community.

In conclusion, I would like to thank everyone who has contributed to the development of this strategy, including the G21 Geelong Region Alliance, Local Government Representatives, Football Victoria Staff, our Community Partners, Clubs, and the broader Geelong Football Community. The G21 Regional Football Strategy provides a clear direction and plan for the future of football in our region, and I am excited to see the positive impact it will have on our community.

Sincerely,
Lachlan Cole
Head of Growth & Development
Football Victoria

EXECUTIVE SUMMARY

INTRODUCTION

By 2033, Football in the G21 Region has a vision to be united, diverse, inclusive and focused on growing all facets of the sport alongside its clubs, partners and community.

The 2012 G21 Football (Soccer) Strategy saw significant outcomes in facility investment and participation growth. The Strategy requires updating to ensure the sport and its stakeholders can respond to emerging trends and changing environmental influences.

Football in the G21 region has

5,600
PARTICIPANTS
+2,300 since 2015

+114%
INCREASE IN FEMALE PARTICIPATION
since 2015

25%
OF ALL PARTICIPANTS ARE FEMALE
in 2022

Football in G21 is well placed to leverage its popularity alongside forecasted population increases – a recipe to see the sport continue to thrive. The 2023–2033 Strategy provides the pathway for the future needs of football and futsal and ensures a collaborative approach and collective voice moving forward.

The Strategy builds on the priorities that Football Victoria are already working towards, including:

- A 50/50 gender equity in football goal by 2027
- The directions within the Football Victoria Facilities Strategy to 2026
- Football Victoria's Strategic Plan
- Football Victoria's Vision for Women & Girls

The Strategy's implementation will include undertaking continuous monitoring and a formal annual review of its progress.

Five key priorities that will have the greatest impact on football participation in the G21 region by 2033.

- Delivery of the Armstrong Creek West Active Open Space including Sub-Regional Football Facility
- Improved quality of existing football pitches
- Improved quality of all gender change rooms for players and referees
- More training and support for the recruitment, development and retention of coaches, referees and volunteers
- Greater access to indoor facilities for futsal
- Greater promotion and delivery of programs to support all ages, genders, abilities and cultures

OUR G21 FOOTBALL JOURNEY

The 2012 G21 Regional Football (Soccer) Strategy was established to guide the development and delivery of football and futsal to 2022.

This included a rationale for the future of facilities, participation opportunities and collaborative approaches to working with stakeholders and funding partners.

A regional approach to planning continues to benefit all stakeholders, with significant investment being secured since the initial Strategy's inception. Football Victoria recognises the contributions made to date, particularly by G21 Local Government Authorities and the Victorian Government.

To 2033, the refreshed G21 Regional Football Strategy will assist in addressing:

- A changing, diverse and growing population forecast, seeing the G21 region experience areas of exponential growth, as well as pockets of stagnation.
- Participation increases, particularly within designated growth areas, creating greater demand for facilities for training, games and events.
- Greater demand for data driven, prioritised investment, particularly within the current economic climate and alongside competing demands.
- Participation trends and demand for social and flexible formats of the game, including futsal.
- COVID-19 recovery and the impact on community sport including the attraction and retention of players, volunteers, coaches and referees.

Key outcomes and achievements of the 2012 Strategy

37
Football infrastructure projects completed

>80%
Strategic actions completed or underway

114%
Increase in female football participation

$54M
Investment in G21 football facility infrastructure

70%
Increase in overall football participation

48%
Growth in junior football (<18yo) participation

THE G21 REGION: A SNAPSHOT

The G21 Region offers the best of regional, rural and coastal lifestyles and will see strong population growth between 2023 and 2033.

The G21 Region encompasses the following LGAs and their respective geographic areas:

- City of Greater Geelong
- Surf Coast Shire
- Golden Plains Shire
- Colac Otway Shire
- Borough of Queenscliffe

368,891
2023 – G21 region population

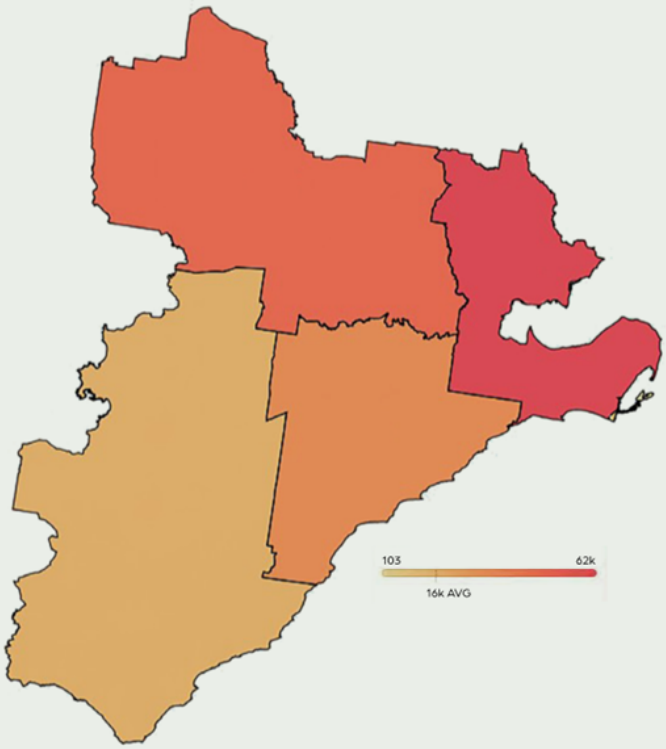
408,609
2028 – G21 region population
+39,718 from 2023

453,373
2033 – G21 region population
+84,482 from 2023

25-39
Largest G21 region age cohort 2023

3 out of 5 G21 LGAs (City of Greater Geelong, Surf Coast Shire and Golden Plains Shire) appear in the top 10 fastest growing Victorian municipalities.

Source: www.population.gov.au



WHAT IS INFLUENCING THE NEW STRATEGY

Many factors are influencing the 2023-2033 G21 Regional Football Strategy that require a coordinated response. These influences have been identified via the activities associated with the delivery of this report and through extensive stakeholder consultation.

PARTICIPATION GROWTH

Forecasted participation growth will see more than 1,500 additional football and futsal players over the next 10 years. A high proportion of participants will be female, with a goal to achieve 50/50 gender representation by 2027.

In some instances, participation growth in the region is inhibited by a lack of football facilities. The delivery of new, and activation of existing venues presents the opportunity to increase greater than forecasted participation outcomes.

POPULATION CHANGES

80,000 additional people are expected to reside in the G21 region by 2033. A high proportion of these people will be aged within the key demographic for organised sport.

DIVERSITY & INCLUSION

The strategic drivers of government and sport continue to evolve however both have an underpinning objective to create more inclusive and welcoming environments for all genders and all abilities.

To enable this, key focus areas for sport and government include:

- Increasing women and girls participation
- Multi-use and multi-generational facilities
- Fair and equal access to facilities
- Prioritising investment where it's needed most
- Collaborative investment partnerships
- Increasing opportunities for participation by people of all abilities, genders and cultural identities

CLUB AND GAME SUSTAINABILITY

Through consultation, the following issues were identified as being critical to football's success and sustainability within the G21 region, including:

- Attracting and retaining volunteers
- Attracting, retaining and developing coaches
- Attracting, retaining and developing referees
- A review of the current competition structure
- Improving the connection between football and futsal

FACILITY PROVISION AND DELIVERY

- Consultation and facility audits identified that 36% of existing football pitches in the G21 region are considered to be in 'poor' condition.
- A lack of multi-pitch facilities, including those with hybrid and synthetic surfaces, limits the region's ability to attract events and tournaments.
- There is an uneven distribution of football facilities across the region seeing a high concentration of venues in the north, and limited venues in the south and west.
- In most G21 municipalities there is a deficit in football pitches when considered against best practice population to provision ratios.

ADVOCACY, LEGACY & PROMOTION

With major events including the FIFA 2023 Women's World Cup and the 2026 Commonwealth Games upcoming, football has significant opportunity to work with its partners in capitalising on participation, marketing and infrastructure opportunities that will be as a direct result or as part of the legacy of these events.

THE STRUCTURE OF G21 FOOTBALL

Football in G21 is delivered via Football Victoria, the sport's peak body, alongside the Geelong Region Football Committee who are an official advisory group.

The G21 region football consists of 21 clubs competing across several competitions including "National Premier League (NPL) and State League at senior levels, Junior Boys & Girls National Premier League (JBNPL & JGNPL) at junior levels, and via the local community competitions at senior and junior levels.

Football Victoria is responsible for the administration, promotion and delivery of football and presently have one full-time staff member, among a broader team of centralised staff, who oversee the coordination of all regional football activities.

The Geelong Region Football Committee is an official advisory group consisting of volunteer membership. Presently, the GRFC consists of one elected representative from each eligible G21 region football club. The GRFC's role is to provide advice to FV on regional matters, as well as advocate to government for improved outcomes for football.

Geelong Futsal is an independent organisation who is affiliated with Football Victoria and considered the preferred provider of futsal within the region. Geelong Futsal has one full time staff member as well as numerous casual staff who support the program's delivery. At present, there is one futsal competition within the region.

FOOTBALL VICTORIA

- Administration
- Promotion
- Delivery of football
- Support for delivery of futsal
- Delivery of schools programs
- Delivery of referee and coaching training

FOOTBALL VICTORIA
GEELONG REGION

GEELONG REGION FOOTBALL COMMITTEE

- Advisory Committee of Football Victoria
- Promotion and development of football
- Advocacy body to government on behalf of G21 region football clubs

FUTSAL GEELONG

GEELONG FUTSAL

- A recognised provider delivering futsal competitions who are affiliated with Football Victoria

INFRASTRUCTURE PRIORITIES BY LGA

G21 LGA PRIORITIES FOR FOOTBALL

As the land owners and managers of most grassroots sporting facilities, Local Government Authorities (LGAs) are integral stakeholders to football. They are also key partners in the production and implementation of the G21 Regional Football Strategy. A summary of football in each LGA, including high level strategic priorities are outlined on the following pages.

The summaries include what is considered the key infrastructure focus areas for each municipality to 2033. These priorities should be considered against the regional strategic framework on page 19 and its implementation guide on page 27.

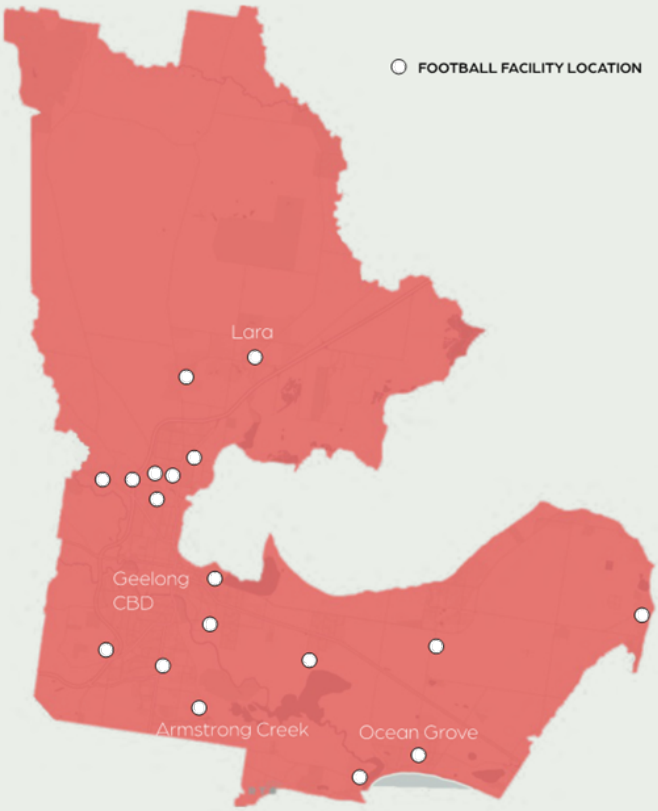
Further information regarding LGA population forecasts and participation forecasts, facility condition and provision information can be found within the Appendices section of this report.

City of Greater Geelong

Population (2023): **280,450**
Population forecast (2033): **342,706**
5-39 y.o change (2023-33): **+28,828**
Existing Sites/Pitches: **18 sites / 40 pitches**
Football & futsal participation (2022): **5,252**
Futsal & futsal participation (2033): **5,690**
Current football pitch to population ratio*: **1 : 7,011**

KEY INFRASTRUCTURE PRIORITIES TO 2033

1. Deliver the Armstrong Creek West Active Open Space Sub-Regional Football Facility
2. Improve the quality and capacity of existing football pitches where shortfalls exist
3. Improve the quality of player and referee change facilities so that they are suitable for all genders
4. Provide and/or facilitate access to existing indoor facilities to support increased participation in futsal
5. Activate new and existing sites for football where provision shortages exist, and demand necessitates, particularly within designated growth areas



Note: pitch to population ratio used is based on benchmarking, best practice and from G21 LGA's preferences. Standard pitch to population ratio is considered to be 1 : 5,000

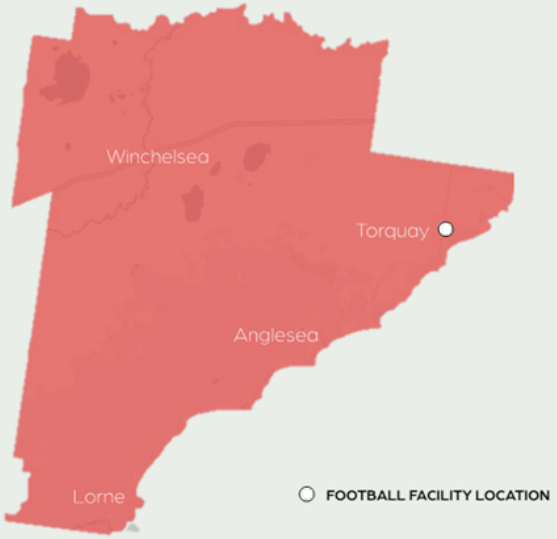
Population and demographic data for the City of Greater Geelong, Golden Plains Shire and Colac Otway Shire sourced from forecast.id. Surf Coast Shire sourced from REMPLAN. Borough of Queenscliffe sourced from Victoria in Future (2019)

Surf Coast Shire

Population (2023): **37,694**
Population forecast (2033): **49,774**
5–39 y.o change (2023–33): **+3,413**
Existing Sites/Pitches: **1 site / 3 pitches**
Football & futsal participation (2022): **583**
Football & futsal participation (2033): **698**
Current Football Pitch to Population ratio*: **1 : 11,610**

KEY INFRASTRUCTURE PRIORITIES TO 2033

1. Support opportunities for increased participation in football, and if demand exists, consider options to activate existing recreation reserves for new clubs within Surf Coast Shire
2. Provide and/or facilitate access to existing indoor facilities to support increased participation in futsal
3. Support regional advocacy for the Armstrong Creek West Active Open Space Sub-Regional Football Facility

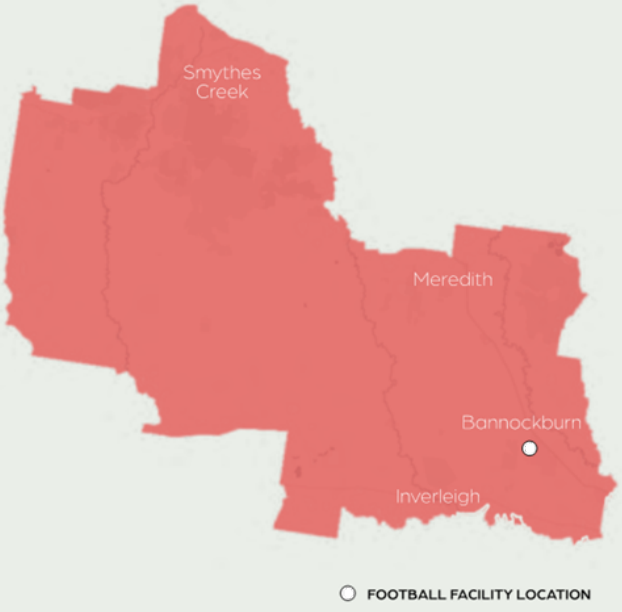


Golden Plains Shire

Population (2023): **24,943**
Population forecast (2033): **32,800**
5–39 y.o change (2023–2033) **+3,834**
Existing Sites/Pitches: **1 site / 2 pitches**
Football & futsal participation (2022): **481**
Football & futsal participation (2033): **615**
Current Football Pitch to Population ratio*: **1 : 12,472**

KEY INFRASTRUCTURE PRIORITIES TO 2033

1. Activate a new recreation reserve within Golden Plains Shire to support more football participation
2. Provide and/or facilitate access to existing indoor facilities to support increased participation in futsal
3. Support regional advocacy for the Armstrong Creek West Active Open Space Sub-Regional Football Facility



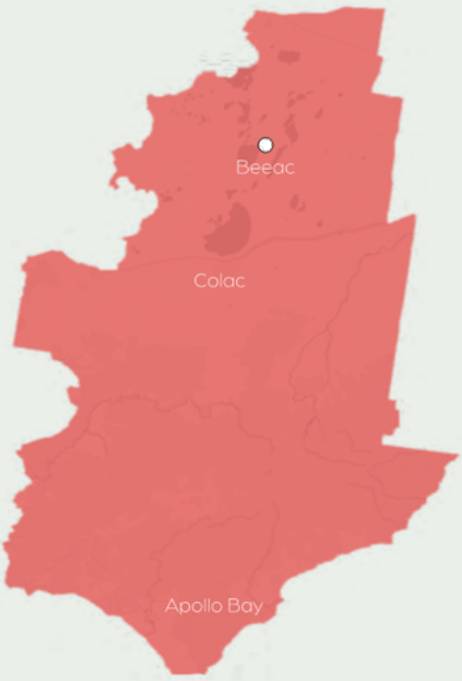
Note: pitch to population ratio used is based on benchmarking, best practice and from G21 LGA's preferences. Standard pitch to population ratio is considered to be 1 : 5,000

Colac Otway Shire

Population (2023): **22,471**
Population forecast (2033): **24,657**
5–39 y.o change (2023–33): **+777**
Existing Sites/Pitches: **1 site / 1 pitch**
Football & futsal participation (2022): **64**
Football & futsal participation (2033): **70**
Current Football Pitch to Population ratio*: **1 : 22,471**

KEY INFRASTRUCTURE PRIORITIES TO 2033

1. Plan and deliver infrastructure to enable greater provision of multi-use football facilities to meet current and future demand for training and competition in the Colac area
2. Provide and/or facilitate access to existing indoor facilities to support increased participation in futsal
3. Improve the quality and capacity of existing football pitches and player and referee change facilities where shortfalls exist
4. Support regional advocacy for the Armstrong Creek West Active Open Space Sub-Regional Football Facility



Borough of Queenscliffe

Population (2023): **3,333**
Population forecast (2033): **TBC**
Existing Sites/Pitches: **None**
Football & futsal participation (2022): **56**
Football & futsal participation (2033): **60**
Current Football Pitch to Population ratio*: **0 : 3,037**

KEY INFRASTRUCTURE PRIORITIES TO 2033

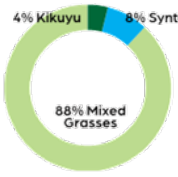
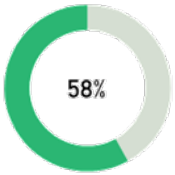
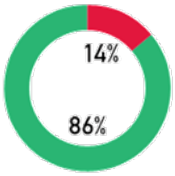
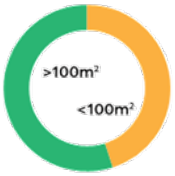
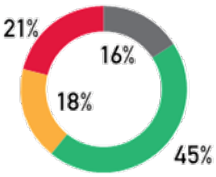
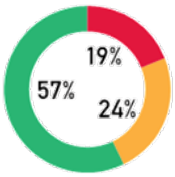
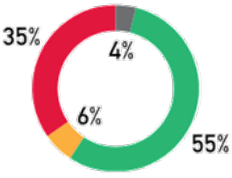
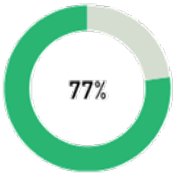
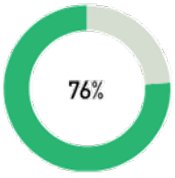
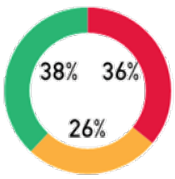
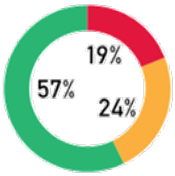
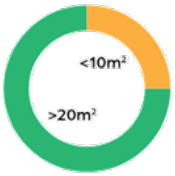
1. Support regional advocacy for the Armstrong Creek West Active Open Space Sub-Regional Football Facility

Note: pitch to population ratio used is based on benchmarking, best practice and from G21 LGA's preferences. Standard pitch to population ratio is considered to be 1 : 5,000

FACILITIES & PARTCIPATION
REPORT CARD

G21 FOOTBALL FACILITIES: CONDITION SNAPSHOT

A summary of G21 football facility condition is provided below. A summary of individual venues can be found in the Appendices section of this report.

Sites	Playing Fields	Change Facilities	Pavilion/Referee Rooms
21 Sites	 Pitch surface types	28 Player change rooms	24 Pavillions
40 Playing fields	 Irrigation	 Player change size compliance	 Social room size compliance
1:9,143 Region population to pitch ratio	 Drainage	 Player change shower type	18 Referee change rooms
1:140 Region participant to pitch ratio	 100+ Lux playing field lighting	 Gender neutral player change	 Gender neutral referee change
Indicates provision does not meet or is below requirements Indicates provision meets requirements however limitations identified Indicates provision meets or exceeds requirements Indicates that accurate assessment could not be obtained *	 Overall condition of playing field	 Overall condtion	 Referee size compliance

G21 PARTICIPATION SNAPSHOT

Football

Since the initial G21 Strategy, football participation in the G21 region has increased significantly. The following snapshot is a summary of (resident[1]) football participation from 2015 to 2022. Individual LGA participation summaries can be found in the Appendices section of this report.

5,600
G21 football participants in 2022

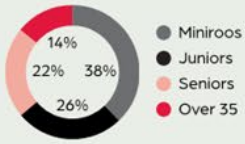
+70%
Overall participation growth 2015 to 2022

+114%
Female participation growth 2015 to 2022

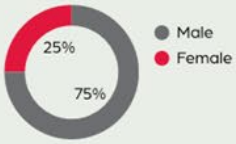
+62%
Additional Miniroos (0–11 year olds) 2015 to 2022

48
Football referees in 2022

65%
Of participants in 2022 are juniors (i.e. <18 years old)



Age cohort participant % in 2022



Male/female participant % in 2022

1. Resident participation – all known participants living in the G21 Region and participating in football anywhere.

G21 PARTICIPATION SNAPSHOT

Futsal

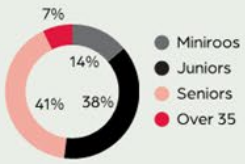
A summary of current futsal participation in the G21 region is provided below. Individual LGA participation summaries can be found can be found in the Appendices section of this report.

865
Futsal participants in 2022

1,450
Average number of annual participants from 2016 to 2022
Excluding seasons 2020 and 2021 which were heavily impacted due to COVID-19.

7%
Female futsal participation in 2022

21 years
Average age of futsal participant in 2022



Age cohort participant % in 2022

52%
Of futsal participants are aged under 18 in 2022

STRATEGIC FRAMEWORK

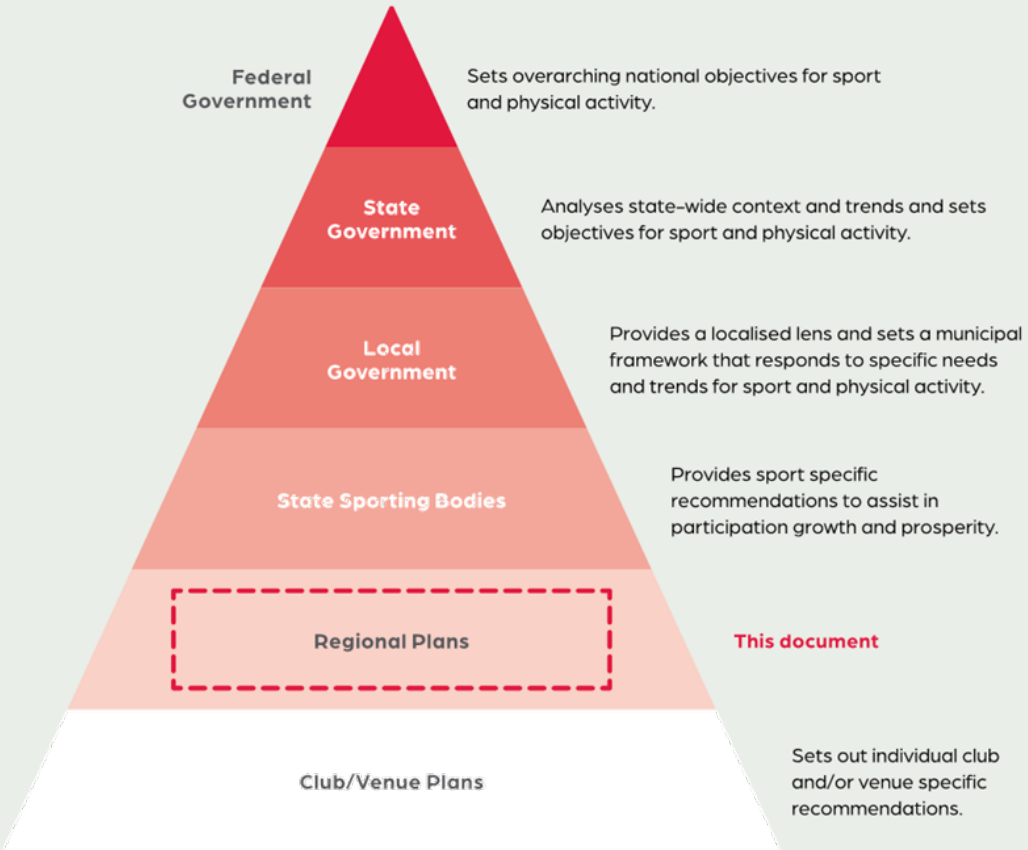
THE BENEFITS OF A REGIONAL PLAN FOR FOOTBALL

A regional sports plan plays an integral role in the hierarchy of strategic documents for key stakeholders and partners.

A regional plan incorporates the strategic directions of all levels of government, along with the objectives of relevant peak sporting bodies to set specific, achievable and measurable recommendations.

Utilising relevant data, insights and consultation, a regional plan provides project stakeholders with a clear vision and strategy for the collaborative delivery of sport over a 10 year period. Engaging a range of partners enables coordinated, well planned and equitable investment in programming and infrastructure.

The G21 Regional Football Strategy will not provide infrastructure development cost estimates or a proposed capital works program. These will continue to be developed at the discretion of LGAs, in consultation with users, pending analysis of identified facility gaps, venue usage requirements and available investment opportunities.



FOOTBALL AND GOVERNMENT POLICY OBJECTIVES

The following themes and directions of government and sport will support the vision and priorities for G21 football to 2033

National, State and Local Government objectives for sport

- Attract, retain, grow and sustain participation in sport and physical activity
- The provision of, and equal access to, fit for purpose, safe sustainable and inclusive infrastructure
- Inspire and encourage women and girls' participation in non-traditional sport settings
- Proactively plan for growth and demand
- Drive collaboration in investment and delivery
- Enhance the quality and availability of participation data
- Drive asset utilisation and demonstrate responsible financial management

Football Victoria objectives for football and futsal

- 50/50 gender equity goal by 2027
- Creating an inclusive, welcoming and diverse game
- Expanding football's footprint and engagement with schools
- Advocating and support for providing fit-for-purpose facilities
- Establishing and continually improving relationships with government
- Increasing the exposure of football and futsal and leveraging opportunities through major events i.e. FIFA WWC23
- Utilise and improve data collection methods to drive decision making and monitor trends

G21 Football's Vision and Priorities 2023-2033

Vision

Football in the G21 region is united, diverse and inclusive. We are focused on growing all facets of football alongside our clubs, partners and community.

Priorities

1. **CLUB DEVELOPMENT**
   Grow a diverse and sustainable G21 football community
2. **FACILITIES & INFRASTRUCTURE**
   Plan and deliver functional, sustainable and fit for purpose football facilities
3. **GAME DEVELOPMENT**
   Implement initiatives to deliver programs, competitions, events and pathways for all
4. **ENGAGEMENT & PROMOTION**
   Increase the engagement and promotion of football to inspire and ignite participation
5. **PARTNERSHIPS & COLLABORATION**
   Work with our partners to advocate, support and deliver football across the region

STRATEGIC PRIORITY 1: CLUB DEVELOPMENT

Focus areas

Grow a diverse and sustainable G21 football community

- We will support our affiliates to attract and retain volunteers as the lifeblood of not-for-profit clubs and organisations.
- We will educate and support our clubs to be better equipped in their management and operations.
- We will strive to achieve our 50/50 gender equity goal by 2027.
- We will support clubs to become more inclusive through more programs and opportunities for people of all abilities, genders and cultural identities.
- We will support our clubs in the development of strategies that assist them to deliver our combined objectives.
- We will work with our partners to develop participation strategies in areas of growth and decline.
- We will deliver formats of football that appeal to a broad cross section of the community.

Key Actions for Strategic Success

1. Support clubs to access resources that improve volunteer attraction and retention.
2. Leverage Football's Legacy 23 volunteer planning following the 2023 FIFA Women's World Cup.
3. Request that clubs undertake the Football Australia Game Changer Club Development Program on an annual basis. Monitor results to create support and development programs.
4. Partner with Regional Sports Assemblies to deliver targeted training and club education workshops.
5. Support clubs in funding applications that directly impact and improve outcomes in inclusion, equity, access, participation, sustainability and diversity.
6. Continue to drive female participation growth in the region by supporting specific club-led female initiatives and programs.
7. Work with LGA partners to identify support mechanisms needed to deliver participation strategies in areas of growth and/or decline.
8. Support the activation of additional and/or existing football facilities in the Surf Coast Shire, Colac Otway Shire and Golden Plains Shire to drive participation growth.

STRATEGIC PRIORITY 2:
FACILITIES & INFRASTRUCTURE

Focus areas

Plan and deliver functional, sustainable and fit for purpose football facilities

- We will advocate for inclusive and modern facilities that support the diversity of participants attracted to the game.
- We will support our LGA partners to understand needs and gaps in facility provision, and where infrastructure is needed most.
- We will address the demand for sub-regional/regional football facilities.
- We will advocate for increased access to indoor facilities to support the growth of futsal.
- We will leverage the legacy of 2026 Commonwealth Games infrastructure.
- We will support clubs and LGAs in the development and implementation of the Fair Access Policy to create equitable usage of infrastructure for women and girls.

Key Actions for Strategic Success

1. Advocate for continued investment into creating more sustainable football facilities including improved playing surfaces, sports lighting and change rooms.
2. Support the ongoing planning and development of sub-regional/regional football facilities. The Armstrong Creek West Active Open Space facility is seen as the immediate priority. The provision of future sub-regional/regional facilities should include a focus on the provision of pitches with hybrid and synthetic surfaces.
3. Support LGAs to roll out the Victorian Government's Fair Access Policy.
4. Partner with LGAs to advocate for 2026 Commonwealth Games infrastructure that can support football and futsal post-Games.
5. Identify and advocate for new or improved local football facilities that support population and participation growth. This includes investigation into the provision of pitches with hybrid or synthetic surfaces to promote greater use and function.
6. Activate existing suitable indoor facilities for futsal. Noting a preference for indoor facilities that are accessible and suitable for wheelchair participation.
7. Assist clubs to deliver venue improvement plans for local football venues that outline collaborative infrastructure priorities.
8. Continue to utilise the Sports Facility Auditor program to collect annual facility information to analyse facility development progress, performance and need.

STRATEGIC PRIORITY 3: GAME DEVELOPMENT

Focus areas

Implement initiatives to deliver programs, competitions, events and pathways for all.

- We will provide more support, training and development for existing and prospective coaches and referees to ensure a high standard across the region, and to assist in attraction and retention.
- We will review the current G21 football competition structure to ensure there are opportunities for players to access every level of the game.
- We will deliver more programs that enhance participation opportunities for people of all cultures, abilities and genders.
- We will support futsal to expand their programs into new LGAs to drive participation outcomes.
- We will increase our footprint in local schools to continue to promote and introduce new people to the game.
- We will support our talented players by increasing the visibility of the pathway into NPL and semi-elite competition.
- We will create more positive game day environments through club and spectator education.

Key Actions for Strategic Success

1. Increase the number of training and development opportunities for coaches across the region.
2. Review findings and recommendations within Football Victoria's Optimal Referee Model Review and identify opportunities to further support the recruitment and retention of referees.
3. Review the existing football competition structure with a view to address key issues.
4. In conjunction with Action 2.5 (see Implementation Guide) support the trialling of futsal in existing indoor centres to increase the exposure and availability of flexible and social formats of the game.
5. Increase FV's focus and resourcing to drive school engagement via the FV Schools Program.
6. Increase FV's focus to deliver programs that support participation outcomes for all abilities, gender and cultures (see Implementation Guide for further detail).
7. Position the G21 region as the preferred location for significant football events.
8. Enhance the education and awareness of positive on and off field behaviours on game day. Provide an avenue to report and escalate incidents.

STRATEGIC PRIORITY 4: ENGAGEMENT & PROMOTION

Focus areas

Increase the engagement and promotion of football to inspire and ignite participation.

- We will leverage promotional opportunities associated with the FIFA 2023 Women's World Cup to energise and encourage female football participation.
- We will seek out and improve cross-promotional opportunities for football and futsal.
- We will develop an annual state of play report for the G21 region to monitor participation trends, track strategy implementation and highlight achievements.

Key Actions for Strategic Success

1. Develop a marketing plan in partnership with the GRFC to understand how to best promote football across the region .
2. Leverage promotional and potential funding opportunities associated with the FIFA 2023 Women's World Cup.
3. Work with the GRFC and Geelong Futsal to cross-promote both sports.
4. Undertake an annual state of play report in consultation with stakeholders to illustrate and monitor participation trends, investment outcomes, strategy implementation and ongoing priorities.

STRATEGIC PRIORITY 5: PARTNERSHIPS & COLLABORATION

Focus areas

Work with our partners to advocate, support and deliver football across the region.

- We will identify Football Victoria's regional staffing requirements and deliver additional resources as required.
- We will continue to partner with stakeholders to advocate for football, and be co-ordinated and united in our approach to leveraging investment and grant funding opportunities.
- We will host an annual G21 LGA football forum to strengthen our partnerships and improve communication.
- We will identify support mechanisms for the GRFC.

Key Actions for Strategic Success

1. Prioritise the delivery of additional Football Victoria human resource requirements throughout the G21 region where shortfalls are identified.
2. Utilise the Strategy as a vehicle to enhance communication with stakeholders to ensure a collaborative approach to investment.
3. Create an annual G21 LGA football forum to strengthen partnerships, communicate priorities and understand regional and local issues.
4. Continue to support the GRFC as the voice of G21 region football clubs. Ensure that the GRFC is resourced to assist in the Strategy's delivery as an official committee of FV.

IMPLEMENTATION GUIDE

HOW WILL THE STRATEGY BE DELIVERED?

The Strategy will rely on its partners and stakeholders to help deliver key actions. The following organisations are considered critical to the Strategy's implementation and success.

FOOTBALL VICTORIA

Football Victoria will play a lead role in the Strategy's implementation, including:

- Coordinating, delivering, supporting and evaluating actions.
- Convening and facilitating stakeholder groups to engage, interpret and prioritise actions.
- Identifying investment opportunities and resources to leverage external funding opportunities.
- Advocating to all levels of government for support to achieve the Strategy's objectives.
- Collaborating with LGAs in the delivery of actions where identified.

G21 LOCAL GOVERNMENT AUTHORITIES

- Support Football Victoria in the delivery of actions where identified
- Continue to be responsible for the management and delivery of identified recreation reserves including the coordination of new infrastructure within greenfield sites.
- Incorporate the directions and actions, where appropriate, into other relevant LGA strategies and policies.
- Identifying investment opportunities and resources to leverage external funding opportunities.

GEELONG REGION FOOTBALL COMMITTEE

- Support Football Victoria in the Strategy's implementation where identified.
- Continue to advocate for the needs of football in line with the Strategy's directions.
- Continue to be the conduit between G21 football clubs and Football Victoria.

REGIONAL SPORTS ASSEMBLIES

- Help create more welcoming and diverse sporting environments.
- Support to deliver club capacity building initiatives including education.

VICTORIAN GOVERNMENT

- Provide investment opportunities to help deliver the Strategy and its actions.
- Guide LGAs and FV in policy development through identifying trends for sport and recreation.
- Promote the benefits of the Strategy and be involved in the Strategy's evaluation.

G21 FOOTBALL CLUBS & COMMUNITY

- Continue to deliver club related activities
- Support the delivery of the initiatives outlined within the Strategy where identified

IMPLEMENTATION GUIDE

STRATEGIC PRIORITY 1: CLUB DEVELOPMENT

Grow a diverse and sustainable G21 football community

TIMEFRAMES

Short	0–3 years
Medium	3–5 years
Long	5+ years

No.	Recommendation	Timeframe	Frequency	Deliverer	Supporter
1.1	Create awareness of existing resources, such as those on www.clubhelp.org.au that offer templates and guides to assist clubs with volunteer attraction and retention strategies.	Short	Annually	FV	GRFC, Leisure Networks, Clubs Sports Central
1.2	Utilise Football Australia and Football Victoria's 'Legacy 23' project which aims to connect 2023 FIFA WWC volunteers to local clubs.	Short	2023	FV	GRFC, Clubs
1.3	Request that clubs undertake annual health checks utilising the Football Australia Game Changer Club Development Program. Monitor results to assist with creating content for Action 1.4.	Short	Annually	FV	GRFC, Clubs
1.4	Partner with Regional Sports Assemblies to deliver targeted training and bi-annual club education workshops that address gaps and issues identified from Action 1.3.	Short-Medium	Bi-annually	Leisure Networks, Sports Central, FV	GRFC, Clubs
1.5	Support the delivery of participation programs that remove barriers for women and girls, culturally diverse communities, young people, First Nations people, LGBTIQ+ community older adults and people with a disability. Deliver in conjunction with Action 4.3	Short-Medium	Annually	FV	GRFC, Clubs
1.6	Communicate funding opportunities and support clubs in applications that directly impact and improve outcomes in inclusion, equity, access, sustainability and diversity.	Ongoing	As required	FV	GRFC, LGAs, Victorian Government
1.7	Work with LGA partners to identify support mechanisms needed to deliver participation strategies in areas of growth and/or decline. Assist LGAs in mapping the establishment and distribution of new clubs particularly in urban growth areas.	Medium	As required	FV, LGAs	GRFC
1.8	Support the activation of additional and/or existing football facilities in the Surf Coast Shire, Colac Otway Shire and Golden Plains Shire (see Action 2.5, 2.6 & 2.7) to drive participation growth.	Medium-Long	As required	FV, LGAs	Victorian Government, GRFC

STRATEGIC PRIORITY 2: FACILITIES & INFRASTRUCTURE

Plan and deliver functional, sustainable and fit for purpose football facilities

TIMEFRAMES

Short	0–3 years
Medium	3–5 years
Long	5+ years

No.	Recommendation	Timeframe	Frequency	Deliverer	Supporter
2.1	Advocate for continued investment into creating more sustainable football facilities including improved pitch surfaces (including alternate surface types), drainage and LED lighting as well as inclusive, all gender player and referee facilities (see page 47 for current venue condition audits). Advocate to LGAs to enhance or create cyclical upgrade programs (where appropriate) and contribute to a works plan of pitch improvements.	Ongoing	Ongoing	FV, LGAs	GRFC, Victorian Government
2.2	Partner with the City of Greater Geelong to support the ongoing planning, development and advocacy for sub-regional and regional football facilities. The Sub-Regional Football Facility within the Armstrong Creek Active Open Space precinct is seen as an immediate short term priority to support football participation in the region. A future Armstrong Creek facility will be a multi-pitch, multi-use facility capable of accommodating a range of different sports. This facility will investigate the viability of synthetic and hybrid surfaces to improve programmability and usage.	Short-Medium	Ongoing	FV, City of Greater Geelong	Victorian Government, LGAs, GRFC
2.3	Partner with LGAs to advocate for 2026 Commonwealth Games infrastructure that can support football and futsal usage post-Games, particularly within the City of Greater Geelong.	Short	Ongoing	FV, LGAs, City of Greater Geelong	Victorian Government
2.4	Support LGAs to roll out the Victorian Government's Fair Access Policy through club education and support, as well as fixturing assistance.	Short-Medium	Ongoing	LGAs, Victorian Govt.	FV, Clubs
2.5	Work with the City of Greater Geelong to deliver new, and increase access to existing facilities where shortfalls in football pitch provision is identified (see Appendices on page 49)	Medium-Long	Ongoing	FV, City of Greater Geelong	Victorian Government
2.6	In line with participation projections, explore opportunities to activate an additional existing site for football within the southern corridor of Surf Coast Shire when demand necessitates.	Short-Medium	As required	FV, Surf Coast Shire	Victorian Government

STRATEGIC PRIORITY 2: FACILITIES & INFRASTRUCTURE (CONTINUED)

Plan and deliver functional, sustainable and fit for purpose football facilities

TIMEFRAMES

Short	0–3 years
Medium	3–5 years
Long	5+ years

No.	Recommendation	Timeframe	Frequency	Deliverer	Supporter
2.7	Support the delivery of multi-use football facilities to meet current and future demand for training and competition in the Colac area of Colac Otway Shire	Medium-Long	As required	FV, Colac Otway Shire	Victorian Government, GRFC
2.8	Support the activation of a new football facility in Golden Plains Shire to service increasing demand. Preference should be afforded to a site within the Bannockburn area as the main population centre.	Medium	As required	FV, Golden Plains Shire	Victorian Government, GRFC
2.9	Activate suitable indoor facilities for futsal within the City of Greater Geelong including the reactivation of Corio Leisuretime Centre. Work with the City of Greater Geelong to create opportunities for futsal to be expanded into other indoor venues, particularly within the Armstrong Creek area.	Short	Ongoing	FV, Geelong Futsal, City of Greater Geelong	GRFC
2.10	Trial futsal within suitable indoor facilities within Surf Coast Shire, Colac Otway Shire and Golden Plains Shire. These facilities may include Bluewater, Wurdi Baierr Stadium and Bannockburn YMCA.	Short-Medium	Ongoing	FV, Geelong Futsal	Surf Coast Shire, Colac Otway Shire, Golden Plains Shire
2.11	Assist clubs to deliver venue improvement plans for local football venues that have identified infrastructure gaps. The venue improvement plans should be delivered in collaboration with LGAs to outline mutual infrastructure priorities and opportunities for investment in line with FV's facility development guidelines.	Medium-Long	Ongoing	FV, Clubs	LGAs, Clubs
2.12	Continue to utilise the Sports Facility Auditor program to undertake annual audits to monitor facility development progress, performance and need.	Annually	Annually	FV	LGAs

STRATEGIC PRIORITY 3: GAME DEVELOPMENT

Implement initiatives to deliver programs, competitions, events and pathways for all

TIMEFRAMES
Short 0–3 years
Medium 3–5 years
Long 5+ years

No.	Recommendation	Timeframe	Frequency	Deliverer	Supporter
3.1	Increase the number of training and development opportunities for coaches across the region and ensure these are affordable and accessible. Goal to increase number of registered coaches by 25%.	Annually	Annually	FV	GRFC
3.2	Review findings and recommendations within Football Victoria's Optimal Referee Model Review, and identify opportunities to further support the recruitment and retention of referees. Work with Geelong Futsal to identify where football referees can also be trained for futsal and vice versa. % growth target for referees?	Short	2023	FV	Geelong Referee Association, GRFC, Geelong Futsal
3.3	Review the existing football competition structure with a view to address key issues such as negating extensive travel requirements, retention of players not succeeding at NPL level, female participation, all abilities participation and reduction of affiliation fees.	2023 – 2024	As required	FV	GRFC
3.4	In conjunction with Action 2.9 & 2.10 support the trialling of futsal in existing indoor centres to increase the exposure and availability of flexible and social formats of the game.	Short-Medium	As required	FV, Geelong Futsal	GRFC, LGAs
3.5	Increase FV's focus and resourcing to drive school engagement via the FV Schools Program. Ensure these programs drive linkages into local clubs. Goal to deliver 50 programs annually.	Short-Medium	Annually	FV	GRFC, Clubs, Dept. of Education
3.6	In conjunction with Action 1.5 deliver programs that enhance and increase participation opportunities for all. This includes more uptake in programs such as GoFutsal, GoProud (LGBTIQ+), GoDeadly (First Nations), GoSoccerMums, Walking Football.	Short	As required	FV	GRFC, LGAs
3.7	Position the G21 region as the preferred location for significant football events. Events include, but are not limited to, CLFA Country Championships Tournament, FV SAP Gala Day, FV TIDC Gala Day, Geelong Community Cup etc.	Ongoing	As required	FV	GRFC

STRATEGIC PRIORITY 4: ENGAGEMENT & PROMOTION

Increase the engagement and promotion of football to inspire and ignite participation

TIMEFRAMES

Short	0–3 years
Medium	3–5 years
Long	5+ years

No.	Recommendation	Timeframe	Frequency	Deliverer	Supporter
4.1	Develop a marketing plan to outline an approach to the promotion of football across the region (including for players, referees and coaches). Aim to publicise football as the sport of choice, and highlight information on how to get involved.	Short–Medium	As required	FV	GRFC
4.2	Consider utilising local football social media channels with existing followings as part of marketing activities. Increase visibility and promotion of the GRFC	Short	As required	FV	GRFC
4.3	Leverage promotional and potential funding opportunities associated with the FIFA 2023 Women's World Cup that target female participation. Support the development of a calendar of events, in conjunction with the timing of the WWC that are specific for females only across the region.	Short	2023–2024	FV	GRFC, LGAs
4.4	Work with the GRFC and Geelong Futsal to cross-promote both sports. Enhance local content on playfootball.com.au as the central point that connects the community to football and its providers. Identify the best club and organisation representatives that are equipped to field enquiries and who can buddy/mentor potential participants.	Short–Medium	As required	FV	GRFC, Geelong Futsal
4.5	Undertake an annual state of play report in consultation with GRFC, LGAs, Geelong Futsal and Leisure Networks to illustrate and monitor participation trends, investment outcomes, Strategy implementation and ongoing priorities	Short	Annually	FV	GRFC, LGAs, Geelong Futsal, Leisure Networks

STRATEGIC PRIORITY 5: PARTNERSHIPS & COLLABORATION

Work with our partners to advocate, support and deliver football across the region

TIMEFRAMES

Short	0–3 years
Medium	3–5 years
Long	5+ years

No.	Recommendation	Timeframe	Frequency	Deliverer	Supporter
5.1	Football Victoria Executive and staff undertake an environmental scan of the G21 region and its associated human resources. Identify any shortfalls and develop business cases for additional support.	Short–Medium	As required	FV	GRFC
5.2	Formalise engagement methods between FV, GRFC and Geelong Futsal to strengthen partnerships and increase collaboration	Ongoing	Immediate	FV	GRFC, Geelong Futsal
5.3	Deliver an annual G21 Local Government forum which brings together key football stakeholders and LGA staff. Forum topics include G21 Strategy implementation progress, annual facility audit findings (see Action 2.12), regional and local football issues and opportunities.	Ongoing	Immediate	FV	GRFC, LGAs
5.4	Work with the GRFC and Geelong Futsal to cross-promote both sports. Enhance local content on playfootball.com.au as the central point that connects the community to football and its providers. Identify the best club and organisation representatives that are equipped to field enquiries and who can buddy/mentor potential participants.	Short–Medium	As required	FV, Geelong Futsal, GRFC	LGAs
5.5	Undertake quarterly(?) meetings with the GRFC as a way of sharing information, understanding current operational and strategic issues and monitoring G21 Strategy implementation.	Ongoing	Quarterly	FV	GRFC

APPENDICES

FACILITY DEVELOPMENT OPPORTUNITIES

Football Victoria's facility development guidelines recommend a range of initiatives to increase the capacity of venues, improve financial and environmental sustainability and ensure facilities attract diversity in participation. The following design trends are recommended to be strongly considered in the upgrade, redevelopment or provision of new football facilities in the G21 region.

INCLUSIVE CHANGE FACILITIES

Change facility design has improved to provide spaces that support all participants and officials. The Football Victoria Building Development Guide outlines inclusive design principles for community facilities, including the provision of private spaces to shower and change, replacing urinals with toilet cubicles and improvements to safety and security.

While the growth in female participation has accelerated the need to rethink change facility design, the provision of inclusive change facilities benefits all users.

SYNTHETIC AND HYBRID PLAYING SURFACES

Synthetic and Hybrid playing surfaces have become a viable option to increase facility capacity, particularly in areas of high facility use and limited green space availability. Established population areas are generally good candidates for the use of synthetic surfaces, as they can cater for up to three times the use of natural turf.

Football Victoria has an established synthetic surfaces program that outlines the technical requirements for synthetic playing fields.

MODULAR BUILDING CONSTRUCTION

Growing participation is putting pressure on existing facilities and increasing the need to find new venues. The emergence of modular building construction provides an opportunity to deliver new change and pavilion facilities in a timely and cost effective manner, whilst still meeting recommended design standards.

Modular construction provides opportunities to expand existing building footprints to cater for growth, as well as increasing options for new venues to be established efficiently.

ENVIRONMENTAL SUSTAINABILITY

Improvements in facility design are allowing more efficient use of resources and decreasing environmental impacts. Water re-use systems, drought tolerant turf, LED sports lighting and solar panels are now becoming standard components within community football facilities.

Ongoing improvements to the environmentally sustainable design of facilities will be vital in managing the ongoing impacts that climate change will have on community football.

STAKEHOLDER ENGAGEMENT SUMMARY

Engagement with the G21 region football community has aimed to understand current challenges, issues and opportunities to help inform future priorities.

The football stakeholder survey opened between September and October 2022.

The survey received 22 responses.

Key feedback from the survey is outlined below and on the subsquent page.

What our football community told us:

"The lack of referee numbers is a huge factor in our region"

'Many clubs need more pitches or better quality pitches with improved drainage"

"Volunteers are scarce and eventually are burnt out and lost to many clubs"

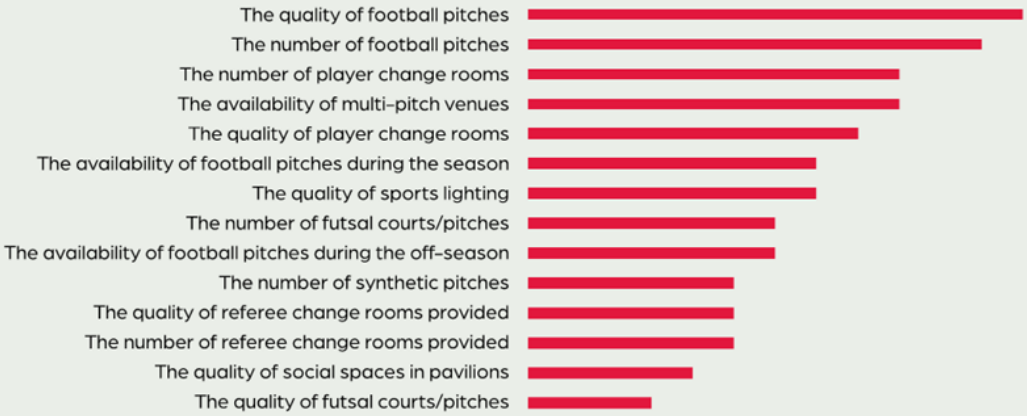
"We need to recruit and retain coaches to increase participation. This is also true for the volunteer base to run clubs"

"Not enough sub/regional pitches and venues, as well as synthetic surfaces when turf gets muddy or water logged"

"Not enough help for smaller clubs with facility upgrades, marketing or fundraising"

FOOTBALL STAKEHOLDER SURVEY SUMMARY

Highest dissatisfaction rating of football infrastructure according to G21 football clubs



Greatest challenges for G21 football clubs outside of infrastructure

Needs for football over the next 10 years according to G21 football clubs

1. More football pitches
2. Improved quality of existing pitches
3. Participation growth and development
4. A regional/sub-regional facility
5. Referee and coach attraction and retention
6. Competition structure and development
7. Improved club infrastructure
8. More promotion and marketing of G21 football

FOOTBALL PARTICIPATION SUMMARY - BY LGA

The following participation trends have been identified through the analysis of data provided by Football Victoria. The summary also includes an overview of participant age groups, gender and penetration rates (i.e. participation/population).

LGA	2022 PARTICIPANT AGE				2022 - Total	2022 - Male	2022 - Female	2022 Penetration Rate	Change From Season 2021-2022	Change From Season 2015-2022	(%) Change From Season 2015-2022
	Miniroos (0-11)	Juniors (12-18)	Seniors (19-35)	Over 35's							
Colac-Otway	19	14	26	2	61	57	4	0.27%	+3	-5	-8%
Golden Plains	235	136	59	34	464	353	111	1.88%	+26	+335	+260%
Greater Geelong	1,599	1,203	1,062	639	4,503	3,384	1,115	1.64%	+314	+1,805	+67%
Surf Coast	224	151	74	67	516	351	165	1.37%	+56	+153	+80%
Queenscliffe	26	17	1	12	56	37	19	1.73%	+9	+25	+81%
TOTAL	**2,103**	**1,521**	**1,222**	**754**	**5,600**	**4,182**	**1,414**	**1.58%**	**+408**	**+2,313**	**+70%**
							Victorian average penetration rate	1.18%			

FOOTBALL PARTICIPATION SUMMARY - BY LGA

The table below outlines the trends in football participation in each G21 LGA from 2015 to 2022.

The tables summarise participation data in two different formats, being:

1 – **RESIDENT PARTICIPATION** – Participants who live in G21 but participate anywhere.

2 – **CLUB PARTICIPATION** – Participants who play at clubs within the municipality and live anywhere (either within or outside of the region).

Understanding both data sets will assist in formulating participation insights including player migration within and outside of individual LGAs and the broader region.

Resident Participation

LGA	2015 TOTAL	2016 TOTAL	2017 TOTAL	2018 TOTAL	2019 TOTAL	2020 TOTAL	2021 TOTAL	2022 TOTAL
Colac-Otway	66	70	63	52	41	32	58	61
Golden Plains	129	148	152	158	200	490	438	464
Greater Geelong	2698	2982	3172	3269	3523	4052	4189	4503
Surf Coast	363	375	421	401	399	426	460	516
Queenscliffe	31	39	36	39	45	39	47	56
TOTAL	**3,287**	**3,614**	**3,844**	**3,919**	**4,208**	**5,039**	**5,192**	**5,600**
Annual % change	-	+10%	+6.4%	+2%	+7.4%	+19.7%	+3%	+7.9%

Club Participation

LGA	2015 TOTAL	2016 TOTAL	2017 TOTAL	2018 TOTAL	2019 TOTAL	2020 TOTAL	2021 TOTAL	2022 TOTAL
Colac-Otway	69	69	59	41	41	36	73	57
Golden Plains	89	159	161	150	150	407	329	352
Greater Geelong	2780	3037	3235	3377	3377	3967	4225	4527
Surf Coast	407	433	468	439	439	333	420	481
Queenscliffe	N/A – No football clubs located within the municipality							
TOTAL	**3,345**	**3,698**	**3,923**	**4,007**	**4,280**	**4,743**	**5,047**	**5,417**
Annual % change	-	+10.6%	+6%	+2.1%	+6.8%	+10.8%	+6.4%	+7.3%

FOOTBALL PARTICIPATION PROJECTIONS 2023 – 2033

Participation in football is projected to grow by an additional 1,282 players and 88 teams by 2033.

Assumptions around future forecasts have been made based on the current penetration rate of each LGA remaining the same to 2033. Should this change, the forecast will be subject to fluctuation.

The table below shows that player numbers will increase by approximately 1,282 players and 88 teams by 2033. This is based on an average team size of 15 players. This average team size is a typical number, considered in the context that players under 11 years of age are likely to be part of a Miniroos offering (i.e. not team based) and participants over the age of 50, for example, may take part in a walking football version of the game.

The City of Greater Geelong's population forecast is estimated to see an additional 60,000 residents over the next 10 years. Within the municipality there are 15 individual planning areas. To provide a more accurate understanding of these future football participation forecasts, a breakdown of each planning area has been provided on page 49.

LGA	POPULATION			FORECASTED ADDITIONAL PARTICIPANTS AND TEAMS					
	2023	2028	2033	2028 – Additional participants	2028 – Additional teams	2033 – Additional participants	2033 – Additional teams	If +1% On Current Pen. Rate: 2028 Additonal Participants	If +1% On Current Pen. Rate: 2033 Additional Participants
Colac-Otway	22,471	23,515	24,657	+3	0	+6	0	+235	+247
Golden Plains	24,943	27,540	32,800	+48	+3	+146	+10	+275	+328
Greater Geelong	280,450	311,298	342,706	+495	+33	+1,000	+67	+3,113	+3,427
Surf Coast	37,694	43,173	49,774	+75	+5	+165	+11	+432	+498
Queenscliffe	3,333	3,400	3,436	-4	0	+2	0	+31	+34
TOTAL	**368,891**	**408,926**	**453,373**	**+603**	**+41**	**+1,282**	**+88**	**+4,086**	**+4,534**

FUTSAL PARTICIPATION SUMMARY

Overall Futsal Participation Summary

	2016 TOTAL	2017 TOTAL	2018 TOTAL	2019 TOTAL	2020 TOTAL	2021 TOTAL	2022 TOTAL
TOTAL	1,685	1,782	1,500	1,459	468	345	865
Annual % change	-	+5.8%	-16%	-2.7%	-68%	-26.3%	+150%

Futsal Participation Forecast

	2022 Penetration Rate	2028 Additional participants	2033 Additional Participants	If +0.5% On Current Pen. Rate: 2028 Additonal Participants	If +0.5% On Current Pen. Rate: 2033 Additional Participants
TOTAL	0.24%	+126	+237	+1,077	+1,195

2022 G21 LGA Futsal Player Breakdown

Colac-Otway	Golden Plains	Greater Geelong	Surf Coast	Queenscliffe	Other (outside of G21)
3	17	749	67	4	25

UNDERSTANDING FACILITY PROVISION

Facility provision ratios within this section of the report are used as a guide to assist in understanding the potential capacity of existing facilities, as well as identifying any shortfalls or overprovision.

These ratios cannot be used as a standalone measurement however and must be considered amongst other influencing factors such as:

- The proximity and geographical spread of sporting infrastructure
- Population demographics and activity preferences
- Localised demand for sport
- Facility access and/or ownership limitations
- Condition of existing assets and their level of capacity

RATIOS

The following ratios have been used as a guide to inform the Strategy:

Pitch to population ratio (1 : 5,000) – this ratio has been derived from reviewing relevant G21 LGA documentation that note provision ratios for football, as well as benchmarking of several LGAs across metropolitan, regional and rural Victoria.

Pitch to player ratio (1 : 170) – this ratio assists to understand how demand for pitches can change based on participation levels as opposed to population alone. Within this report, the pitch to player ratio has been applied to both resident and club participation given there is evidence of player migration which may influence the analysis. This ratio has been identified as a best practice approach as is indicative only.

ANALYSIS OF EXISTING FOOTBALL FACILITIES

Existing facilities included in the venue analysis (see page 47) are those which have been identified as 'Tier 1 (i.e. NPL venues)' and 'Tier 2 (i.e. community venues') only. This report does not consider venues used for training, overflow or potential future venues.

FOOTBALL FACILITIES RATING SUMMARY (BY LGA)

The following section provides individual facility assessment scores by LGA. The below ratings outline subsequent scores.

- Indicates core provision strongly aligns with all requirements
- Indicates core provision does not meet or is below requirements

CLUB ROOM FACILITIES RATINGS

MAIN PAVILION (out of 10)	
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate condition (considerable wear but still comfortable for users)	6
Poor (multiple quality issues identified)	4
Very poor (multiple quality issues identified, and immediate intervention required)	2
Unable to provide accurate assessment	0

CHANGE ROOMS (out of 10 for main home and away change facility)	
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate condition (considerable wear but still comfortable for users)	6
Poor (multiple quality issues identified)	4
Very poor (multiple quality issues identified, and immediate intervention required)	2
Unable to provide accurate assessment	0

GENDER NEUTRAL/FEMALE FRIENDLY (score provided for home and away change facility)	
Yes – Gender Neutral compliance (including pan toilets, cubicle showers and a safe, modern	2
No – Gender Neutral compliance (facility does not meet above standards)	0

MATCH OFFICIALS' FACILITIES (out of 10 for main and secondary (if applicable match officials' facilities)	
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate condition (considerable wear but still comfortable for users)	6
Poor (multiple quality issues identified)	4
Very poor (multiple quality issues identified, and immediate intervention required)	2
Unable to provide accurate assessment	0

GENDER NEUTRAL/FEMALE FRIENDLY – Match Officials Facilities	
Yes – Gender Neutral compliance (including pan toilets, cubicle showers and a safe, modern	2
No – Gender Neutral compliance (facility does not meet above standards)	0

Indicates core provision strongly aligns with all requirements

Indicates core provision does not meet or is below requirements

PITCH RATINGS

DRAINAGE SCORE (out of 4)	
Drainage in good condition – operating and efficient	4
Drainage functional but requires improvement	2
Drainage system present but dysfunctional	1
No drainage provided	0
Unable to make accurate assessment	0

IRRIGATION SCORE (out of 2)	
Automatic irrigation system	2
Synthetic surface (no irrigation required)	2
Hose or manual system	1
No irrigation	0
Unable to make accurate assessment	0

IS THERE A CRICKET WICKET ON THE PLAYING FIELD	
No	2
Yes	0

PITCH CONDITION (out of 10)	
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate condition (considerable wear but still playable)	6
Poor (multiple quality issues identified)	4
Very poor (multiple quality issues identified, and immediate intervention required)	2
Unable to provide accurate assessment	0

SPORTS LIGHTING (out of 20)	
500+ lux	20
300–499 lux	15
200–299 lux	12
150–199 lux	10
100–149 lux	8
50–99 lux	6
Less than 50 lux	4
Lighting provided but unable to provide accurate assessment	0
No lighting provided	0

OVERALL RATINGS

	CLUB ROOMS TOTAL RATING	PITCHES TOTAL RATING	RECOMMENDATION
Low	0–20	0–10	Major shortfalls in infrastructure identified. Immediate planning and investment required.
Moderate	21–30	10–25	Some shortfalls in infrastructure identified. Short term planning and investment required.
High	30–40	25–30	Infrastructure mostly meets requirements. Minor improvements may be required.
Very High	40+	30+	Infrastructure is meeting requirements. Continue to monitor performance.

FOOTBALL FACILITIES RATING SUMMARY – CLUB ROOMS (BY LGA)

	Rate overall condition of the home change room facilities	Is the home change room suitable for all-gender use? Yes = 2 No = 0	Rate overall condition of the away change room facilities	Is the away change room suitable for all-gender use? Yes = 2 No = 0	Rate overall condition of main match official change room facilities	Is the main match officials' change room suitable for multi-gender use? Yes = 2 No = 0	Rate overall condition of secondary match officials' change room facilities	Is the secondary match officials' change room suitable for all-gender use? Yes = 2 No = 0	Rate overall condition of general facilities within the main clubroom	**TOTAL** (Maximum total score for club room facilities = 58)
CITY OF GREATER GEELONG										
Armstrong Creek East	10	YES	10	YES	10	YES	10	YES	10	58
Barwon Heads Village Park	4	YES	4	YES	0	0	0	0	6	18
Bell Park Sports Club^	2	NO	2	NO	2	NO	2	NO	10	18
Deakin University*	8	YES	8	YES	2	NO	4	NO	0	26
Drysdale Sport Precinct	6	YES	6	YES	6	YES	0	0	6	30
Elcho Park*	10	YES	8	YES	6	YES	0	0	8	38
Estuary Reserve	10	YES	10	YES	10	YES	10	YES	10	58
Evans Reserve	4	YES	4	YES	2	YES	0	0	6	22
Grovedale Recreation Reserve	8	YES	8	YES	10	YES	0	0	8	40
Howard Glover Reserve	2	NO	2	NO	2	NO	0	0	4	10
Hume Reserve	10	YES	10	YES	10	YES	0	0	10	46
Lara Reserve	10	YES	8	YES	8	YES	0	0	10	42
Leisuretime Centre	10	YES	10	YES	0	0	0	0	0	24
Myers Reserve	6	YES	6	YES	6	YES	4	YES	8	38
Shell Road Reserve	8	YES	8	YES	8	YES	0	0	8	38
St Leonards Lake Reserve	8	YES	8	YES	6	YES	0	0	8	36
Stead Park	8	YES	8	YES	6	NO	0	0	10	36
White Eagle House*	2	NO	2	NO	2	NO	0	0	4	10
SURF COAST SHIRE										
Banyul Warri Fields	8	YES	6	YES	8	YES	8	YES	8	46
GOLDEN PLAINS SHIRE										
Bannockburn Rec Reserve	8	YES	8	YES	8	YES	8	YES	8	50
COLAC OTWAY SHIRE										
Beeac Recreation Reserve*	4	NO	4	NO	0	0	0	0	6	14

* indicates non-Council owned facility. ^ Indicates change room redevelopment currently underway at the time of writing the report.

FOOTBALL FACILITIES RATING SUMMARY - PITCHES (BY LGA)

	PITCH 1						PITCH 2					
	Drainage score	Irrigation score	Does the Pitch have centre cricket wicket Yes = 2 No = 0	Rate overall playing surface condition	Provide sports lighting rating	**TOTAL** Maximum total score for = 38	Drainage score	Irrigation score	Does the Pitch have centre cricket wicket Yes = 2 No = 0	Rate overall playing surface condition	Provide sports lighting rating	**TOTAL** Maximum total score for = 38
CITY OF GREATER GEELONG												
Armstrong Creek East	1	2	0	4	0	7	1	2	0	4	6	13
Barwon Heads Village Park	2	0	0	2	6	10	-	-	-	-	-	-
Bell Park Sports Club	2	2	2	4	4	14	4	2	2	4	4	16
Deakin University	4	0	2	8	12	26	-	-	-	-	-	-
Drysdale Sport Precinct	2	2	2	6	8	20	2	2	2	6	8	20
Elcho Park	4	2	2	8	8	24	2	2	2	8	6	20
Estuary Reserve	1	2	2	2	8	15	2	2	0	4	0	8
Evans Reserve	4	0	0	4	10	18	4	2	0	4	10	20
Grovedale Recreation Reserve	4	2	2	4	8	20	2	2	2	4	8	18
Howard Glover Reserve	1	2	2	6	4	15	0	0	2	4	0	6
Hume Reserve	4	2	2	8	8	24	4	2	2	8	8	24
Lara Reserve	4	2	2	8	8	24	4	2	2	8	8	24
Leisuretime Centre	4	0	2	10	12	28	-	-	-	-	-	-
Myers Reserve	2	0	2	6	8	18	4	0	0	6	8	18
Shell Road Reserve	0	0	2	4	8	14	0	0	2	4	8	14
St Leonards Lake Reserve	1	0	0	4	10	15	-	-	-	-	-	-
Stead Park	4	2	2	10	12	30	4	2	2	10	12	30
White Eagle House*	0	1	2	2	4	9	0	1	2	2	4	9
SURF COAST SHIRE												
Banyul Warri Fields	4	2	2	6	12	26	4	2	2	6	15	29
GOLDEN PLAINS SHIRE												
Bannockburn Rec Reserve	4	2	2	8	8	24	4	2	2	8	8	24
COLAC OTWAY SHIRE												
Beeac Recreation Reserve*	0	0	0	4	0	4	-	-	-	-	-	-

* indicates non-Council owned facility. ^ Indicates change room redevelopment currently underway at the time of writing the report.

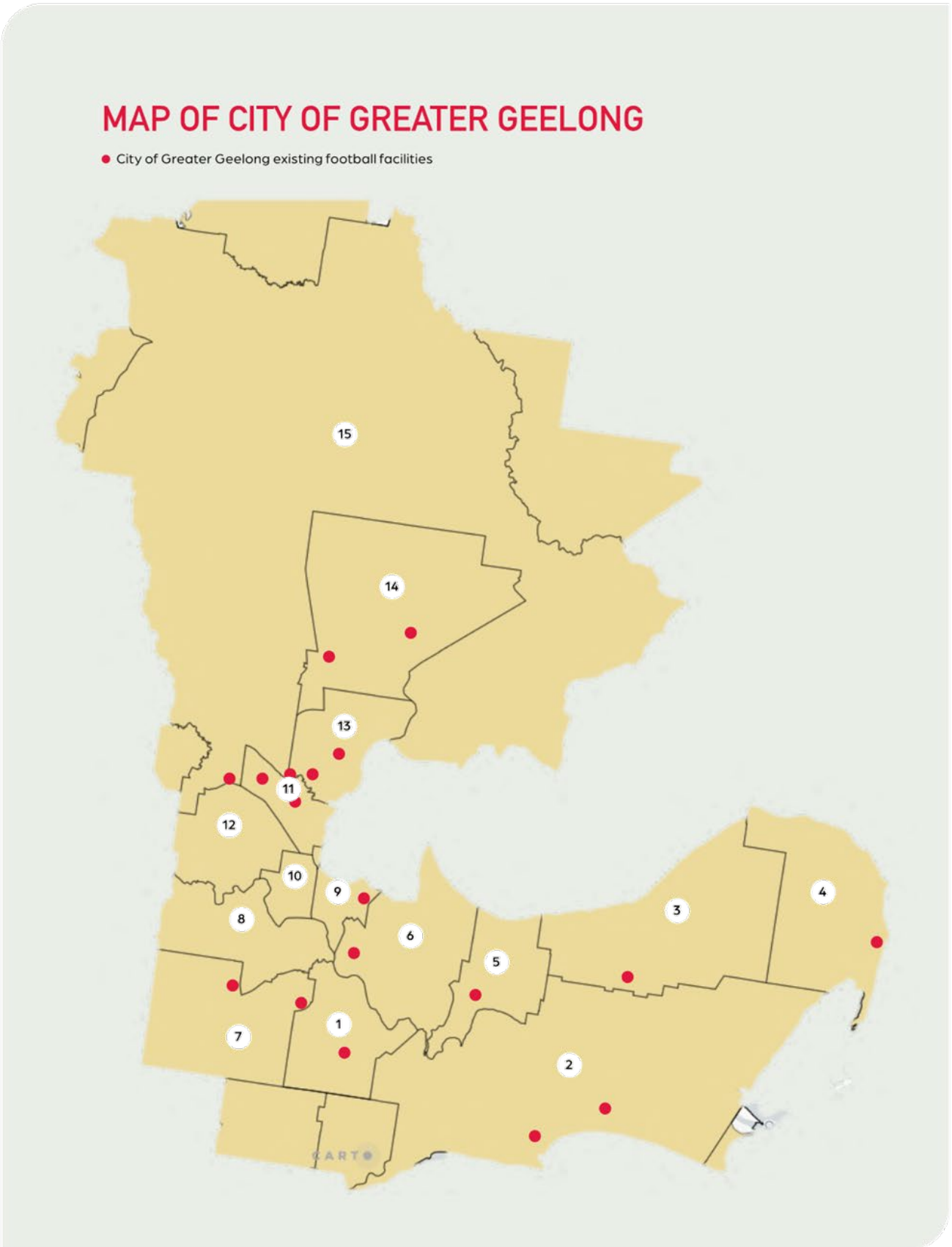
CITY OF GREATER GEELONG – PARTICIPATION AND PROVISION FORECAST BY PLANNING AREA

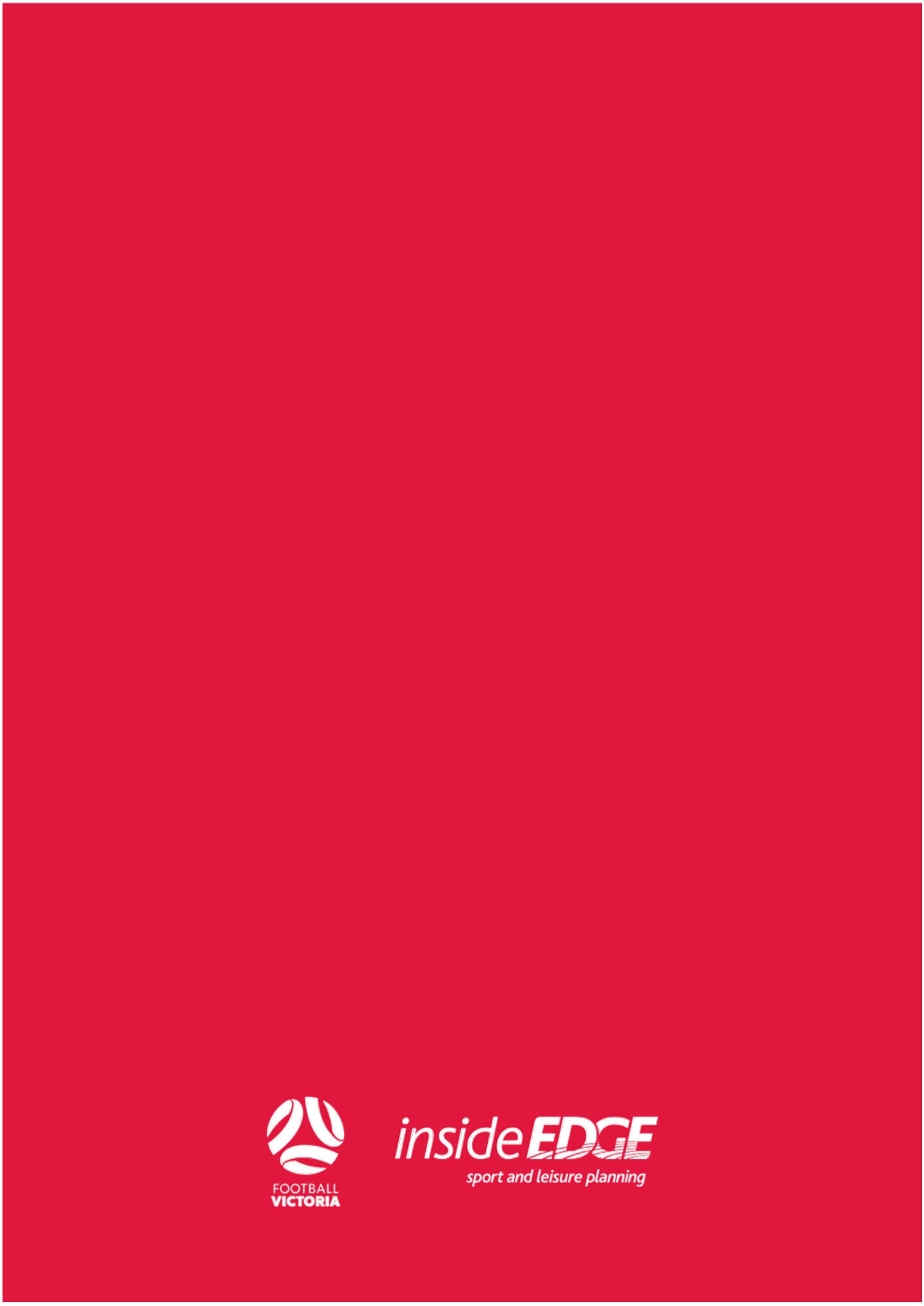
	Planning Area number	2023 Population	2028 Population	2033 Population	No. of playing fields	2022 No. of players	2022 Penetration rate	2022 Player to Pitch ratio (1 : 170)	2023 Population to Pitch ratio (1 : 5,000)	2028 No. of players	Additional players 2022–2028	Additional teams in 2028	Pitch gap / surplus in 2028 by players*	Pitch gap / surplus in 2028 by population*	2033 No. of participants	Additional players 2022–2033	Additional teams in 2033	Pitch gap/surplus in 2033 by players*	Pitch gap/ surplus in 2033 by population*
Armstrong Creek, Marshall – Charlemont	1	17093	26737	34866	2	400	2.34%	1 : 200	1 : 8547	626	226	15	-2	-3	816	416	28	-3	-5
Barwon Heads – Connewarre – Breamlea, Ocean Grove, Rural Bellarine Peninsula	2	26567	28870	30148	3	560	2.11%	1 : 187	1 : 8856	609	49	3	-1	-3	635	75	5	-1	-3
Clifton Springs, Curlewis, Drysdale – Bellarine	3	18664	21105	24298	2	329	1.76%	1 : 165	1 : 9332	372	43	3	0	-2	428	99	7	-1	-3
Portarlington, St Leonards – Indented Head	4	8604	9636	10674	1	133	1.55%	1 : 133	1 : 8604	149	16	1	0	-1	165	32	2	0	-1
Leopold	5	13533	14659	16100	2	188	1.39%	1 : 94	1 : 6767	204	16	1	1	-1	224	36	2	1	-1
Newcomb – Moolap, St Albans Park, Thomson – Breakwater, Whittington	6	18696	19222	19710	3	194	1.04%	1 : 65	1 : 6232	199	5	0	2	-1	205	11	1	2	-1
Grovedale, Mount Duneed, Waurn Ponds	7	26915	32289	35722	4	764	2.84%	1 : 191	1 : 6729	917	153	10	-1	-2	1014	250	17	-2	-3
Belmont, Highton – Wandana Heights – Ceres	8	40318	41904	43015	0	115	0.29%	0	0	120	5	0	-1	-8	123	8	1	-1	-9
East Geelong, Geelong – South Geelong – Drumcondra	9	12484	13542	15110	2	322	2.58%	1 : 166	1 : 6242	349	27	2	0	-1	390	68	5	0	-1
Geelong West – Manifold Heights, Newtown	10	21293	21770	22455	0	112	0.53%	0	0	115	3	0	-1	-4	118	6	0	-1	-4
Bell Park, Bell Post Hill, North Geelong – Rippleside	11	15633	16931	19689	6	486	3.11%	1 : 81	1 : 2606	526	40	3	3	3	612	126	8	2	2
Hamlyn Heights, Herne Hill – Fyansford	12	11556	12658	13996	0	281	2.43%	0	0	308	27	2	-2	-3	340	59	4	-2	-3
Corio, Norlane – North Shore	13	25741	26500	27155	7	318	1.24%	1 : 45	1 : 3677	327	9	1	5	2	335	17	1	5	2
Lara	14	18646	19897	21239	5	134	0.72%	1 : 27	1 : 3729	143	9	1	4	1	153	19	1	4	1
Lovely Banks – Batesford – Moorabool, Rural North	15	4706	5575	8528	3	167	3.55%	1 : 56	1 : 1569	198	31	2	2	2	303	136	9	1	1

Note: the above pitch provision analysis should be considered (in some locations) in the context of the current ownership of football venues. Non-Council owned venues (see page 47) may see limited public access and therefore greater publicly accessible pitches are required.
* Provision gap/surplus analysis based on existing number of football pitches remaining the same.

MAP OF CITY OF GREATER GEELONG

● City of Greater Geelong existing football facilities

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