

Recreation Plan

2017 – 2021





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Executive Summary

Recreation is important to the Banyule community as it contributes to people’s health and wellbeing, community cohesion, economic growth and jobs, and Banyule’s livability.

To ensure the Banyule community is able to access and enjoy the benefits of recreation, this plan helps the community understand what Council does and why we do it.

Council provides and supports recreation facilities, services and programs because people living, working, studying and/or visiting Banyule should have access to a diverse range of recreation opportunities, regardless of ability or background, so they can be as physically active, socially connected and healthy as possible.

The Recreation Plan supports the objectives in Banyule’s Council Plan 2017-2021 in particular the strategic objective: ‘People: Strong, Healthy and Inclusive Communities’. The primary key direction for the Recreation Plan in the Council Plan is:

“ **Support and provide health and wellbeing.**

In preparing this plan, consideration was given to strategic directions which supported Council plans, national and state strategic documents, industry trends, our understanding of what is happening locally, and what our community told us during the consultation process.

Consultation included community forums, community reference group workshops, stakeholder workshops, internal consultation with other departments, online surveys, consultation at events, mail outs, and an ongoing presence on Council’s Shaping Banyule website.

The changes and challenges identified through research and consultation include:

- More people participating in active recreation
- Increasing population and increasing community expectations
- Increasing female participation in sport
- Ageing population
- Land availability
- Council’s ability to provide fit for purpose facilities in a rate capping environment
- Ageing infrastructure
- Barriers to participation

To best address these changes and challenges, the plan’s framework focuses on outcomes and is underpinned by Council’s vision and core values;



The goals of the Recreation Plan have been developed from the four emerging key themes identified during the research and consultation process:

Goal 1

Facilities – Our community has equitable access to multipurpose, inclusive, accessible and sustainable facilities.

Intended Outcomes:

- 1.1 Multipurpose buildings and open spaces providing diverse recreation and sporting opportunities.
- 1.2 Inclusive facilities based on universal design principles, providing welcoming and supportive environments.
- 1.3 Facilities and open spaces are managed in an environmentally sustainable way.

Goal 2

Communication and Education – Our community knows and is aware of opportunities and feels supported in the delivery of recreation.

Intended Outcomes:

- 2.1 Information about recreational facilities, programs and groups is easy to find and understand.
- 2.2 Recreational groups have knowledge, skills and support to effectively run their activities.
- 2.3 Informed evidence-based decision making.

Goal 3

Informal Opportunities – Our community can access and participate in diverse activities that enhance their wellbeing.

Intended Outcomes:

- 3.1 Greater opportunities for unstructured activities providing flexibility in how people access and participate in recreational activities.
- 3.2 Affordable recreational opportunities.
- 3.3 Diverse recreational experiences through creative and innovative programs and public open spaces.

Goal 4

Participation and Partnerships – Our community is actively involved and has a strong and connected sense of belonging.

Intended Outcomes:

- 4.1 Increased health and social cohesion through participation.
- 4.2 Greater recreational opportunities through partnerships.

Each goal has a series of strategic actions describing what we intend to do over the course of this four-year Recreation Plan. The strategic focus provides direction for the life of the plan and is supported by a yearly action plan, which details annual tasks, and will be reviewed annually to determine if they are achieving the intended outcome.

Having a Recreation Plan that has been informed by our community, as well as by evidence and industry trends, validates its strategic direction. The plan’s framework encourages flexibility to respond to community priorities and industry challenges over the next four years.



I Introduction and Overview

ABOUT BANYULE

Banyule is located between 7 and 21 kilometres north-east of central Melbourne and comprises 21 suburbs over an area of approximately 63 square kilometres. The Yarra River runs along Banyule's southern border while the west is defined by Darebin Creek. Banyule is located on the lands of the Wurundjeri, and Council recognises the Wurundjeri as the traditional custodians of the lands and waters of Banyule.

Banyule is renowned for its open spaces and plentiful parklands, especially along the Yarra and Plenty River valleys. There are 606 hectares of council-owned open space in Banyule, as well as substantial areas of parkland managed by Parks Victoria. These provide a wealth of recreational, environmental and tourism opportunities for the region. There are sites of botanical, zoological, habitat and heritage significance, including aboriginal archaeological sites and scar trees, and points of interest associated with the Heidelberg School of Artists.

Banyule is the active resident's dream place to live, with many excellent community leisure facilities including indoor aquatics and fitness centres at Ivanhoe, Heidelberg West, Watsonia and WaterMarc at Greensborough. Greensborough also has a synthetic athletics track, while a hockey centre and indoor netball stadium can be found at Bellfield and Macleod respectively. There are many playing fields, tennis and bowling clubs throughout Banyule.

Cycling and walking through Banyule are popular pastimes, made enjoyable by the many kilometres of bicycle and pedestrian trails, particularly along the Yarra and Plenty Rivers and Darebin Creek.

Banyule is primarily a residential area and retaining the character of individual neighbourhoods is important to the local community. While separate houses dominate, increasing numbers of semi-detached houses, townhouses and units are being built. Over two thirds of homes are privately owned or being purchased, with most of the rest rented.

Banyule has a number of commercial centres, the largest being the Greensborough Principal Activity Centre, with Heidelberg and Ivanhoe designated as Major Activity Centres. There are significant industrial areas in Heidelberg West, Greensborough, Briar Hill and Bundoora. Banyule is also home to a number of large institutions such as the Austin Hospital including the Olivia Newton John Cancer Centre, the Mercy Hospital for Women, the Heidelberg Repatriation Hospital and the Simpson Army Barracks. In addition the La Trobe National Employment Cluster has been earmarked for future growth and development.

PURPOSE AND SCOPE

Given what we know about Banyule, we need to plan for the future to ensure we continue to support all the features, facilities, programs, activities, events and projects that the community values. This plan provides a focus for delivering opportunities that improve community health, wellbeing and social cohesion. Council provides and supports recreation services and programs because people living, working, studying and/or visiting Banyule should have access to a diverse range of recreation opportunities, regardless of ability or background, to enable them to be as physically active, socially connected and as healthy as possible.

The Recreation Plan plays a vital role in supporting Council to achieve the overarching goals of the 2017-2021 Banyule Council Plan, with its five key areas of People, Planet, Place, Participation and Performance.

This plan will guide Council in planning, delivering and advocating for recreational opportunities for the community over the next four years.

The scope of our work in producing this plan was:

- Reviewing the Recreation Plan 2013-17
- Conducting a literature review of relevant national, state and Council strategies and policies
- Analysing current sport, leisure and recreational trends within the state and municipality
- Analysing state and local demographic data
- Establishing a Community Reference Group to help guide the plan's development
- Integrating work on this plan into the Council Plan community engagement process
- Conducting community and stakeholder engagement via workshops, forums, interviews, Shaping Banyule and pop-up consultations
- Conducting a community survey
- Producing a four-year strategic plan with an annual action plan.

DEFINITION OF RECREATION

Recreation is an activity that people engage in during their free time, that people enjoy, and that people recognise as having socially redeeming values.

For this plan, the term recreation is being interpreted in the broadest possible sense to cover a wide range of sporting and leisure activities, including those that are competitive and non-competitive, passive and active, home based and community based.

Examples of activities include playing sport, exercising, walking, picnicking, visiting parks and playgrounds, reading, writing, dancing, playing games, and arts and crafts.

BENEFITS OF RECREATION

The benefits to communities from participating in sport and recreation are wide and varied and include:

Physical and Mental Health

Reduces chronic disease risk factors and reduces psychological distress, such as anxiety and depression. Improves overall physical and mental health and wellbeing. Increasing the rate of physical activity by 10% has been estimated to reduce physical inactivity related deaths by 15%.¹

Social

Promotes social interactions and community cohesion. It improves social networks and fosters community development. It reduces isolation and anti-social tendencies. It can be a platform for behaviour change and for tackling broader social issues.

Environmental

Reduces traffic congestion, air pollution, greenhouse emissions and noise pollution associated when people replace vehicle trips with active travel. Helps to sustain the environment through valuing and protecting open space and natural areas.²

Economic

Provides economic growth through business investment, employment, major events and tourism. Creates opportunities for and supports volunteering. Sport in general comprises approximately 2% of Gross Domestic Product.³ Sport and active recreation added approximately \$8.5 billion to Victoria's economy in 2016.⁴



② Current Situation of Recreation in Banyule

BANYULE DEMOGRAPHICS

To align our planning to the Banyule community we need to understand its demographics:

- Banyule’s estimated resident population for 2016 was 127,791.
- Like the rest of Australia, Banyule’s population is ageing, with the proportion of residents aged 65 years and over at 17.4% compared to 14.0% for Greater Melbourne. The median age of Banyule residents is 39 years compared to 36 for Greater Melbourne. 36% of population is aged 50+ years compared to 31% in Greater Melbourne.
- Gradual population growth – from 2010-2016, Banyule had an average annual increase of approximately 790 persons. In the same period, Whittlesea had an increase of approximately 8450 persons.
- Banyule’s cultural and linguistic diversity is changing and becoming more in line with increasing diversity in Greater Melbourne. Banyule residents come from over 140 countries and speak around 120 languages.
- Higher than average socio-economic profile with pockets of disadvantage (data from 2011, new data not available until 2018)
- Fewer residents walking or cycling to work 3.5% compared to 4.2% for Greater Melbourne (data from 2011, travel to work data not yet available from 2016 Census).

PHYSICAL ACTIVITY



ORGANISED

(eg. fitness centre, sports club)
Slightly lower participation for Banyule residents compared to Victoria



NON-ORGANISED

(eg. walking, jogging, cycling)
Higher participation for Banyule residents compared to Victoria

HEALTH STATISTICS (18+ POPULATION)

Selected modifiable risk factors contributing to chronic disease	Banyule	Melb Metro
Undertook insufficient physical activity	52.8%	50.3%
Spend 8 hours or more sitting on an average weekday	21.8%	25.7%
Are obese	19.8%	17.7%

Selected chronic diseases	Banyule	Melb Metro
Heart disease	6.8%	6.9%
Type 2 diabetes	3.6%	5.1%
Arthritis	24.6%	19.1%
High blood pressure	26.5%	24.1%

Source: VicHealth Indicators Survey, 2015

Source: Modifiable risk factors data from VicHealth Indicators Survey, 2014.
Chronic disease data from DHHS Victorian Population Health Survey 2011-12

Banyule Recreation Snapshot

Engaging a strong, healthy and inclusive community is one of our main priorities. We continue to maintain quality services to support people of all ages and for residents and visitors.

These include a variety of sport and recreation reserves, Council operated recreation and community based facilities, parks and open spaces. Each of these target particular population cohorts, and are heavily used by the local community.

Our recreation and leisure services, libraries and neighbourhood houses, all help support a connected, inclusive and involved community. This is complemented by an extensive calendar of activities providing opportunities for expression and creativity.

- Council coordinates a range of programs and services including:**
- Free Leisure Programs
 - Movies on the Move
 - Older Adults Recreation Program
 - Sports Development Grants and Community Grants
 - Club Development Support

The table below shows the vast array of opportunities available for the Banyule community to access:

85 seasonal sporting clubs	7 neighbourhood houses
43 sporting reserves	17 council owned tennis facilities
39 sport pavilions	1 privately owned tennis facility
13 community halls	15 senior citizens' clubs
2 council managed leisure centres	3 golf courses (1 public, 2 private)
2 externally managed leisure centres (Macleod Health and Fitness Centre and WaterMarc)	153 playgrounds and play spaces
1 regional athletics track (Willinda Park)	1 croquet club
1 outdoor hockey facility	7 bowling facilities
606 hectares of Council owned open space	3 libraries (Ivanhoe, Watsonia and Rosanna)
Shared Trail Network including the Main Yarra, Plenty River, Banyule and Darebin Creek Trails	Waterways and wildlife corridors, including Darebin Creek, Plenty River and the Yarra River
11 Friends Groups active in Banyule reserves	13 Scout and 2 Girl Guide Groups



There is currently high utilisation of Council-managed sports fields for junior and senior sport, a level which has continued to grow in the past four years. In the last two years, Banyule has experienced considerable growth in junior participation, particularly of females and especially Australian Rules Football with an increase of 21 junior teams.

Our 13 community halls are well used with 4,495 bookings in 2016, with increasing use over the past four years. Community groups comprise 57% of the bookings, with the remaining 43% being private groups.

Banyule has seven Neighbourhood Houses providing a wide variety of affordable programs and activities that are attractive to our community. Each house provides different programming, with some more learning-based where others offer more community based activities. Neighbourhood Houses host scrabble groups, mums and bubs groups, knitting, belly dancing, walking groups and gardening and are very popular but have limited opportunities for expansion.

In the last 12 months, over 1.9 million attendances were recorded at Council's major leisure facilities including WaterMarc Regional Aquatic and Leisure Centre, Ivanhoe

Aquatic & Fitness Centre, Olympic Leisure Centre, Banyule Netball Stadium, Macleod Recreation & Fitness Centre, Watsonia Indoor Pool, and Ivanhoe Public Golf Course.

Over the last four years Banyule has experienced an increase in privately owned facilities, with a growth in 24/7 gyms, personal training programs at Council reserves, and facilities such as adventure recreation (rock climbing, trampolining) and swim schools.

To achieve our vision for recreation in Banyule, Council relies on many partners, including:

- Australian and Victorian Governments
- State sporting associations
- Parks and Leisure Australia
- Banyule Community Health Centre
- Local community groups
- Yarra Plenty Regional Libraries (Watsonia, Ivanhoe and Rosanna Libraries)
- Leisure Management Services (Ivanhoe Public Golf Course), YMCA (Macleod Recreation Centre) and Belgravia Leisure (WaterMarc)

3 Strategic Context

RELATIONSHIP TO THE COUNCIL PLAN

The Recreation Plan supports Banyule’s Council Plan 2017-2021 and in particular the strategic objective: ‘People: Strong, Healthy and Inclusive Communities’ – Support and strengthen the health and wellbeing of the Banyule Community.

The Council Plan provides a roadmap for Council to follow and is underpinned by a vision and core values.

The primary key direction for the Recreation Plan in the Council Plan is to:

1.1 Support and provide health and wellbeing.

It is important to note that although the Recreation Plan has the strongest alignment with the ‘People’ objective, there is also alignment across all five key objective areas as detailed below.

The Recreation Plan has an important role in helping Banyule meet its obligations in relation to providing a Municipal Public Health and Wellbeing Plan.

VISION

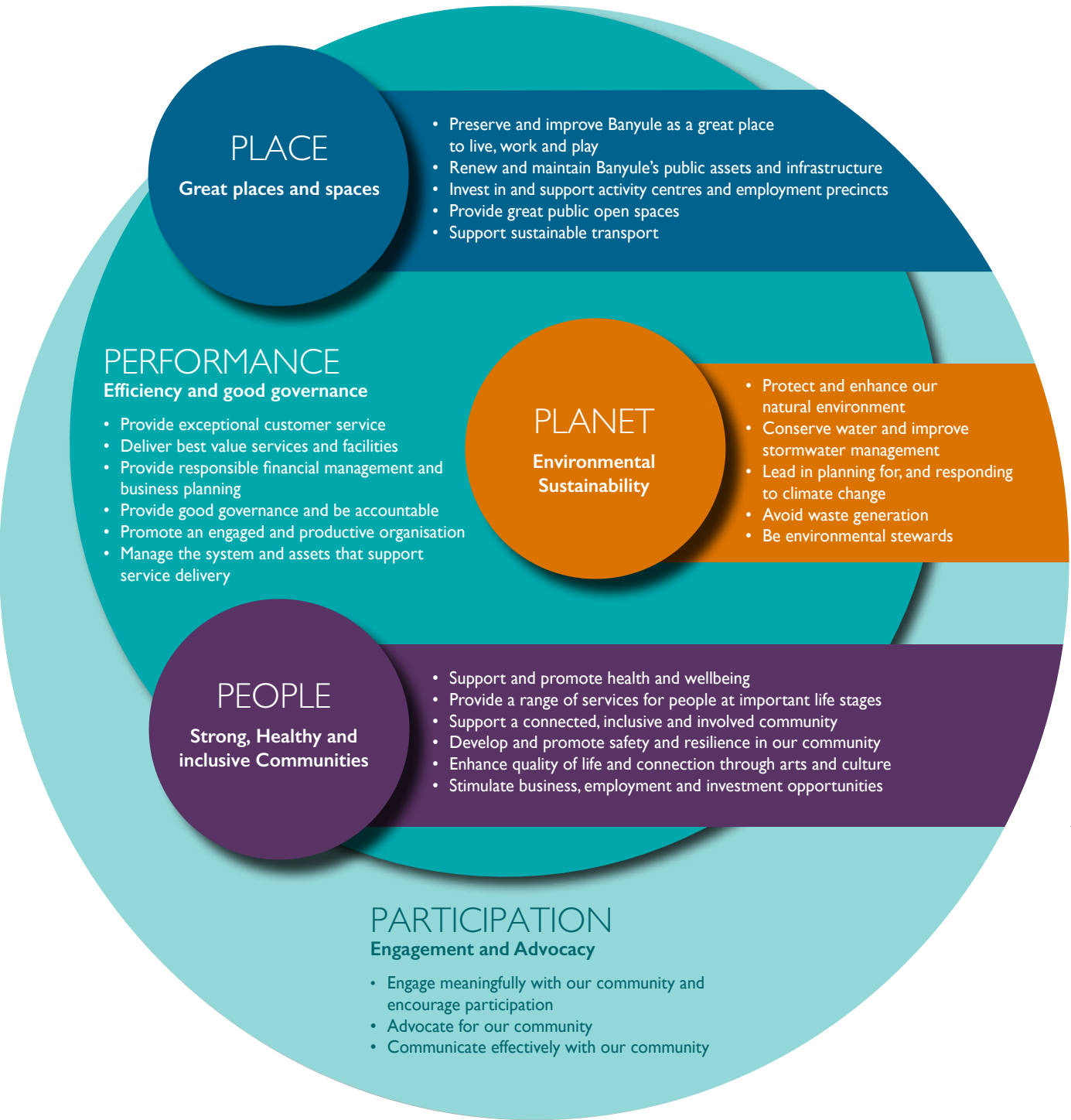
“ Banyule, a green, sustainable and vibrant place for a healthy, connected and inclusive community.

VALUES

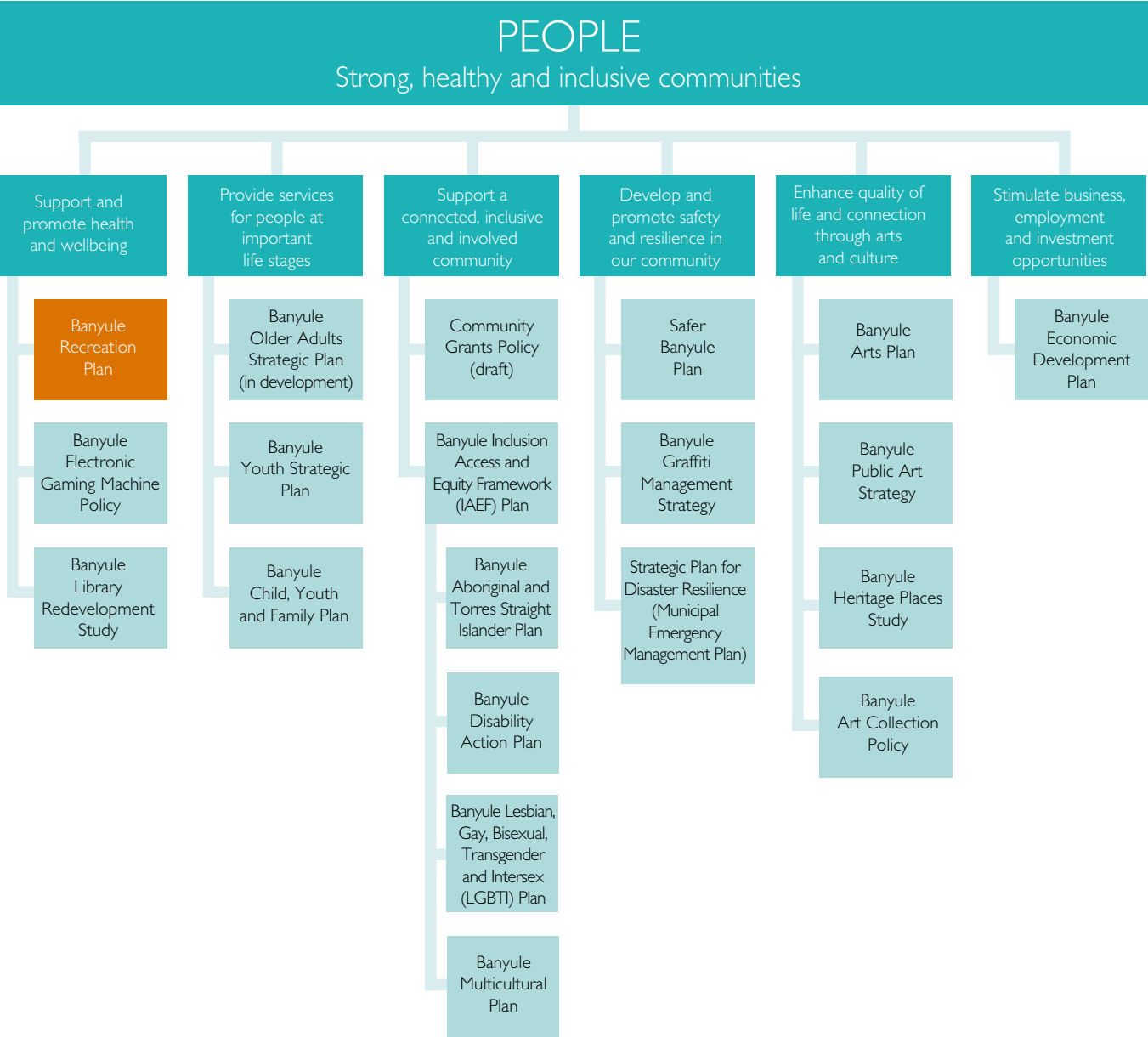
“ Respect, Inclusion, Initiative, Responsibility, Integrity, Leadership.

Council Plan Objective	Council Plan Key Direction
PEOPLE	1.1 Support and promote health and wellbeing
	1.2 Provide a range of services for people at important life stages
	1.3 Support a connected, inclusive and involved community
PLANET	2.2 Conserve water and improve stormwater management
	2.3 Lead in planning for, and responding to, climate change
	2.5 Be environmental stewards
PLACE	3.2 Renew and maintain Banyule’s public assets and infrastructure
	3.4 Provide great public and open spaces
	3.5 Support sustainable transport
PARTICIPATION	4.1 Engage meaningfully with our community and encourage participation
	4.2 Advocate for our community
	4.3 Communicate effectively with our community
PERFORMANCE	5.2 Deliver best value services and facilities
	5.3 Provide responsible financial management and business planning

The following diagram gives an overview of Council’s objectives and key directions.



The Council Plan framework is supported by a set of key policies, strategies and plans, including the Recreation Plan as outlined below.



Key Council documents considered in developing this plan include:

Public Open Space Plan 2016 – 2031	Multicultural Plan 2017 – 2021 (draft)
Playspace Plan 2016 – 2031	Youth Plan 2017 – 2021 (draft)
Integrated Transport Plan 2015 – 2035	Older Adults Strategy Plan (draft)
Dumped Rubbish and Litter Plan 2017 – 2021	Lesbian, Gay, Bisexual, Transgender and Intersex Plan 2017 – 2021 (draft)
Tennis Strategy 2017	Disability Action Plan 2017 (draft)
Child Youth and Family Plan 2016 – 2020	Arts and Culture Strategy 2017 – 2021 (draft)
Aboriginal and Torres Strait Islander Plan 2014 – 2017	Banyule City Council Physical Activity Mapping Paper 2016

The Recreation Plan has links with several documents within the objective areas of Place, Planet and Participation. Actions that exist or are under development within other supporting Council plans and strategies that closely align with the goals of the Recreation Plan are not all explicitly listed in this Recreation Plan.



National Context

INTERGENERATIONAL REVIEW OF AUSTRALIAN SPORT 2017, AUSTRALIAN SPORTS COMMISSION AND THE BOSTON CONSULTING GROUP.

In 2017, a National Sport Plan began development, which included the Intergenerational Review of Australian Sport 2017 for Trends impacting Australian Sport:

SPORT IN SCHOOLS

Despite its inclusion in the national and state curriculums, sport and Physical Education (PE) is becoming increasingly marginalised in schools.

INACTIVITY AND OBESITY

Inactivity is the fourth largest cause of non-communicable disease in Australia, with 14,000 to 16,000 Australians dying directly from it each year. Among children, inactivity is also growing, linked to the decline of sport in schools, less active commuting, and changed recreational habits.

DEMOGRAPHIC AND SOCIAL CHANGES

Over the next 20 years, Australians will become older, more time-poor and more ethnically diverse – all with consequences for the sports landscape. For example, by 2036 there will be one-third more Australians over the age of 65. Currently only 27% of Australians over 65 participate in sports related activities. If this large and growing cohort of older Australians is to remain healthy for longer, there will need to be an expansion of sport and physical activity products tailored to the needs of an older population.

COMMERCIALISATION OF SPORT

Sport is becoming increasingly professional and commercial. However, the winnings from this trend are being shared unevenly. The CSIRO 2013 report on The Future of Australian Sport showed how three, largely male, sports – AFL, NRL and Cricket – now dominate television exposure, accounting for more than half of all televised sport.

NEW TECHNOLOGY

Like most sectors, sport is being transformed by technology. Social technologies have created online sports communities outside traditional club structures (e.g., Runkeeper, Strava). Fitness tracking technologies (e.g., Fitbit, Jawbone) support broader individual fitness and wellness trends by making it easier for people to access training support and track their fitness performance (e.g., speed, endurance) outside formal sport and coaching structures.

PARTICIPATION

If today's trends continue, adult participation in sport could fall by around 15% by 2036. Young adults are predicted to experience more significant declines – particularly young women – due to a combination of a less active childhood, an absence of free time, and insufficient flexible and appropriate sporting options.

SPORTING ORGANISATIONS

A lot of sports are facing flat or declining participation rates. This decline in the community club and league system is predicted to drive a large and permanent loss of social capital. Volunteer numbers will fall, impacting the operational and financial viability of the sector. With fewer participants, competitions will become weaker and unsustainable – with acute impacts on rural communities in particular. And, the fall in revenue and funding will mean facilities decline and sport becomes less attractive in the face of competing forms of entertainment.



THE FUTURE OF AUSTRALIAN SPORT: MEGATRENDS SHAPING THE SPORTS SECTOR OVER COMING DECADES, AUSTRALIAN SPORTS COMMISSION AND CSIRO

In 2013, research into the future of Australian sport identified six key megatrends that may redefine the sport sector over the next 30 years:

A PERFECT FIT

Individualised sport and fitness activities are increasing. Participation rates in aerobics, running and walking, and gym memberships have all risen sharply over the past decade, while participation rates for many sports have held constant or declined. People are fitting sport into their increasingly busy and 'time fragmented' lifestyles.

FROM EXTREME TO MAINSTREAM

Adventure, lifestyle, extreme and alternative sports are on the rise. These sports typically involve complex, advanced skills and have some element of inherent danger and/or thrill-seeking. They are characterised by a strong lifestyle element and participants often obtain cultural self-identity and self-expression through their involvement.

MORE THAN SPORT

Governments, business and communities recognise participation in sport can help achieve mental and physical health, crime prevention, social development and international cooperation objectives. Sport for children and adults is an effective means of reducing the rise in obesity and chronic illness.

EVERYBODY'S GAME

An ageing population will change the types of sports we play and how we play them. Sports needs to cater for older adults to retain strong participation rates and to cater for the changing cultural make-up of the community. Different cultures have different sports preferences and sporting organisations will be challenged in capturing the interest and involvement of these cultures.

NEW WEALTH, NEW TALENT

The growth of population and income levels in Asia may create stronger competition and new opportunities both on the sports field and in the sports business environment. This may create new markets for sports tourism, television, equipment, services and events.

TRACKSUITS TO BUSINESS SUITS

Sport has become increasingly commercialised with some elite athletes earning attractive player salaries and sponsorship deals. Sports with higher salaries may draw athletes away from those with lower salaries. Loosely organised community sports associations are likely to be replaced by organisations with corporate structures and formal governance systems. The cost of participating is rising.

State Context

ACTIVE VICTORIA – A STRATEGIC FRAMEWORK FOR SPORT AND RECREATION IN VICTORIA 2017-2021.

This document provides a framework to support the State Government’s vision of an increased proportion of Victorians participating in sport and active recreation. The six key strategic directions include:

MEETING DEMAND

Increasing the capacity of sport and active recreation infrastructure, creating flexible and innovative participation options, seeking new sources of investment and investing in regional and metropolitan infrastructure.

BROADER AND MORE INCLUSIVE PARTICIPATION

Building inclusion into the system, providing affordable participation options, addressing racism, discrimination and harassment, investing in female participation, supporting participation for under-represented communities including Aboriginal Victorians, people with a disability, LGBTI people and disengaged youth.

ADDITIONAL FOCUS ON ACTIVE RECREATION

Support the structure and needs of active recreation, provide information and encouragement to support non-organised and unstructured recreation.

BUILD SYSTEM RESILIENCE AND CAPACITY

Support volunteers and the sport and active recreation workforce, encourage good governance and diverse leadership, develop a strong evidence base and analytical capacity, and address reputational risk and threats to integrity.

CONNECT INVESTMENT IN EVENTS, HIGH PERFORMANCE AND INFRASTRUCTURE

Invest in sport and regional facilities that underpin Victoria’s event calendar, create new trade and business opportunities, strengthen linkages between events and high performance sport and grassroots sport, develop pathways to excellence, and provide support for high performance athletes.

WORK TOGETHER FOR SHARED OUTCOMES

Develop agreed priorities for collaborative action and ensure complementary investment to create collective impact.

VICTORIAN PUBLIC HEALTH AND WELLBEING PLAN 2015–2019

This plan outlines the government’s key priorities to improve the health and wellbeing of all Victorians, particularly the most disadvantaged.

It is supported by an outcomes framework which details 12 outcomes across five strategic domains, with the outcomes that relate best to our Recreation Plan being:

- Good mental health
- Protect and promote health
- People are socially engaged and live in inclusive communities

A GUIDE TO HEALTHY PARKS HEALTHY PEOPLE, PARKS VICTORIA, 2017

This guide explains that Healthy Parks Healthy People is a global movement that recognises the fundamental connections between human health and environmental health, and highlights the value of parks:

- Spending time in nature is good for our mind, body and soul.
- Contact with nature is critical for our physical, mental, social and spiritual health.
- It has positive effects on our ability to concentrate, learn, solve problems and be creative.
- It boosts our immune system and helps us relax.
- Healthy nature sustains our life, livelihoods and liveability.
- Conserving parks for present and future generations provides inspirational and therapeutic settings that foster lifelong connections with nature and each other.
- Parks that are valued and maintained are also fundamental to economic growth and vibrant and healthy communities.

The guide lists Parks Victoria’s priorities as:

- Build cross sector partnerships
- Facilitate and enable community activation programs in parks
- Progressively revitalise park infrastructure
- Build knowledge and evidence
- Grow awareness and advocacy

Neighbouring Local Government Context

Banyule Council has strong relationships with neighbouring municipalities and over the years has partnered on regional planning and projects that benefit the broader community beyond municipal boundaries.

Although each Council varies in population, land size, and built environment, the bordering areas of each Council reflect a similar environment as that experienced in Banyule: a mix of residential and business properties with areas of public open space.

It is vital to have ongoing communication with neighbouring municipalities to ascertain common focus areas and opportunities to create partnerships. The following neighbouring Councils were consulted in creating this Recreation Plan:

- Darebin
- Yarra
- Manningham
- Nillumbik
- Whittlesea

Some of the key considerations for Banyule include:

- Feasibility Study into a Regional Paddle Sports Centre along the Yarra River in Westerfolds Park
- Northland Urban Renewal Precinct Joint Community Infrastructure Plan along the Darebin Creek Corridor
- La Trobe Employment Cluster Planning
- La Trobe University planned sporting infrastructure investment in Bundoora
- Regional Indoor Sports Needs Analysis Study
- Planned trail expansions and upgrades as the Northern Regional Trails Strategy is implemented
- Development of the North East Link project
- Amcor site redevelopment





Research and Consultation

Community engagement for the plan started in November 2016 with awareness of the project promoted via Council’s online engagement platform Shaping Banyule. Expressions of interests for a Community Reference Group were also sought at this time.

A literature review of relevant policies, strategies and plans started in February, while in March and April we conducted targeted consultation with our community.

Some of the ways we engaged with people included:

- Conversations at our Twilight Sounds / Kids Arty-Farty Fest events
- Four Community Forums – key focus table as part of developing the 2017-2021 Council Plan
- Meetings with the Recreation Plan Community Reference Group
- Meetings with internal departments
- Meetings with local community groups representing different communities
- Promoting our online survey at pop up events and locations across Banyule
- Distributing postcards to 500 randomly selected households promoting the survey
- Distributing postcards at three railway station morning commute sessions

During the first stage of our consultation we heard from the community via:

- 382 survey responses
- 14 online comments, as well as reactions to these comments
- 90 people across four community forums
- Numerous conversations at festivals, events, workshops and pop ups

We then ran four Issues and Opportunities workshops and sessions to test the key themes emerging from the consultation. These workshops were attended by a range of local groups and community members including:

- 22 attendees from sporting clubs/associations
- Six attendees from neighbourhood houses and libraries
- Six attendees from local leisure facilities
- 10 attendees (including Councillor representative) from the Community Reference Group

The full comprehensive literature review and consultation summary can be viewed in the Research and Technical Report.

Challenges and Strengths

An environmental scan identified strengths, weaknesses, opportunities and challenges for recreation in Banyule.

The key industry challenges identified from the literature review include:

- Growing population
- Ageing population
- Changing lifestyle expectations
- Physical literacy in schools
- Meeting physical activity targets
- Increasing female participation in sport
- Need for broader and more inclusive participation
- Rise in adventure, extreme and alternative sports
- Land availability in established suburbs
- Increased housing density
- Maintaining a competitive edge at state and national levels
- Strong governance systems

At a local level, the key challenges identified include:

- More people participating in active recreation
- Increasing population and increasing community expectations
- Increasing female participation in sport
- Ageing population
- Land availability
- Our ability to provide fit for purpose facilities in a rate capping environment
- Ageing infrastructure
- Barriers to participation

Acknowledging these challenges helps us to understand the parameters within which we are working and helps us to understand the strengths, which make Banyule a great place to live, work and play:

- Established community
- Passionate people
- History and heritage
- Great public open spaces
- Extensive play network
- Variety of indoor and outdoor facilities
- Variety of sporting and recreational opportunities

④ Key Themes from Research and Consultation

The four emerging key themes identified during the research and consultation process, which were also tested with key stakeholders across four workshops to confirm here their relevance, were:

- Facilities
- Communication and education
- Informal opportunities
- Participation and partnerships

Theme 1: Facilities

Banyule's increasing population is expected to continue placing demand on the supply of facilities. Combined with initiatives to increase participation, it is imperative that facilities are multipurpose and we manage our current infrastructure in smarter ways. We also need to consider this in light of our current ageing infrastructure.

What we know:

- 15.8% increase in Banyule population forecast by 2036⁵ equates to need for increased facility capacity
- 18% of our existing seasonal sporting pavilions are female friendly
- 27% of seasonal sporting clubs have female teams
- 5% of seasonal sporting pavilions are currently used for purposes other than their traditional use
- Accessibility of Banyule facilities continues to increase as universal design principles are imbedded in our everyday thinking.
- The duration, frequency and intensity of extreme heat events have increased in Australia⁶

What you told us:

- You want facilities that are multi-use, not just single purpose, and provide opportunities outside of sporting opportunities for people to gather and meet
- You want facilities that are more female friendly
- You want facilities that are culturally appropriate and welcoming to all
- You want facilities to be physically accessible, safe and secure
- Current available spaces are too expensive
- You want parks and open spaces managed in an environmentally sustainable way

Theme 2: Communication and Education

A key component to increasing participation is knowing what opportunities are available within our local community. Council plays an integral role in providing information and linking people with opportunities. The rise in technology, in particular online resources and smartphone usage, indicates that people want to access information easily, quickly and at a time convenient to them. Council also supports numerous recreational groups, with volunteers within these organisations looking to Council for help with Council processes and various aspects of club management.

What we know:

- 92% Australians use the internet⁷
- 54% of internet users engage in blogs and online communities⁸
- 6.1 billion smartphone users estimated globally by 2020⁹
- 580,000 Victorians volunteers in sport¹⁰
- Volunteers are more likely to stay involved if they are supported¹¹
- 18.1% of Banyule residents aged 15+ are volunteers¹²

What you told us:

- Our community is unsure of the facilities and programs on offer
- Our sporting clubs feel pressure to meet the increasing demands of running clubs and associations
- Our multicultural groups and LGBTI community would like facilities and community groups to be more inclusive
- There are constant advances in technology and we need to take advantage of this new technology
- You like to be communicated with in a way that reflects your lifestyle
- Different age cohorts want to receive the same information but in different ways
- You want help connecting to volunteers in the community

Theme 3: Informal Opportunities

We know that at a state level, more Victorians participate in active recreation than in organised sports. Adults spend 736 hours a year on physical recreation, exercise and sport, with 80% of these hours in active recreation and 20% in sport. The three most common activities – walking, fitness and gym, and jogging and running – comprise 44% of all recorded sport and recreation activity.¹³

Locally, our consultation results also show a tendency towards recreation over sport.

The majority of respondents (63%) to Council's survey indicated they used walking/running trails most, followed by leisure centres (aquatics/pools) and libraries. Of the activities enjoyed most, walking ranked highest (37%), followed by swimming and cycling.

What we know:

- People are spending more time in paid work¹⁴
- Structured/competitive sport is declining or remaining constant in most sports¹⁵
- Informal and unstructured recreation have highest participation levels¹⁶
- Popularity of adventure, lifestyle, extreme and alternative sports has risen¹⁷
- Self-organised (not organisation/venue based) participation becomes more important as we get older¹⁸

What you told us:

- Paths and trails are an important asset for connecting to spaces, for facilitating exercise and for general commuting
- You want flexibility to participate when you are available, with more opportunities 24/7
- Youth and multicultural communities are looking for more informal opportunities
- You want more promotion of walking and cycling
- You want affordable access
- You want opportunities for nature play/bush playgroups
- You need 'hang out' spaces

Theme 4: Participation and Partnerships

Increasing participation makes us a healthier community. We know that it improves our physical and mental health and wellbeing. Equally important is that it brings people together and builds social cohesion, reducing social isolation. We know from the 2014 Banyule Household survey that 22% of respondents belong to a sporting club and overall participation in at least one type of community group was at 59.3%.

Working collaboratively with partners to plan, support and deliver programs and services is a key component to achieving our goals. Key partners include community groups, regional and state associations, libraries, neighbourhood houses, schools, commercial organisations, neighbouring Councils; and state and federal governments.

What we know:

- The growing age groups in Banyule are between 0-4 years, 60-69 and 85 plus¹⁹
- 52.8% of Banyule residents aged 18+ do insufficient physical activity²⁰
- The barriers to participation for females often run deeper than time and cost, for example 'feeling embarrassed exercising in public or not knowing how to participate'²¹
- Welcoming factors were the most positive influences on decisions for adolescent females to participate in sporting clubs²²
- Discrimination and harassment continue to be a barrier for participation for many²³

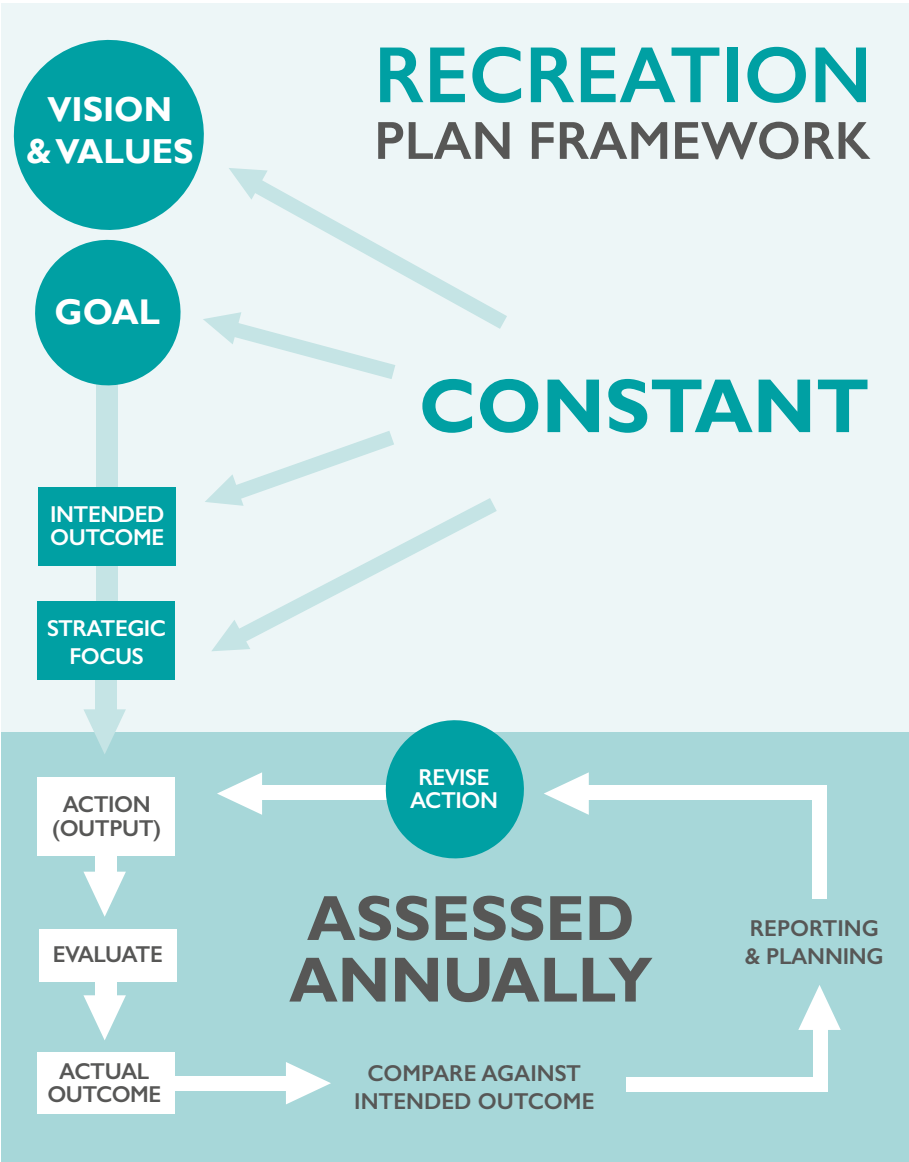
What you told us:

- That time and cost were your highest barriers to participation
- There was not enough for teenagers to do
- You like to be involved in planning and designing facilities and open spaces
- You want Council to explore opportunities to partner with local schools to enable greater access to sporting facilities and playgrounds
- You want opportunities to learn more from each other, share ideas and network
- You are looking for ways to maintain and increase volunteer support

5 Framework and Review Process

The Recreation Plan framework has been developed with much consideration and discussion, including with the Community Reference Group.

The diagram below illustrates the framework process.



The intention of this framework is to focus on outcomes rather than outputs and is in line with contemporary practice. It drives thinking towards the higher level goal, concentrating on 'what' we are trying to achieve and 'why'.

The framework demonstrates a number of constants throughout the life of the plan and includes the vision and values, goal area, intended outcome and strategic focus.

The actions are flexible and will vary from year to year, and will be evaluated annually against the intended outcome. If the action is not achieving the intended outcome, there is opportunity to amend the action. After evaluation, a new action plan for the next year will be developed with the review and new plan available to the community.

Each annual action plan will be informed by data collected via community feedback and internal consultation, although the substantive plan will not be subject to community consultation.

6 Strategic Direction and Action Plan

The goals of the Recreation Plan, which help describe what we want to achieve, have been developed from the four emerging key themes identified during the research and consultation process. Each goal has a set of intended outcomes, which remain constant through the life of the plan. Each goal area has a series of strategic focus actions, which provide direction and are supported by annual action plans.

Goal 1: Facilities – Our community has equitable access to multipurpose, inclusive, accessible and sustainable facilities

Intended Outcomes			
1.1 Multipurpose buildings and open spaces providing diverse recreation and sporting opportunities			
1.2 Inclusive facilities based on universal design principles, providing welcoming and supportive environments			
1.3 Facilities and open spaces managed in an environmentally sustainable way			
Strategic Focus (Over this plan we will):	Year 1 Action:	Who: Lead and Partners	Intended Outcome relationship:
Renew and maintain Council owned facilities to ensure they are suitable and accessible for all of the community	Develop female friendly change rooms at Elder St Reserve, Petrie Park, Gabonia Avenue Reserve, and Loyola Reserve	Leisure/ Building & Capital Works	1.2
	Improve asset management plans by confirming asset work programs, renewal priorities, intervention levels and service levels for: <ul style="list-style-type: none">Sports fields and synthetic surfacesSports fields and reserve lighting	Building & Capital Works/Parks & Gardens/Leisure	1.3
	Develop a Capital Works Policy for community based sporting clubs	Leisure/Building & Capital Works	1.1
	Pilot LED sports field lighting at Ivanhoe Park	Parks & Gardens/Enviro/Leisure	1.3
	Progress designs for the Macleod Health and Fitness Centre Master Plan	Major Facilities/Building & Capital Works	1.1
	Develop a project plan for Stage 2 Ivanhoe Aquatic Redevelopment	Banyule Leisure	1.3
Support opportunities for participation for all through well planned, designed and managed facilities and open space	Conduct community consultation prior to the playground renewal program to ensure playgrounds reflect community needs and views	Leisure/Youth/Children/Aged	1.1
	Redevelop and open 7 playgrounds across Banyule following the 'whole of park play' concept as a fundamental principle	Parks & Gardens/Leisure	1.1
	Review Leisure Equity Grants at Banyule Leisure	Banyule Leisure	1.2
	Assess sporting pavilions to determine their suitability for uses other than what they are currently used for	Leisure/Property	1.1
	Prepare designs for stormwater harvesting at Olympic Park	Environment	1.3
	Prepare a detailed Open Space Plan for the Heidelberg Activity Centre	Parks and Gardens/Leisure	1.1

Goal 2: Communication and Education – Our community has knowledge and awareness of opportunities and feels supported in the delivery of recreation

Intended Outcomes			
2.1 Information about recreational facilities, programs and groups is easy to find and understand			
2.2 Recreational groups have knowledge, skills and support to effectively run their activities			
2.3 Informed evidence-based decision making			
Strategic Focus (Over this plan we will):	Year 1 Action:	Who: Lead and Partners	Intended Outcome relationship:
Assist sport and recreation clubs to build capacity	Develop a project plan for developing a centralised information portal for recreation clubs, facilities and services	Leisure/Comms	2.2
	Complete and promote guidelines in relation to facility planning, facility development, advertising signage, code of conduct development and liquor licencing processes	Leisure	2.2
	Provide information to clubs on current and emerging issues including the delivery of a sports expo event	Leisure	2.2
	Support clubs to access Council and external grant programs	Leisure	2.2
	Renew occupancy agreements for all tennis clubs occupying Council land	Property/Leisure	2.2
Improve access to information about Banyule's public open spaces, facilities and programs	Develop a project plan to promote Banyule's public open spaces, facilities and programs	Leisure/Comms/Parks & Gardens	2.1
Implement best practice decision making through research, consultation and evidence	Establish the Banyule Tennis Reference Group	Leisure	2.3
	Review the Recreation Plan development process with input from the Recreation Plan Community Reference Group	Leisure	2.3
	Explore a potential partnership with a tertiary institution to develop an evaluation tool to measure outcomes	Leisure/Social Planning	2.3
	Identify programs and services to apply the evaluation tool to, including establishing indicators and targets and start gathering baseline data where possible	Leisure/Social Planning	2.3

Goal 3: Informal Opportunities – Our community can access and participate in diverse activities that enhance their wellbeing

Intended Outcomes			
3.1 Greater opportunities for unstructured activities providing flexibility in how people access and participate in recreational activities			
3.2 Affordable recreational opportunities			
3.3 Diverse recreational experiences through creative and innovative programs and public open spaces			
Strategic Focus (Over this plan we will):	Year 1 Action:	Who: Lead and Partners	Intended Outcome relationship:
Create opportunities to encourage active travel	Contribute to the development of the Banyule Walking Strategy	Transport/Leisure	3.2
	Continue to plan for trail upgrades and expansion of the trail network	Parks and Gardens	3.2
	Implement the Northern Regional Trails Strategy	Parks and Gardens	3.2
	Implement the Bicycle Strategy	Parks and Gardens/Transport	3.2
Deliver a variety of programs to encourage people to participate in diverse activities and promote active recreation	Deliver the Movies in the Park Program	Leisure/Early Years	3.3
	Deliver the Nature Play Program	Leisure/Early Years/Environment	3.3
	Deliver the Free Leisure Program	Leisure/Banyule Leisure	3.2
	Deliver the Older Adults Program	Leisure	3.3
	Support neighbourhood houses to provide community and education programs	Major Facilities	3.3
Support unstructured opportunities and emerging sports	Investigate an allocation process for new and emerging sports and activities	Leisure/Parks & Gardens	3.1
	Investigate opportunities for a Parkrun within Banyule	Leisure/Parks & Gardens	3.1
	Encourage clubs to investigate alternative active recreation programs	Leisure	3.1

Goal 4: Participation and Partnerships – Our community is actively involved, has a strong and connected sense of belonging

Intended Outcomes			
4.1 Increased health and social cohesion through participation			
4.2 Greater recreational opportunities through partnerships			
Strategic Focus (Over this plan we will):	Year 1 Action:	Who: Lead and Partners	Intended Outcome relationship:
Increase community participation in sport and recreation, in particular for females and under-represented groups	Support basketball programs at Olympic Leisure targeting under represented youth	Banyule Leisure/ Youth	4.1
	Provide and promote female only swimming sessions at Olympic Leisure	Banyule Leisure	4.1
	Apply for funding to develop a Women in Sport Policy	Leisure	4.1
	Update Banyule State of Sport Report to understand participation levels and help guide Council on future investment priorities	Leisure	4.1
Develop partnerships with government, education providers, commercial and community organisations	Seek partnership opportunities for implementing recommendations from masterplans	Leisure	4.2
	Explore opportunities for a joint-use agreement with Greensborough College for developing a synthetic pitch	Leisure/ Property	4.2
	Participate on the La Trobe Sports Park Indoor Stadium Steering Committee to ensure ongoing access to the facility for the Banyule community	Major Facilities	4.2
	Participate in the working group for the Regional Paddle Sports Centre Feasibility Study	Leisure	4.2
	Pilot a networking forum in one of Banyule's seven geographic locations and invite schools, sporting clubs, community organisations, commercial facility operators and traders	Leisure/ Economic Development	4.2



7 Measuring Success

This Recreation Plan 2017-2021 intends to measure success via the indicators listed below and via a set of new indicators to be determined in year one. A key focus of this plan is developing an evaluation tool and starting to measure outcomes within our current resources.

At a broader level, Council has been measuring performance, service effectiveness and utilisation via key indicators and measures as part of the Local Government Performance Reporting Framework (LGPRF) and Community Satisfaction Index (CSI). The indicators relevant to the Recreation Plan include:

Indicators	Target 2017/2018
CSI – Recreational facilities (Performance) Indicator Type: Output (Quality)	Equal to or greater than the Metro Council Group average
Attendance at Council provided leisure centres Indicator Type: Outcome (Service Effectiveness)	1,700,000 attendances
LGPRF – Aquatic facilities: (a) Service standard (aquatic facilities are inspected by a qualified officer) <ul style="list-style-type: none">Health inspections of aquatic facilities (number of inspections by an authorised officer within the meaning of the Public Health and Wellbeing Act 2008 carried out per Council aquatic facility)Reportable safety incidents at aquatic facilities (number of WorkSafe reportable aquatic safety incidents) Indicator Type: Output (Effectiveness, Quality)	4 0
LGPRF – Aquatic facilities: (b) Service cost (provision of aquatic facilities is undertaken in a cost-efficient manner) <ul style="list-style-type: none">Cost of indoor aquatic facilities (direct cost to Council less any income received of providing indoor aquatic facilities per visit) Indicator Type: Output (Efficiency, Cost)	\$1
LGPRF – Aquatic facilities: (c) Utilisation (aquatic facilities are safe, accessible and well utilised) <ul style="list-style-type: none">Utilisation of aquatic facilities (number of visits to aquatic facilities per head of municipal population) Indicator Type: Outcome (Utilisation)	8 visits per head of BCC municipal population
LGPRF - Governance: (b) Consultation and engagement (Council decisions made and implemented with community input) <ul style="list-style-type: none">Satisfaction with community consultation and engagement (community satisfaction rating out of 100 with the consultation and engagement efforts of Council) Indicator Type: Output (Effectiveness, Appropriateness)	Equal to or greater than the Metro Council Group average
CSI – Informing the community (Performance) Indicator Type: Appropriateness (Access/Equity/Service Levels)	Equal to or greater than the Metro Council Group average

In developing additional targets and measures, Council can consider aligning with targets and measures at state and national level. Although in its infancy, the Australian Sports Commission, through its Ausplay Survey, is tracking Australian participation trends in sport and physical activity. Data collection started in October 2015 and is updated every six months.

At a state level, the Victorian Public Health and Wellbeing Outcomes Framework provides indicators and targets

to increase physical activity, including baseline data which could potentially be replicated at a local level. Likewise the Department of Education has the Victorian Child and Adolescent Monitoring System (VCAMS) that tracks and measures young people's health and wellbeing.

These sources can provide insights into developing measures as well as assisting with benchmarking local trends against those at a national and state level.



8 Acknowledgements:

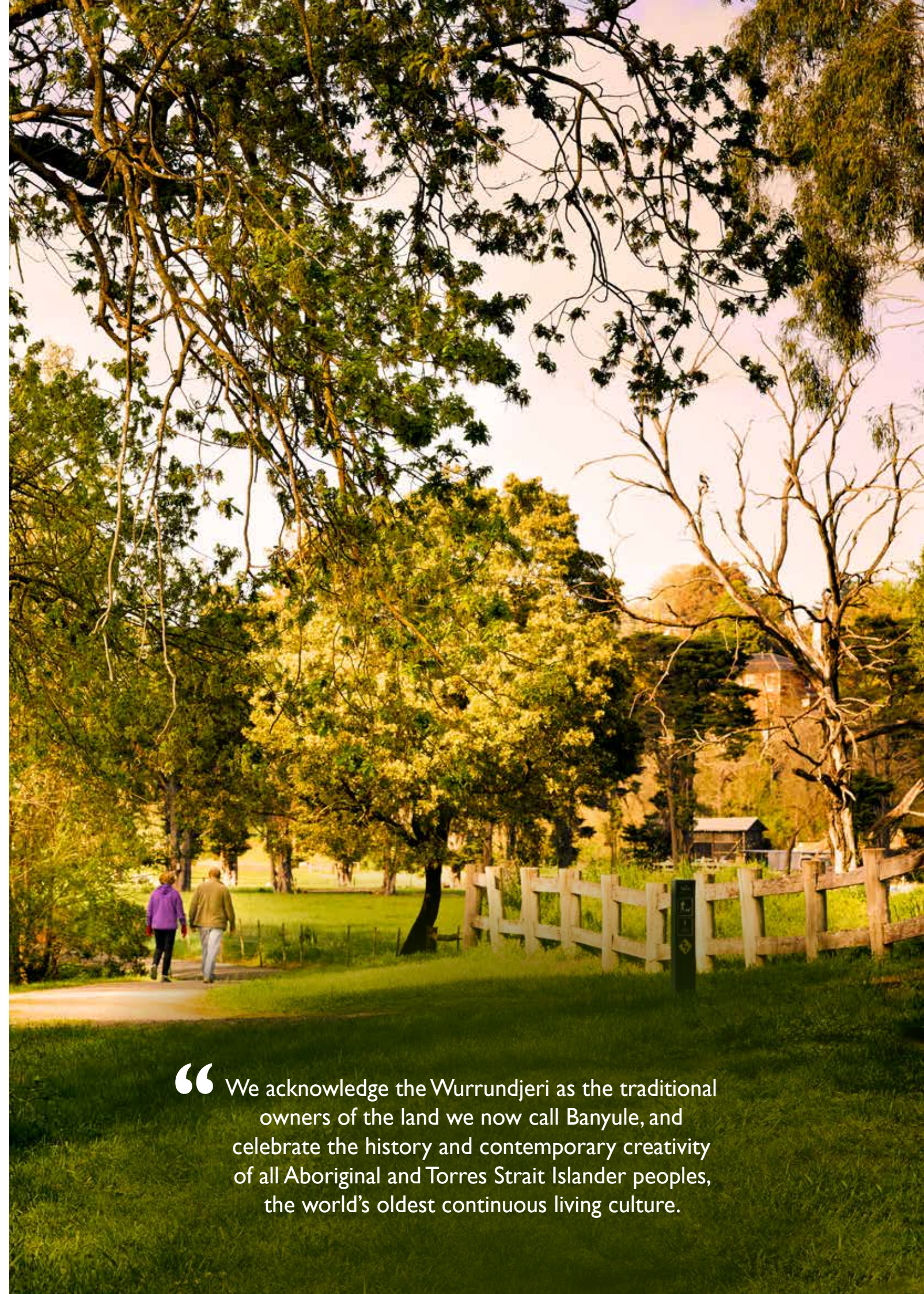
This plan has been developed by Banyule Council's Leisure and Cultural Services Team with input from other Council departments as well as members of the community who contributed their information, ideas and feedback at various stages of the consultation process. We thank everyone who has been involved, in particular the Internal Working Group and Community Reference Group for their advice and continuing support.

9 Glossary:

Sport:	Structured, competitive activity ²⁴
Active Recreation:	Leisure time, non-competitive, physical activity ²⁵
Recreation:	Activity that people engage in during their free time, that people enjoy, and that people recognise as having socially redeeming values. For the purpose of this plan it includes both sport and active recreation
Goals:	Desired long term aim
Intended Outcome:	Planned result or effect of an action
Actual Outcome:	The end result or effect of an action
Facility:	The physical infrastructure that enables sport and recreation programs and services to be delivered and participated in, such as a building or open space
CSI:	An acronym for 'Community Satisfaction Index', which is measured by the Victorian Local Government Community Satisfaction Survey
LGPRF	An acronym for 'Local Government Performance Reporting Framework' – a set of indicators to measure local government performance across a range of areas
Equitable:	Treating everyone fairly and in the same way
Inclusive:	Including all people in our community and providing an environment that is welcoming
Accessible:	Facilities and open spaces that can be accessed regardless of ability
Social Cohesion:	Community cooperating with each other and creating a sense of belonging
Universal Design:	A design philosophy ensuring that products, buildings, environments and experiences are innately accessible to as many people as possible, regardless of their age, level of ability, cultural background, or any other differentiating factors that contribute to the diversity of our communities

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“ We acknowledge the Wurrundjeri as the traditional owners of the land we now call Banyule, and celebrate the history and contemporary creativity of all Aboriginal and Torres Strait Islander peoples, the world’s oldest continuous living culture.



9490 4222

Level 3, 1 Flintoff St, Greensborough 3088

enquiries@banyule.vic.gov.au

banyule.vic.gov.au