

NSW FOOTBALL INFRASTRUCTURE STRATEGY 2020 – 2030 - UPDATE

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FOOTBALL
NSW



NORTHERN
NSW
FOOTBALL

INTRODUCTION



- State of Play
- State-wide Strategy
- Local Football Facility Plans
- SportsEye
- Innovation

NNSWF SUMMARY

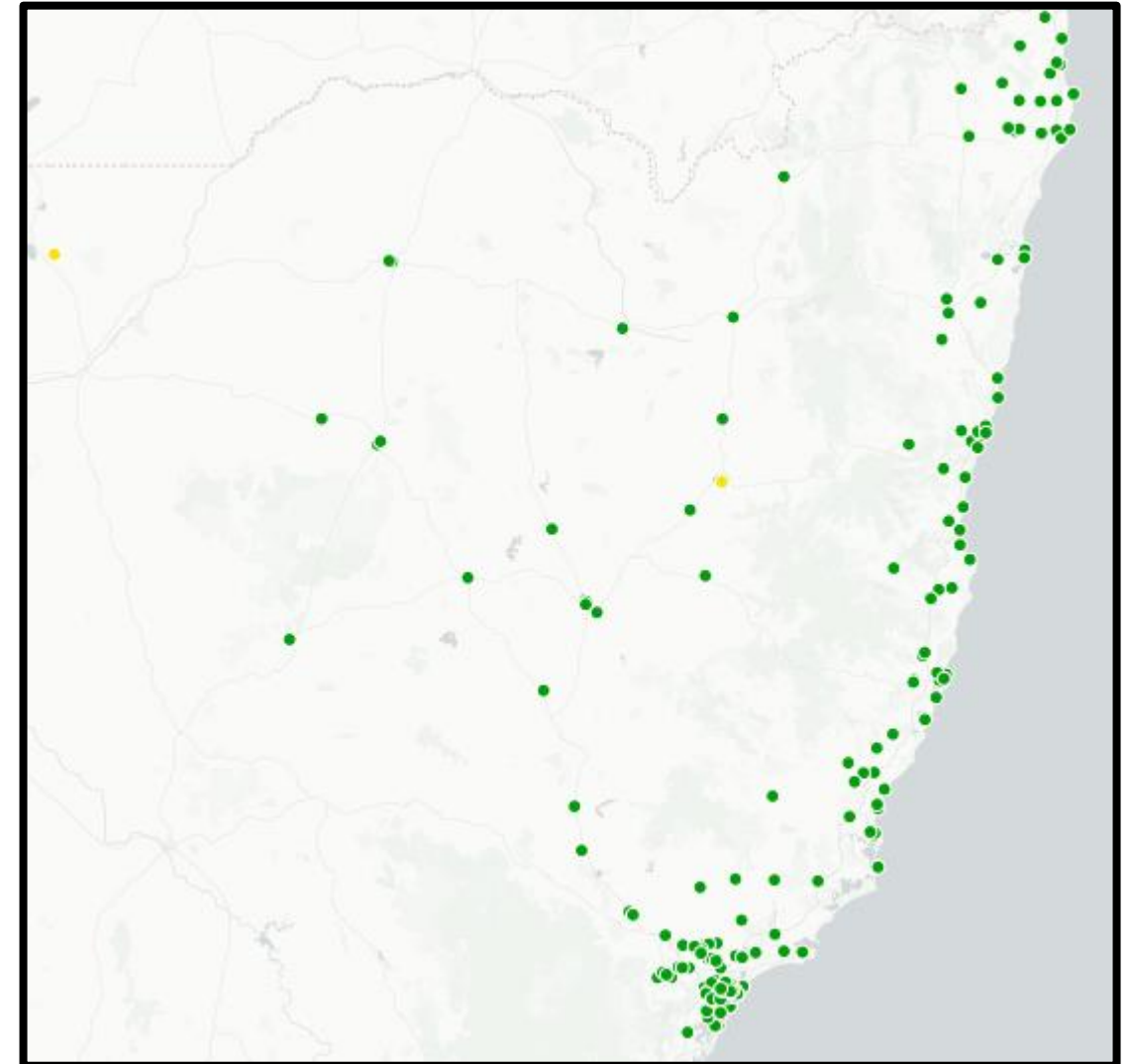
Facilities Audit
Strategy



STATE OF PLAY - NNSWF



- Total number of venues - 216
- Total number of fields - 555
- Fields with no floodlighting - 42%
 - Less than 50 LUX – 6%
 - Less than 100 LUX – 19%
- Fields with no drainage – 35%
- Fields with no irrigation – 21%
- 178 venues with change rooms
- 17% of change rooms are female friendly



INFRASTRUCTURE STRATEGY



**NSW FOOTBALL
INFRASTRUCTURE
STRATEGY**

**2020
— TO —
2030**



FUTURE PRIORITIES



Associations/Zones advise that the investment Priorities that Northern NSW Football and Football NSW should focus on are:

TOP 4

1. Increase the number of sports ground facilities with sports lighting
2. Increase the number of playing surfaces and supporting amenity
3. Increase the number of all year-round access
4. Increase storage

CHALLENGES



- Drought – matches being cancelled and no upgrades at fields
- Rugby League bias
- Current facilities – Below standards and do not meet member expectations
- Funding – Lack of funding to upgrade facilities
- Number of fields with no floodlighting
- Number of fields with no amenities
- Provision of maintenance window where grounds are closed
- Lack of storage
- Poor quality of fields – overuse and not year-round access

DRAFT FRAMEWORK



► NSW FOOTBALL INFRASTRUCTURE STRATEGY

PRINCIPLES: ACCESS, INNOVATION, INCLUSIVE, SUSTAINABLE

► INFRASTRUCTURE PRIORITIES

1

IMPROVE EXISTING
VENUE CAPACITY

2

REGIONAL
FOOTBALL HUBS

3

INCLUSIVE
FOOTBALL FACILITIES

4

PLANNING FOR
GROWTH AND DEMAND

5

PARTNERSHIPS AND
INVESTMENT

► STRATEGIC OBJECTIVES

Maximise the carrying
capacity and activation
of existing football
grounds and venues

Improve access to
football programs,
pathways and
development services

Support diversity of
game formats and
participants through
inclusive facilities

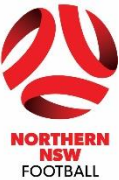
Plan to maximise
participation through
new and innovative
venue opportunities

Develop and maintain
relationships with all
levels of government
and industry partners

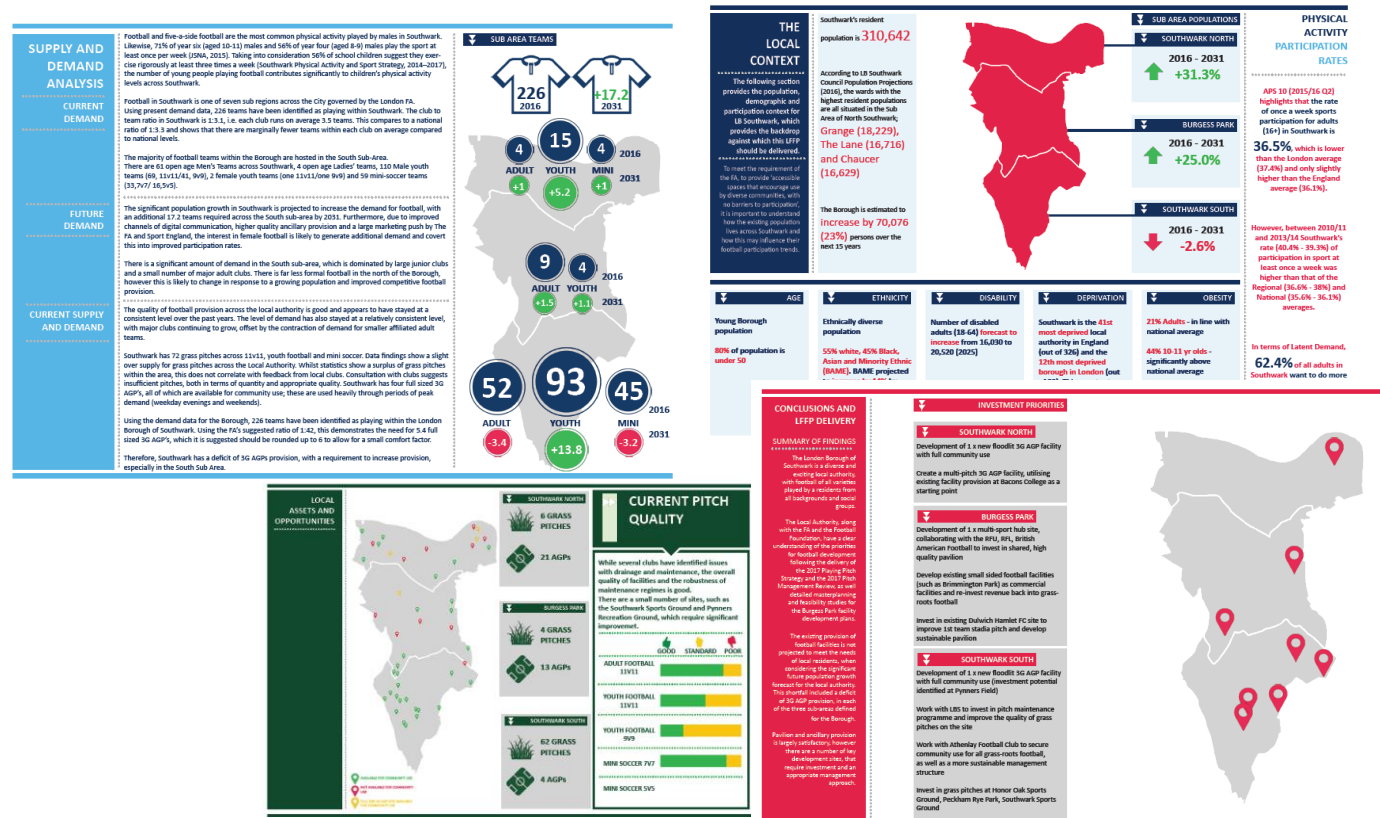
► KEY DRIVERS AND STATE-WIDE INFRASTRUCTURE PRIORITIES

► REGIONAL INFRASTRUCTURE PRIORITIES

LOCAL FOOTBALL FACILITY PLAN



- Regional strategic – Government and geographic
- Supply and demand – current analysis and participation rates
- Priorities for investment and recommendations – supply v demand and priority projects.



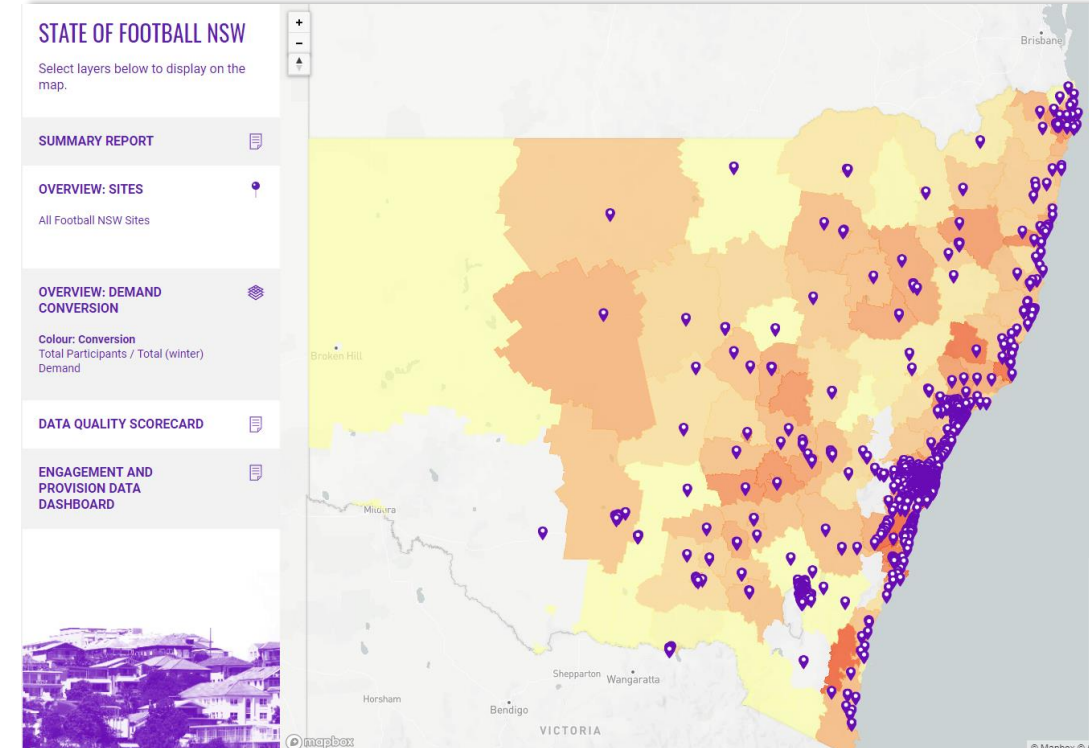
SPORTSEYE PLATFORM

Participation
Benchmarks

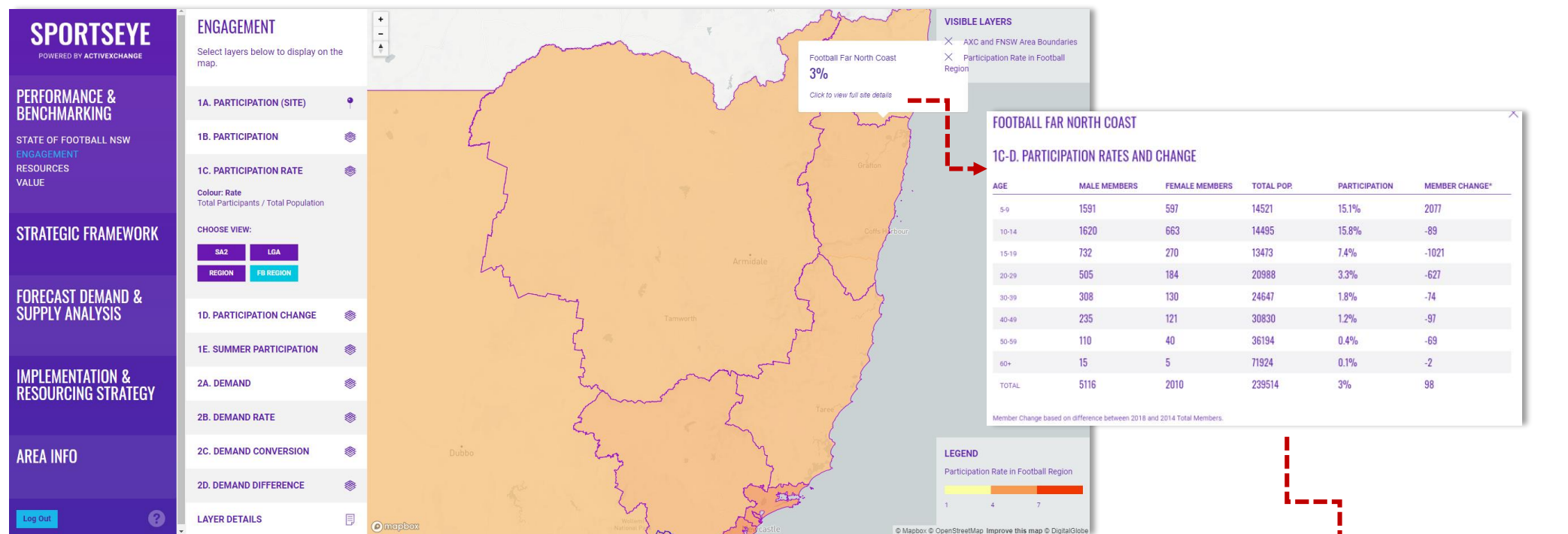


SPORTSEYE

- A fully integrated analysis and planning tool tailored for Football in NSW - all combined in one interactive toolkit
- Focused on growing participation and guiding investment planning
- Delivered in a web based digital platform that can be refreshed on a regular basis to update all data, analysis, modelling and priority actions



WHERE ARE THE CURRENT MEMBERS?



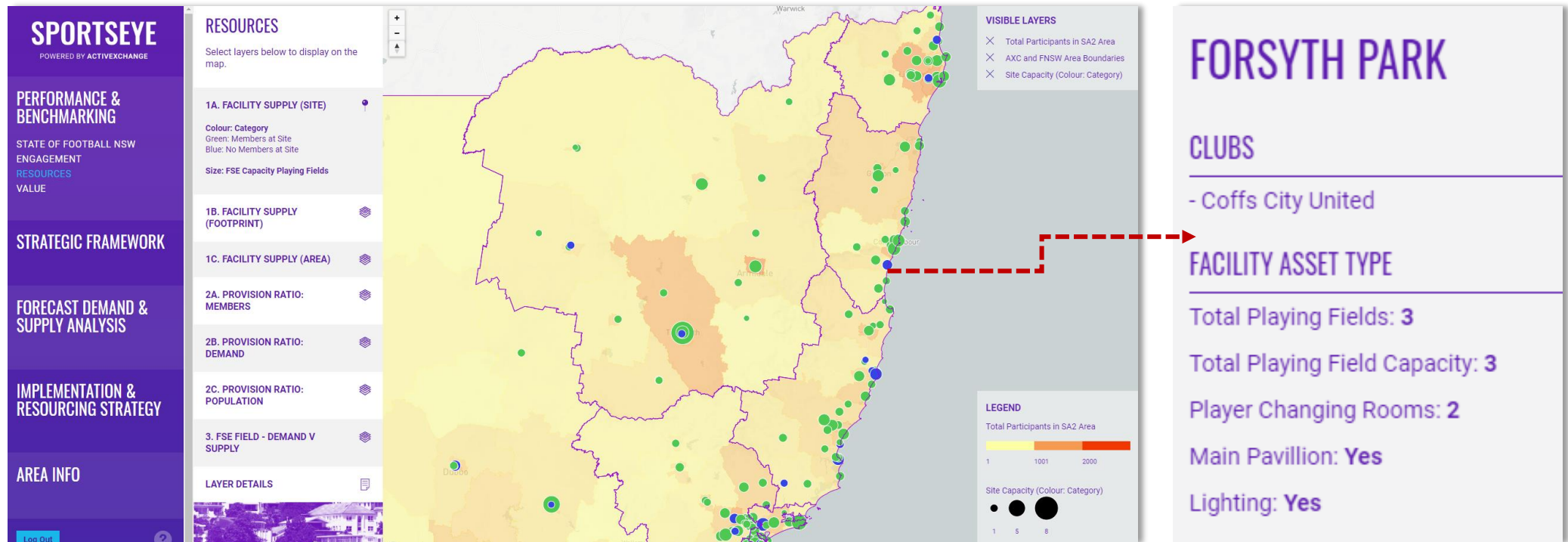
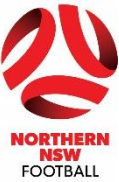
1C. PARTICIPATION RATE

Rate of 'main season' participants compared to the current population of an area.

BENCHMARKS

AGE	MEMBERS	PARTICIPATION RATE	METRO PARTICIPATION	REGIONAL PARTICIPATION	STATE PARTICIPATION
5-9	2188	15.1%	16.3%	16.9%	16.5%
10-14	2283	15.8%	19.6%	17.3%	18.6%
15-19	1002	7.4%	9.9%	8.5%	9.3%
20-29	689	3.3%	3.4%	3.4%	3.4%
30-39	438	1.8%	1.7%	2%	1.8%
40-49	356	1.2%	1.6%	1.2%	1.5%
50-59	150	0.4%	0.9%	0.4%	0.7%
60+	20	0.1%	0.2%	0.1%	0.2%
TOTAL	7126	3%	3.9%	3.5%	3.7%

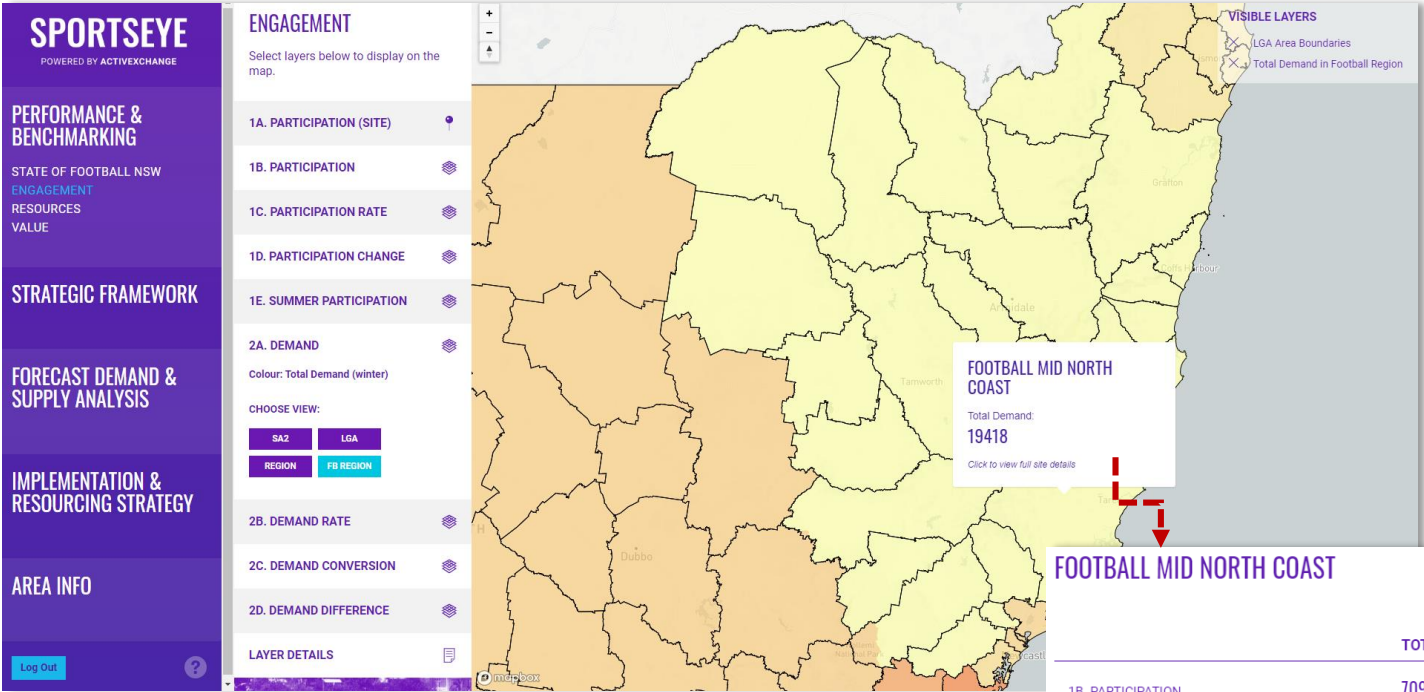
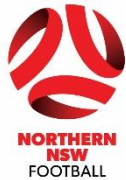
WHERE ARE THE FACILITIES?



1A. FACILITY SUPPLY (SITE)

Location and capacity of facility sites. Capacity is calculated by inventory characteristics. A value of 1 is the equivalent to a full sized field/court with lighting and standard surface condition and functionality.

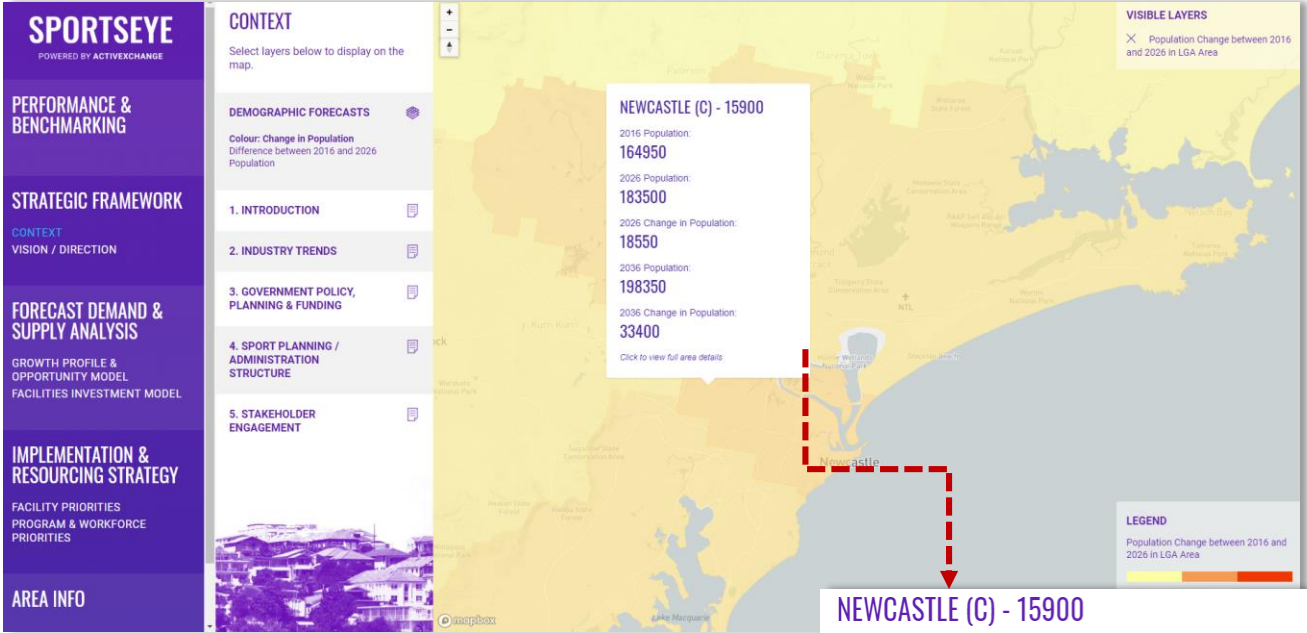
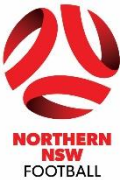
WHERE IS DEMAND?



2A. PROVISION RATIO: MEMBERS (AREA)

The ratio of the calculated facility capacity to participants in a given area.

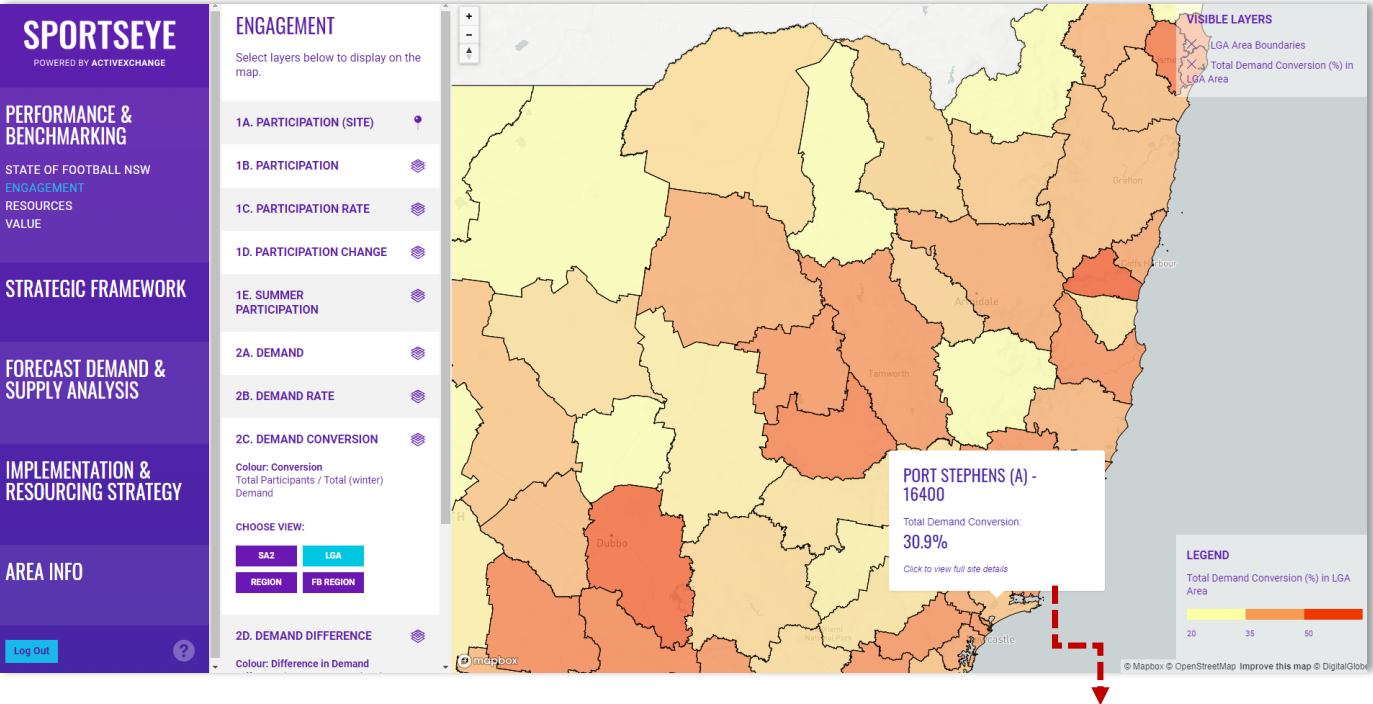
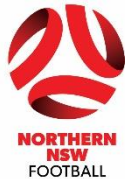
WHERE IS DEMAND COMING FROM?



DEMOGRAPHIC PROFILE

NEWCASTLE (C) - 15900			
AGE	2016 POPULATION	2026 POPULATION	2036 POPULATION
5-9	8950	10150	10650
10-14	8450	9400	10100
15-19	9200	9950	10950
20-29	30100	30450	32250
30-39	22100	25950	25100
40-49	20950	22050	24900
50-59	20350	21550	22550
60+	34800	42850	50350
TOTAL	164950	183500	198350

WHERE IS FOOTBALL PERFORMING WELL?



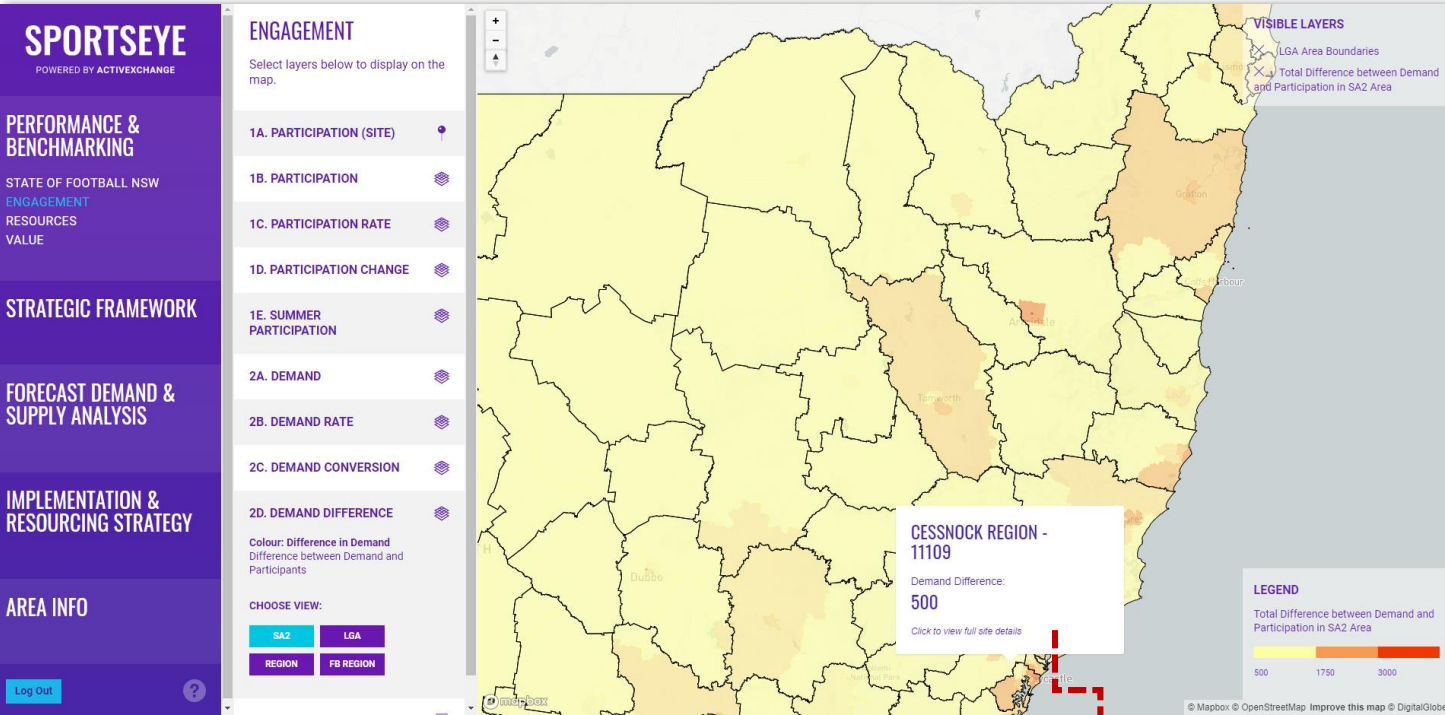
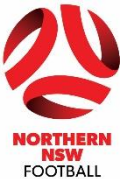
PORT STEPHENS (A) - 16400

2C. DEMAND CONVERSION

The rate of participants compared to calculated demand in an area.

	TOTAL PARTICIPANTS	SUMMER
1B. PARTICIPATION	2390	325
2A. DEMAND	7729	772
2B. DEMAND RATE	11.1 % (Pop. 69561)	-
2C. DEMAND CONVERSION	30.9 %	42.1 %
2D. DEMAND DIFFERENCE	5339	447
3B. UNMET DEMAND	3470	-

WHERE IS THE POTENTIAL FOR GROWTH?



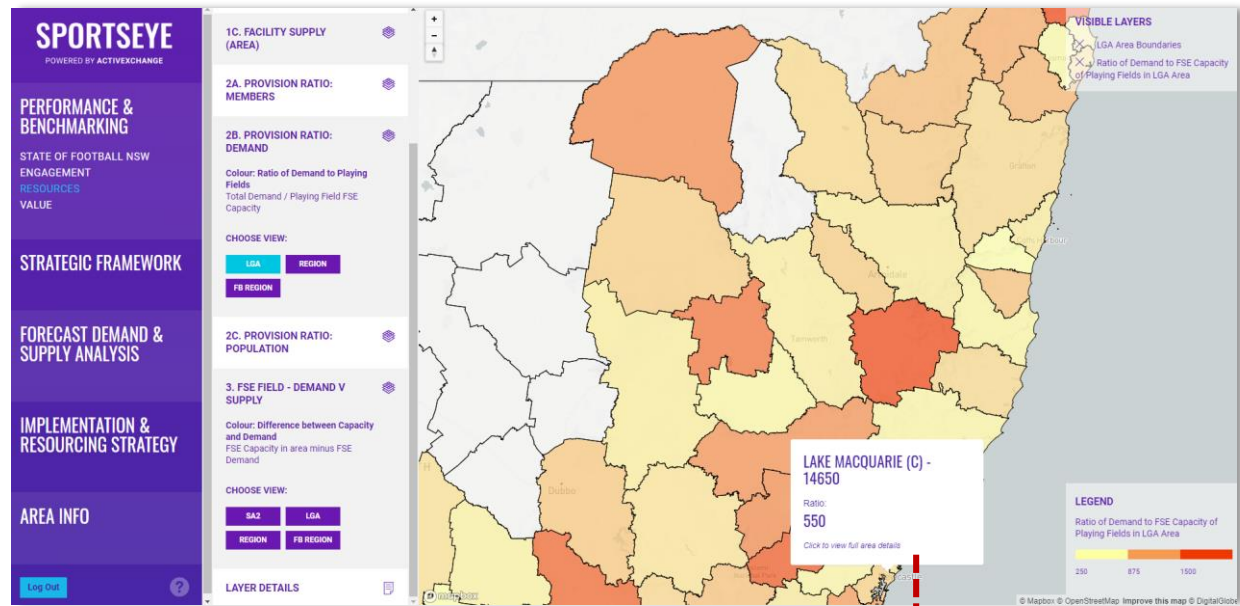
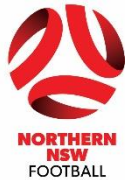
CESSNOCK REGION - 11109

2D. DEMAND DIFFERENCE

The difference between the participant count and demand calculation.

	TOTAL PARTICIPANTS	SUMMER
1B. PARTICIPATION	231	78
2A. DEMAND	731	195
2B. DEMAND RATE	9.2 % (Pop. 7912)	-
2C. DEMAND CONVERSION	31.6 %	40 %
2D. DEMAND DIFFERENCE	500	117
3B. UNMET DEMAND	229	-

WHERE IS FACILITY PROVISION LOW?



2B. PROVISION RATIO: DEMAND (AREA)

The ratio of the calculated facility capacity to theoretical in a given area.

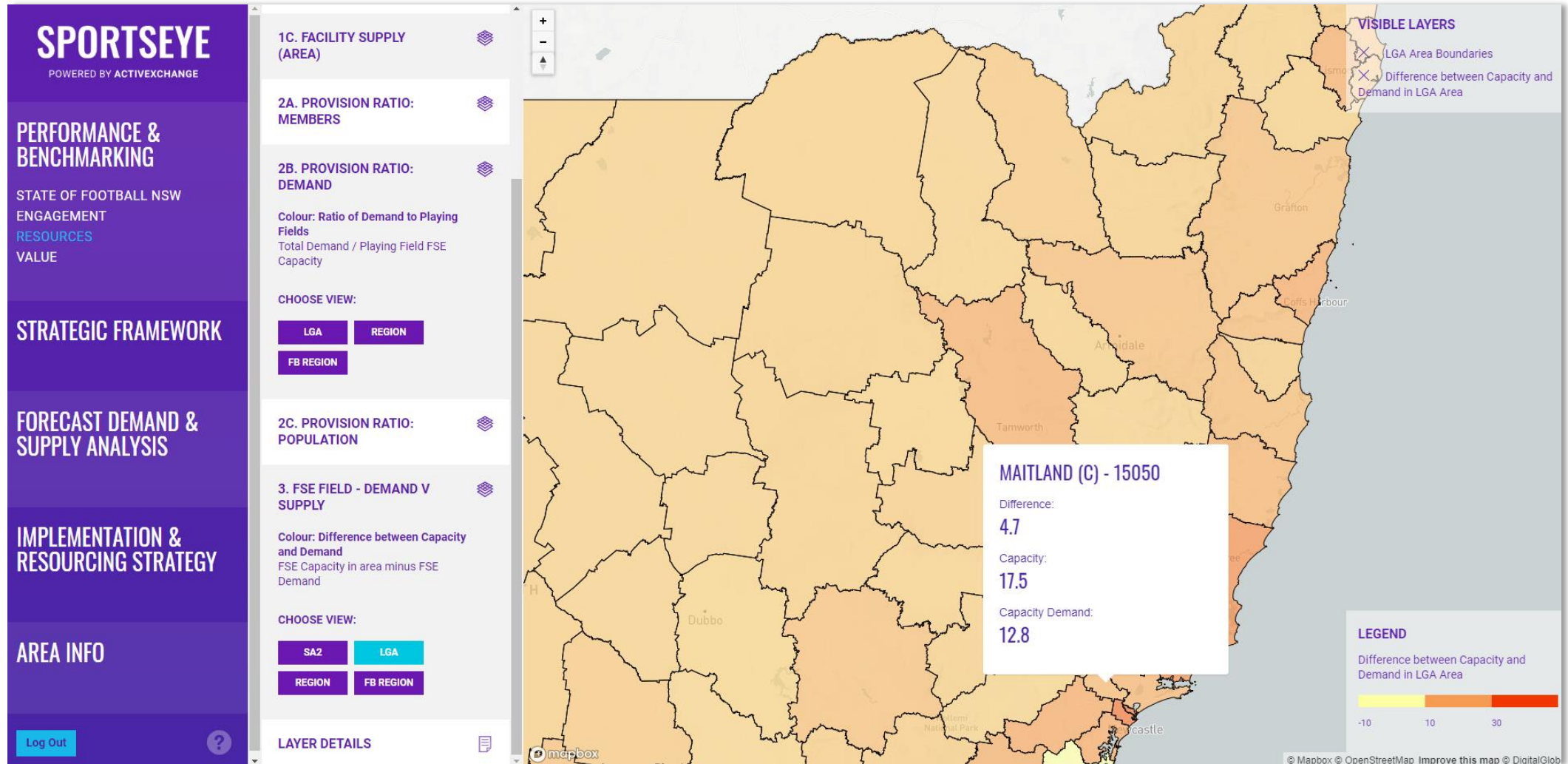
LAKE MACQUARIE (C) - 14650

FACILITIES	CAPACITY	TOTAL PARTICIPATION	TOTAL DEMAND	TOTAL POPULATION
34	49.2	9950	27070	197315

FACILITY CAPACITY PROVISION RATIO

	PARTICIPATION RATIO	DEMAND RATIO	POPULATION RATIO
Lake Macquarie (C) - 14650	202	550	4010
STATE	174	512	4658
METRO	183	523	4687
REGION	160	495	4614

HOW ARE WE COPING WITH DEMAND?



OPPORTUNITIES



- Advocacy – All levels of government - Build evidence that governments and investors can understand
- Facility development – Designs, master plans, capital works etc
- Facilities Audit – Keep up to date, reporting etc
- SportsEye System – State of play – Participation and Infrastructure - Create tools that allow continued analysis of data that changes as time, trends and demands change
- Football Infrastructure Strategy – Framework and benchmarks
- Local Facility Plans – One for each branch encompassing each association priority projects - More clearly identify state, regional and local priorities
- Case studies – Enhance priority projects through strategic documents - Leverage greater levels of investment that will benefit the sport collectively using one collective voice.

INNOVATION

Modular Buildings

Bowling Greens

Tennis NSW Partnership



MODULAR BUILDINGS

- Partnership with AUSCO
- Lower build cost
- Significant time savings
- Alternate solution to bricks and mortar



BOWLING GREENS

- Bowling clubs slowing dying
- Underutilised and neglected
- Convert to a usable space with synthetic grass
- Local football club benefits with additional space to use
- Bowling club continues to operate and is financially stable



TENNIS NSW PARTNERSHIP



- Partnership formed in 2019
- Tennis courts in NSW not being used
- Financial viability of tennis courts
- Football with large numbers need additional space
- Football has the demand, tennis has the supply



CONCLUSION





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