

MOONEE VALLEY SOCCER STRATEGY FINAL REPORT



SEPTEMBER 2022

OTIUM PLANNING GROUP

Head Office

304, 91 Murphy Street Richmond, Vic 3121

Phone: (03) 9698 7300

Email: info@otiumplanning.com.au

Web: www.otiumplanning.com.au

ABN: 30 605 962 169 ACN: 605 962 169

Melbourne Office

Contact: Kate Maddock

Phone: (03) 9698 7300

Email: kate@otiumplanning.com.au

Otium Planning Group has offices in:

• Auckland • Brisbane • Cairns • Christchurch • Melbourne • Perth • Sydney

Otium Planning Group acknowledges the Australian Aboriginal, Torres Strait and South Sea Islander peoples of this nation. We acknowledge the traditional custodians of the lands on which our company is located and where we conduct our business. We pay our respects to ancestors and to Elders, past, present and emerging. Otium is committed to national reconciliation and respect for indigenous peoples' unique cultural and spiritual relationships to the land, waters and seas, and their rich contribution to society.



TABLE OF CONTENTS

Executive Summary	1	6.4 Facility Investment and Partnership Opportunity Options	22
Strategic Approach	2	6.5 Governance Framework	29
1. Introduction	6	6.6 Fees and Charges	30
1.1 Planning process	6	7. Where to From Here	31
2. Soccer Participation in Moonee Valley	7	8. Warranties and Disclaimers	32
2.1 Soccer clubs in Moonee Valley	7		
2.2 Optimum club participant numbers	8		
2.3 Soccer academies participation	8		
2.4 Population and Participation	8		
3. Soccer Facilities in Moonee Valley	10		
3.1 Soccer facility hierarchy	10		
3.2 Current soccer facilities	11		
3.3 How does this provision compare with other field sports?	16		
3.4 Moonee Valley City Council's investment into soccer facilities	16		
4. Stakeholder Feedback	17		
5. Demand for Soccer Facilities	18		
5.1 Key Assumptions	18		
5.2 Facility Requirements	18		
5.3 Soccer field allocation	19		
5.4 Is a Soccer Hub needed in Moonee Valley?	20		
6. Strategic Directions	21		
6.1 Key Challenges	21		
6.2 Vision	21		
6.3 Objectives	22		



EXECUTIVE SUMMARY

The Moonee Valley Soccer Strategy is a 10-year strategic plan to support the growth of soccer in Moonee Valley. This strategy includes a road map of partnership opportunities and options to meet current facility shortfalls in the short, medium and long term. Any potential options in this report need to be further assessed in terms of practicality and affordability within the Council's long term capital works budget and other partnership opportunities.

Moonee Valley has six soccer clubs that operate from nine sports reserves with 14 senior sized fields, three junior sized fields and two modified junior (small sized) fields. Soccer participation

is growing in Moonee Valley. The current participation of 1,684 players in 2021 is projected to grow to 2,263 by 2041.

A facility demand model has been developed to guide the current and future field requirements. The model considers field capacity, participation rates and usage levels. Other factors such as the capacity of a field to accommodate playing numbers, the current distribution of clubs to fields and opportunities for clubs to share has been considered.

The Strategy identifies the following key challenges in managing soccer participation growth:

Challenge 1
Need for validated participation and usage data

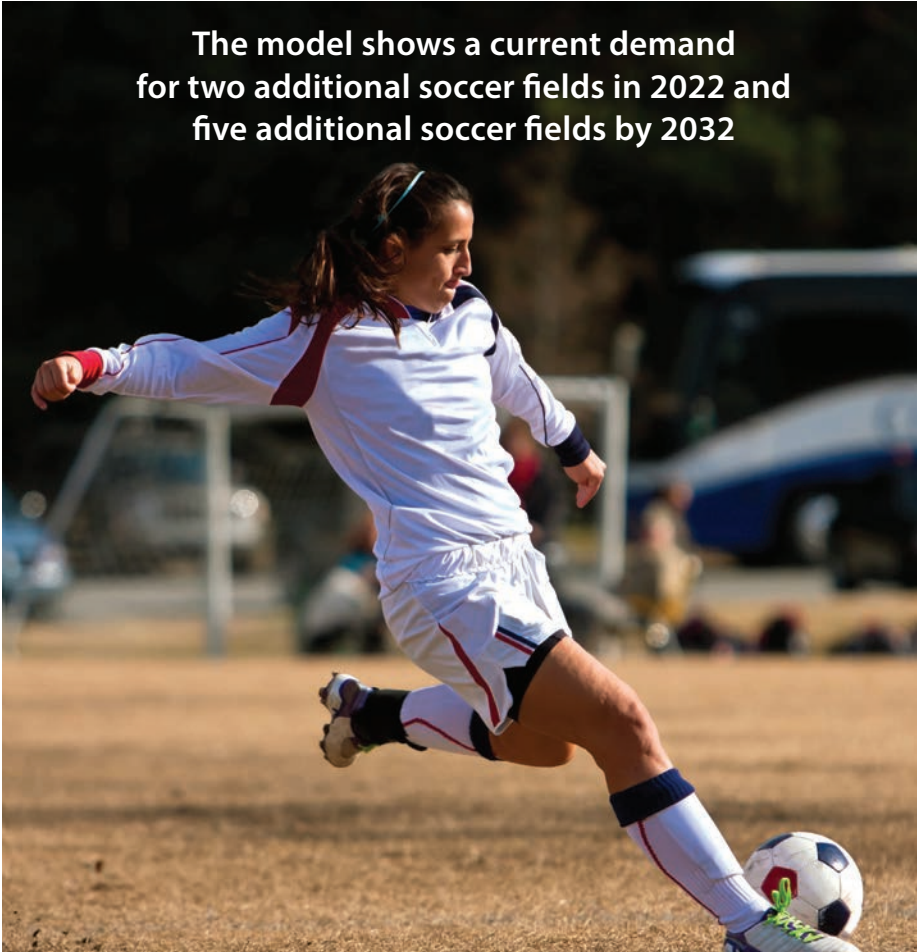
Challenge 2
Equitable allocation of soccer grounds

Challenge 3
Condition of some soccer facilities

Challenge 4
Year-round access to soccer facilities

Challenge 5
Maximising access to community sporting reserves and assets

Challenge 6
Clarity on role of Moonee Valley City Council, clubs and Football Victoria



The model shows a current demand for two additional soccer fields in 2022 and five additional soccer fields by 2032

The following table details the facility requirements as a guide for the short, medium, and long term.

Facility Requirements 2022 – 2032

Year	Short Term (2022 – 2025)	Medium Term (2026 - 2029)	Long Term (2030 - 2032)
Shortfall of Fields	Two additional soccer fields in the short term.	One additional soccer field in the medium term. A total of three fields in the next 5 years.	Two additional soccer fields in the long term. A total of five fields in the next 10 years.
Facility Requirement	There is sufficient supply of soccer facilities and opportunities to redesign an existing field to provide for an additional soccer field. However there is inequitable distribution, specifically Essendon Royals Soccer Club require access to one to two additional fields in the short term to accommodate the number of players for training and competition. Also, there is a requirement for a year round soccer facility to support grass root to NPL level teams and competitions. Specifically, those teams with NPL teams including Essendon Royal FC and Avondale FC.	If clubs continue to grow participation in line with trends, an additional field is required. However, given the shortfall of facilities clubs should engage with council and Football Victoria for any plans for growth. Essendon Royals Soccer Club will require access to at least one additional field if membership continues to grow.	If clubs continue to grow participation in line with trends, additional fields are required. Avondale FC and FC Strathmore Split will require allocation of at least one additional field each if membership continues to grow.



** The field requirements factors in one field being offline for redevelopment or restricted use*

Strategic Approach

There are limited opportunities to expand the network of sports fields in Moonee Valley due to the built up nature of the municipality and lack of available open space.

Therefore, Moonee Valley City Council's approach to addressing these facility requirements considers:

- Redistributing allocations and use across our existing soccer facilities
- Increasing the field supply and capacity at our existing soccer facilities
- Identifying opportunities to add to our soccer field supply through partnerships with schools



To achieve this vision, Moonee Valley City Council will deliver on the following strategic objectives:

- Objective 1**
Provide high quality and compliant soccer facilities
- Objective 2**
Improve access to soccer facilities based on participation numbers
- Objective 3**
Deliver well planned, maintained and managed soccer facilities

Short Term Options (2022-2025)

Options listed below need to be further assessed in terms of practicality and affordability within the Council's long term capital works budget and other partnership opportunities.

Reserve Name	Facility Name	Proposed - Infrastructure Improvements	Proposed - User Groups	Benefits	Timeframe Net Gain/ Loss of Field(s)
Aberfeldie Park	Aberfeldie Park Sports Field 2 (East)	Redesign sports field (East) with two soccer fields and upgrade lighting. JA Fullarton – New Pavilion	Maintain Soccer, AFL and Cricket allocation and find a suitable alternative site for dog club activities in consultation with the Northern Obedience Dog Club. Moonee Ponds United Soccer Club to increase use at Aberfeldie Park (East).	Relocating dog club frees up field for weekend sport. This will facilitate the relocating of Moonee Ponds United Soccer Club to one site.	One (1) additional soccer field (East).
JH Allan Reserve**	JH Allan Reserve Sports Field 1 (East) JH Allan Reserve Sports Field 2 (West)	Upgrade sports field 1 and install lighting to NPL competition standard. Upgrade pavilion and spectator amenities. Redesign and install synthetic fields on sports field 2 to accommodate junior and senior soccer with lighting. Install toilets on west ground. Provide additional car parking	Moonee Ponds United Soccer Club to increase use of Aberfeldie Park to enable development of the JH Allan Soccer Facility. Discontinue formal soccer use at Ormond Park and provide capacity for Essendon Royals at JH Allan Reserve for winter overflow allocation. Provide shared access for other soccer clubs to JH Allan during the summer season for training and competition. Provide access to NPL facility at JH Allan Reserve for competition only to clubs promoted to NPL level.	Provides an all-year-round fully compliant soccer facility for training and competition and designed to support grass root level to NPL standard games.	Increase capacity with lighting (0.5) One (1) additional synthetic field. Ormond Park junior field no longer used (-0.5)
Target					2 soccer fields
Recommendation					2 soccer fields

** Site identified as potential soccer hub - refer to page 20 for more detail

Medium to Long Term Options (2026-2032)

Options listed below need to be further assessed in terms of practicality and affordability within the Council's long term capital works budget and other partnership opportunities.

Reserve Name	Facility Name	Proposed - Infrastructure Improvements	Proposed - User Groups	Benefits	Timeframe Net Gain/ Loss of Field(s)
AJ Davis Reserve (in conjunction with Essendon Keilor College - Niddrie Campus)**	AJ Davis Reserve Sports Field	Redesign of sports field to provide for senior and modified soccer / rugby fields or two junior fields. Upgrade pavilion and spectator amenities to support AJ Davis Reserve and Essendon Keilor College (Niddrie Campus) sports fields.	Maintain rugby and cricket use. Potential overflow for soccer, in conjunction with access to Essendon Keilor College (Niddrie Campus) sports fields. Dog obedience club.	Proposed configuration will increase field capacity and use for training and competition.	Potential access to one senior/junior field (0.5 - 1.5)
Canning Reserve	Canning Reserve Sport Field	Develop a new modified junior soccer field	Potential overflow for soccer.	Proposed field will increase use for junior training.	Potential access to one junior field (0.5)
Quinn Grove Reserve / Essendon Keilor College (Keilor East Campus)	East Keilor Synthetic Soccer Fields	Proposed relocation of synthetic fields to school oval within Quinn Grove Precinct. Proposed configuration will increase field capacity from one to two fields and use for training and competition.	Unallocated overflow training and competition for soccer and other field sports outside soccer use. Enter into JUA with Essendon Keilor College to access Keilor East Campus sports fields.	Provides an all-year-round fully compliant field/s for training and competition that is shared by school during school hours and sport / community outside school hours. Field configuration increases capacity of use and will support overflow use.	One (1) additional field
Moonee Valley Racecourse*	Racecourse Open Space Area	Investigate activating open space areas within racing track for sports fields.	Unallocated overflow training and competition fields.	Additional overflow fields	Potential for up to four (4) fields (Shared with AFL and cricket?)
Buckley Park College	Buckley Park College Sports Field	Proposed synthetic fields (junior fields)	Enter into JUA to access junior fields for Soccer use.	Additional overflow fields	Potential access to one junior field (0.5)
Essendon Keilor College (Niddrie Campus)**	Essendon Keilor College Sports Fields	Proposed upgrade of school open space as senior size fields (2).	Enter into JUA to access grounds for senior and junior fields for Rugby and Soccer use.	Additional overflow fields	Potential access to two (2) fields (shared with AFL and cricket?)
St Bernard's College	St Bernard's College Sports Fields	Renew synthetic soccer field and provide lights	Enter into JUA to access ground for Soccer use Note: Ovals are already fully used by Cricket and AFL club	Additional overflow fields	Potential access to two (2) fields (restricted use)

* This option is provided to MVCC on a without prejudice basis to assist Council with its future Sports & Recreation opportunity analysis. It is an indicative overview of the Infield opportunity and does not commit MVRC to an end use on the Infield land.

** Site identified as potential soccer hub - refer to page 20 for more detail.

Reserve Name	Facility Name	Proposed - Infrastructure Improvements	Proposed - User Groups	Benefits	Timeframe Net Gain/ Loss of Field(s)
Strathmore Secondary College	Strathmore Secondary College Sports Field	None	Enter into JUA to access senior field for use by Soccer.	Additional overflow field	Potential access to one (1) field
				Target	3 soccer fields
				Proposed Options	11.5 - 12.5 soccer fields



1. INTRODUCTION

The Moonee Valley Soccer Strategy is a 10-year strategic plan to support the growth of soccer in Moonee Valley. This strategy includes a road map of partnership opportunities and options to meet current facility shortfalls in the short, medium and long term. Any potential options in this report need to be further assessed in terms of practicality and affordability within the Council's long term capital works budget and other partnership opportunities.

The Strategy:

- Investigated the issues and options facing soccer within Moonee Valley
- Provides strategic direction for improving the facilities and infrastructure required to play the game; and optimising the use of soccer facilities within Moonee Valley
- Outlines Council's role in addressing barriers to soccer participation
- Explored the potential development of a dedicated soccer hub in Moonee Valley
- Reviews the impact to other users of fields including AFL, Cricket, Rugby League and Dog Obedience Clubs.

1.1 Planning process

The planning process was undertaken in three stages:

STAGE 1 RESEARCH AND ENGAGEMENT

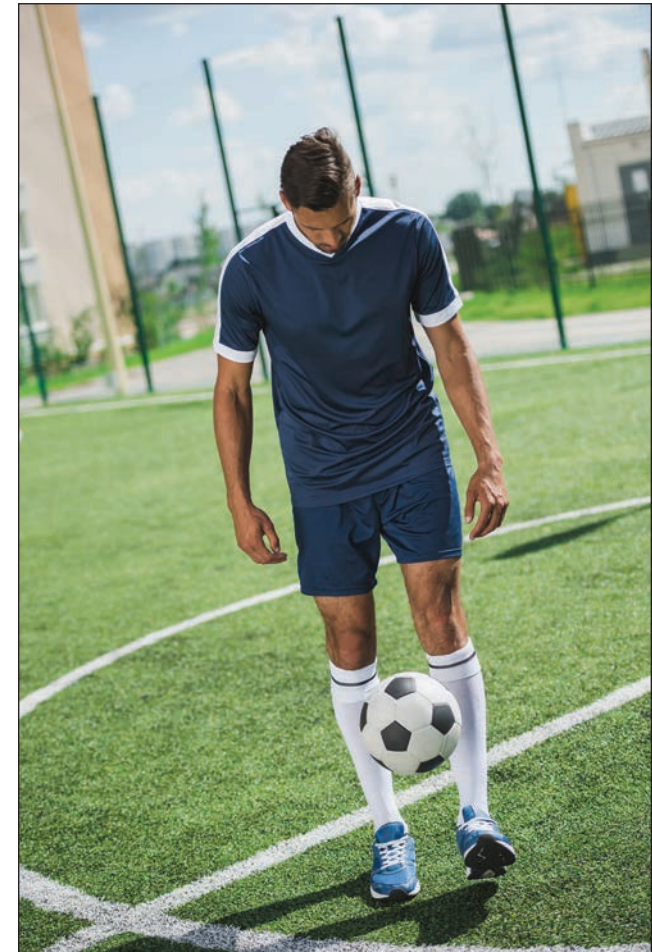
Stage One involved gaining a detailed understanding of the current state of play. This process involved strategic review, background research, demographic review, participation comparisons, demand assessment, benchmarking analysis, stakeholder engagement and site and facilities audit.

STAGE 2 ISSUES AND OPTIONS ANALYSIS

Stage Two summarises the key findings from Stage One and analyses the issues facing soccer and strategic opportunities. Stage Two outputs include a State of Play Report and Engagement Findings Report.

STAGE 3 STRATEGIC DEVELOPMENT AND REPORT

Stage Three builds on Stage One and Stage Two investigations and develops a Report that summarises the key findings and includes a strategic framework, directions, actions, investment opportunities and a prioritised implementation plan. The role of the Council and key stakeholders is defined within the Governance Framework as part of this stage.



2. SOCCER PARTICIPATION IN MOONEE VALLEY

2.1 Soccer clubs in Moonee Valley

Moonee Valley is home to six soccer clubs. These are:

- Avondale Football Club
- Moonee Ponds United Soccer Club (Formerly Essendon United FC)
- Essendon Royals Soccer Club
- FC Strathmore Split
- Moonee Valley Knights Football Club
- Newmarket Phoenix Football Club.

The table provides a summary of Football Victoria registered participants of each club over the last three years.

There are approximately 9,604 registered players in Moonee Valley participating in the key field sports of soccer, cricket, AFL and rugby league. Of the current participation, soccer represents 18%, cricket 28%, AFL 53%, and rugby league 1%.

Validating actual participation and field use will help inform decision making

Club Participation and Field Access

Club	Year			Comments
	2018	2019	2021	
Avondale FC	211	277	362	Increase in female and junior players. NPL requirement for 40 week venue Players participating outside Moonee Valley
Essendon Royals SC	652	745	820	Increase in female and junior players. NPL requirement for 40 week venue Players participating outside Moonee Valley
FC Strathmore Split	249	234	250	Stable membership
Moonee Ponds United FC	176	56	66	Decline in players due to players leaving for Soccer Academy The access is limited at JH Allen due to no lights
Moonee Valley Knights FC	143	248	138	Stable membership
Newmarket Phoenix FC	12	41	48	Increase in junior players
TOTAL	1,443	1,601	1,684	

** It should be noted that some clubs are running introduction programs, on top of the numbers above, which are currently not recognised by FV*

2.2 Optimum club participant numbers

Discussions with Football Victoria indicate that approximately 220 players is the optimal membership size to sustain a community soccer club on two to three full size equivalent fields. A club of this size would generally include 3 to 4 senior teams and 12 to 15 junior teams. Three out of the six Moonee Valley based soccer clubs have more than 220 players.

Super clubs are those clubs where membership grows to a significantly large number of teams (350+ players). Super clubs have a geographic spread that is beyond the neighbourhood catchment area. The size of these clubs may lead to volunteer burnout, uneven competitions, a move away from the home facility, a disconnect from the club socially, and excessive travel times for members that reside away from the home facility for elite regional competition. Whilst super clubs are not the preferred model of the code, it is something that is not regulated which means we collectively need to work with clubs regardless of their size.

Football Victoria indicate that when a club reaches a membership of 350+ people, it puts pressure on the club's ability to sustain activity at a venue/s with three fields. As the state body, Football Victoria's responsibility is to administer the competition and work with local clubs to manage affiliated clubs' size.

Local Government Authorities in Australia attempt to keep up with the participation demand of all sports, however it is a challenge to provide for the field supply and sport facil-

ity design requirements for different levels of competition across all sports. A strategic and partnership approach between Local Government, peak sporting bodies and local sports associations and clubs is required to address these challenges.

2.3 Soccer academies participation

There is an increasing number of private (for profit) soccer academies operating across the country, particularly servicing communities with high soccer participation levels, such as Melbourne's North. Soccer academies generally focus on younger player development and often have relationships with local schools and community sporting clubs to offer talented soccer players a development pathway to elite level soccer programs. At this stage, there is one known soccer academy that operates within Moonee Valley. However, a number operate in neighbouring municipalities.

Commercial hirers or academies do not form part of the allocation process and are not entitled to apply for an allocation. They can apply for use of space on a regular/casual hire basis once all allocations are complete.

Commercial soccer academies requesting an allocation for the use of facilities will be required to satisfy all mandatory requirements contained within Council's Allocation Policy (incorporation, public liability insurance etc.) and enter into a casual hire agreement with Council as a commercial hirer, with appropriate fees charged.

2.4 Population and Participation

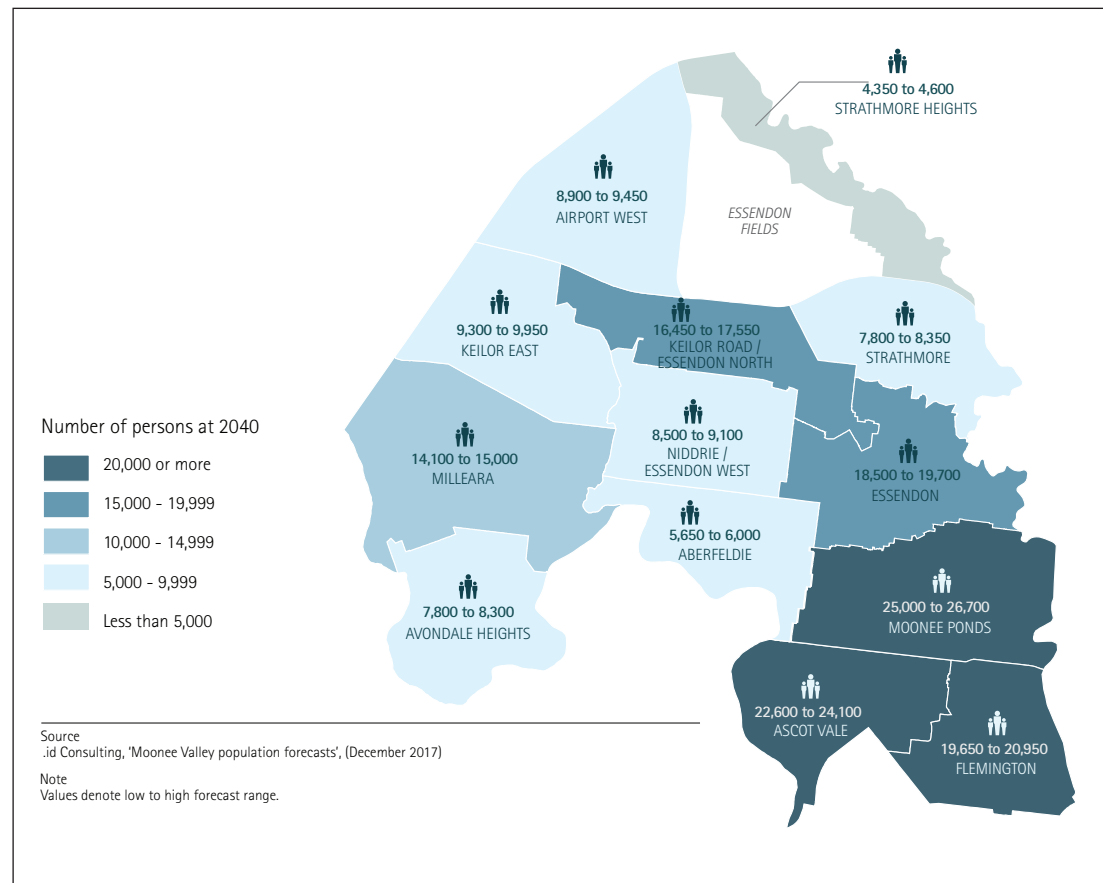
Soccer participation is increasing and putting pressure on existing soccer facilities

The population of Moonee Valley is rapidly growing which is translating into more soccer

participants each year. The current population of 131,753 (July 2020) is projected to increase by 35.9% to approximately 177,029 by 2041 (Source: MV2040 Strategy Population Projections).

The following graphic details the population growth across the municipality

Figure 2 – Forecast population growth in Moonee Valley (Source: MV2040 Strategy)



There are now 1,684 soccer players in Moonee Valley. If the current participation rate increases in line with population growth and trends, soccer participation in Moonee Valley is anticipated to increase to approximately 2,263 by 2041.

Participation Projections

Moonee Valley Clubs Registered Players	2018	2019	2021	Projected 2032
Male	1,256	1,324	1,297	1,743
Female	187	277	387	520
Total	1,443	1,601	1,684	2,263

Participation by Category

Moonee Valley Clubs Registered Players	2018	2019	2021
Miniroos Ages 0 -11	442	429	435
Juniors Ages 12-18	643	656	675
Seniors Ages 19 - 35	283	341	408
Over 35's Ages 36+	75	175	166
Total	1,443	1,601	1,684

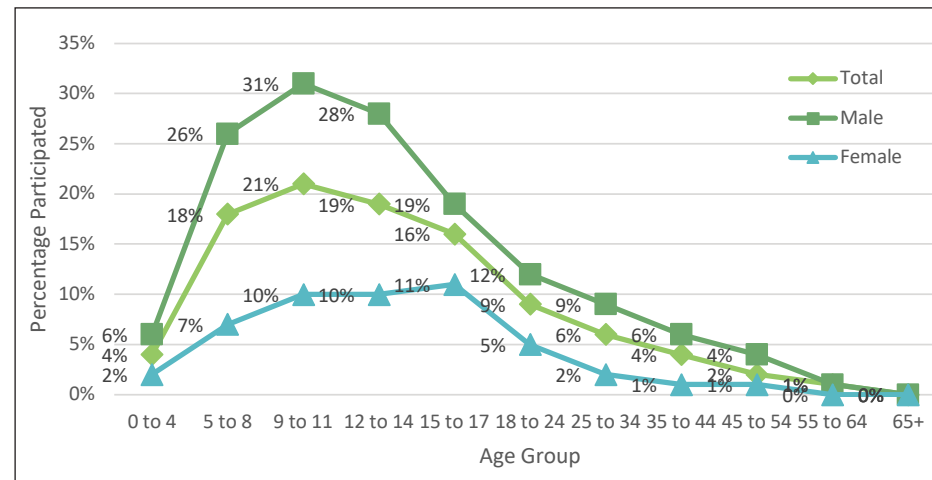
Officers continue to work with Football Victoria and Moonee Valley Clubs to ensure that participation data informs future facility feasibility planning and site options

Soccer participation in the City of Moonee Valley has grown over the last four years by approximately 17%. Three Moonee Valley clubs now have memberships over 250 players. Over the past four years junior participation has grown by 2% , senior participation has grown by 62% and female participation has grown by 52%.

Other influences of soccer participation demand in Moonee Valley

There is a significant proportion of the Moonee Valley population which falls within the age brackets considered the most likely to make use of sporting facilities (5 to 49 years). In Moonee Valley this accounts for 60.9% of the population. The chart below shows soccer participation within this age cohort with peak rates of participation in younger age groups between 5 and 18 years.

Figure 3 - Organised Soccer Participation by Life Stage
(Source: AusPlay Football State of Play Report, 2019)



Moonee Valley has a greater number of residents being born overseas when compared to across Greater Melbourne. Soccer is often a preferred sport for people from Cultural and Linguistically Diverse (CALD) communities.

Eight of the top 24 most disadvantaged small areas in Victoria are within Moonee Valley and 9% (third highest in Victoria) is social housing. Affordable recreation participation opportunities that are accessible to these areas is important when considering distribution.

The AusPlay Football State of Play Report, 2019 indicates that the main motivators for participation in soccer were 'Fun/Enjoyment' (57%), Social Reasons (43%) and Physical Health/Fitness (39%). The most dominant reason for dropping out of soccer was 'Not Enough Time / Too Many Other Commitments' (35%). This could be because of work, study, and family commitments. These motivators show the need for Football Victoria and local soccer clubs to facilitate teams, programs and competitions that prioritise "fun, social and fitness" as opposed to competing, premiership success and elite pathway development.

3. SOCCER FACILITIES IN MOONEE VALLEY

3.1 Soccer facility hierarchy

The following hierarchy for soccer facilities within Moonee Valley is consistent with the Football Victoria's Facility Guidelines. The purpose of a facility hierarchy is to recognise the capacity

and catchment of facilities and identify the level of infrastructure required to adequately support the level of sport accommodated at the facility. A hierarchy provides preferred standards to be

applied within resource allocations based on prioritisation. The following details the proposed soccer facility hierarchy for Moonee Valley.

Facility Hierarchy

Catchment Size	Facility Characteristics
Local	Local level sporting facilities are designed and maintained to cater primarily for club training and as a satellite competition venue. They comprise of single fields and basic pavilion. The facility features floodlighting and formal car parking.
District	District level sporting facilities are designed and maintained to cater primarily for club training and competition. They are typically the 'headquarters' (or 'home') facility for clubs and/or associations. They comprise of multiple fields and pavilion. The facility features floodlighting, practice facilities and formal car parking. District level sporting facilities are typically multipurpose in nature and are generally designed and managed to cater for at least two sports (winter and summer). For example: soccer – winter and cricket/lacrosse – summer. These can also provide for other community use.
Regional	Regional level sporting facilities are designed, constructed, and maintained to a higher standard than a District level facility. They service a Moonee Valley city wide catchment and beyond. They are facilities that generally accommodate each level of a sport pathway (from beginner to elite) and have capacity to host NPL standard competitions. Regional level sporting facilities provide for an NPL single purpose main soccer field with multipurpose supporting fields (junior and senior configurations). Regional level sporting facilities include multi-purpose pavilions with minimum of four change rooms, social rooms and an area capable of providing 200 seats (permanent or temporary) that views over the main field. Other sports (winter and summer) may gain access to supporting fields outside soccer use.

* The above facility standards are preferred, however in some instances i.e. NPL level facilities, minimum standards are acceptable.



3.2 Current soccer facilities

There are currently 19 sporting reserves across the municipality with nine of these reserves having designated soccer fields and associated infrastructure.

Due to the diverse sporting landscape and finite quantity of open space in Moonee Valley, of the nine reserves that provide for soccer, seven are shared with cricket. There are two fields dedicated to soccer, JH Allan Reserve and the East Keilor Synthetic Soccer Field at Quinn Grove Reserve.

Within the nine reserves that provide for soccer, there are 14 full size fields for senior competition, three junior sized fields, and two modified (small sized) junior fields noting that all senior fields can be used for junior competition.

There is a good distribution of soccer facilities across Moonee Valley neighbourhoods, although many of the facilities are located on Council's boundary. Most Moonee Valley residents are within a 5-minute drive time of a soccer facility, and all residents are within a 10-minute drive time.

A facility inventory has been prepared detailing the type and condition of the soccer facilities together with the role and functions of the facility and whether it is fit for purpose based on current industry and Football Victoria facility standards. The inventory is supported by facility audits for sports fields, lights, and pavilions.

The fields usage (training and competition) and capacity levels have been assessed and categorised as follows:

- **Level 1** – A grass sports field with no drainage or irrigation, winter grasses and lighting = approximately 20 hours per week
- **Level 2** – A grass sports field with basic drainage, irrigation and winter grasses and lighting = approximately 25 hours per week
- **Level 3** – A grass sports field with full drainage, irrigation and warm season grasses and lighting = approximately 30 hours per week
- **Level 4** – A synthetic sports field with lighting = up to 54 hours per week.

The following rating system was used to assess the quality of sports field infrastructure:

- **Very Good** – New asset or recently redeveloped to meet current sport industry and FV facility standards
- **Good** – Some superficial deterioration of asset and minor improvements needed to meet sport industry and FV facility standards
- **Moderate** – Obvious deterioration of the asset and major improvements needed to meet sport and FV facility standards
- **Poor** – Serviceability and condition of the asset is heavily impacted requiring replacement to new to meet sport industry and FV facility standards.

The assessment of current soccer facilities found:

- **Sports fields** – Many grounds are attracting high use from multiple users and some fields do not meet the preferred Football Victoria dimensions.

80% of sporting fields used by soccer are in good condition, however some closures occur in winter due to deteriorating condition. The Reserve Assessment table on the next page identifies the sites with average (or no) drainage and irrigation.

Many fields whilst meeting the minimum field dimensions for senior competition, do not meet the preferred field dimensions.

- **Lighting** – Most fields have minimum lighting to 50 lux (training). Currently three existing soccer fields have no lights. These are located at Fairbairn Park and JH Allan Reserve. A recent lighting audit shows a high number of lights are in average condition. The lighting audit will inform a renewal program to future proof to up to 100 lux (competition)
- **Pavilions** – Nine pavilions are used by soccer clubs. Five pavilions were considered in good condition with four pavilions considered poor to average condition. Council's long-term planning is addressing pavilions that are considered in poor to average condition. Pavilion issues include a lack of change rooms and female friendly facilities and non-compliance with current DDA standards.

Some soccer facilities require renewal of pavilions and lights to meet participant needs



The following table details each of Councils current soccer facilities and the assessment of the asset and supporting infrastructure.

Reserve Assessments- Current Use and Allocation

Reserve	Current Allocated Club	Current Field Configuration	Council Ground Assessment	Council Lighting Assessment	Council Pavilion Assessment	Football Victoria Overall Rating
Aberfeldie Park	Moonee Ponds United FC	1 full size grass field	Level 2 field – Good condition but no drainage and basic irrigation	Training standard lights in good condition	New modular change rooms are DDA compliant and gender neutral.	Good
Avondale Heights Reserve (Doyle Street Reserve)	Avondale FC	1 full size grass field 1 junior size grass field 1 modified synthetic field	Level 2 field – Good condition but no drainage and basic irrigation (old system)	Training standard lights in good condition	Good condition but pavilion is not female friendly and not DDA compliant	Good
Cross Keys Reserve	Essendon Royals SC	2 full size grass fields 1 junior size grass field 1 modified mini size grass field	Level 3 fields – Good condition with full drainage and irrigation	Competition standard lights in good condition	Good condition	Good
Debneys Park	Newmarket Phoenix FC	1 full size grass field 1 junior size grass field	Level 3 fields – Fields being upgraded with full drainage and irrigation as part of master plan project	Lighting being installed as part of master plan project	Pavilion being upgraded as part of master plan project	Very Good (once works completed)
East Keilor Synthetic Field	Essendon Royals SC (2 nights) Avondale FC (2 nights) FC Strathmore Split (1 night)	1 full size synthetic field	Level 4 field - Poor condition and requires complete renewal	Training standard lights in poor condition	Temporary change and toilets	Poor
Fairbairn Park	Moonee Valley Knights FC Avondale FC Essendon Royals SC	5 full size grass fields 1 junior grass field	Level 2 fields – Good condition with basic drainage and irrigation	Training standard lighting installed on 3 full size fields and 1 junior in good condition. Two grounds with no lighting	Good condition	Very Good
J.H Allan Reserve	Moonee Ponds United FC	1 full size grass field	Level 3 field – Good condition but no drainage and irrigation	No lighting	Poor condition with insufficient change, is not female friendly or DDA compliant	Poor
Ormond Park	Essendon Royals SC	1 junior size grass field	Level 2 field – Good condition with basic drainage and irrigation	Training standard lights in poor condition	Old pavilion on site is in poor condition, is not female friendly or DDA compliant	Poor
Strathnaver Reserve	Strathmore FC	1 full size grass field 1 junior size grass field 1 modified mini size field	Level 3 fields – Fields being upgraded with drainage and irrigation in 2022/23	Competition standard lights in poor condition	Good condition	Good

Current soccer facilities

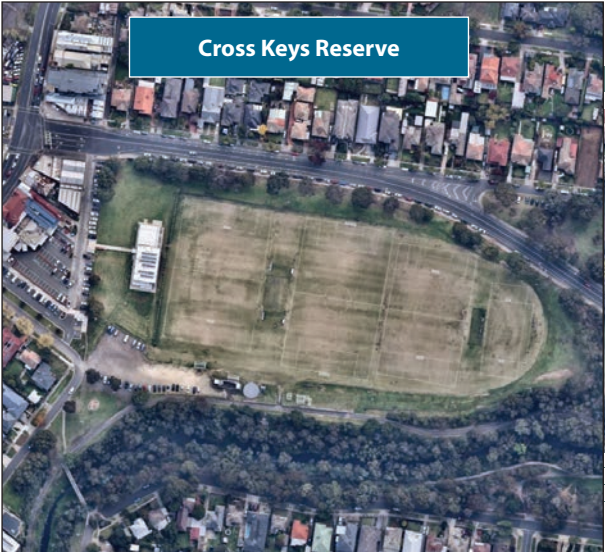
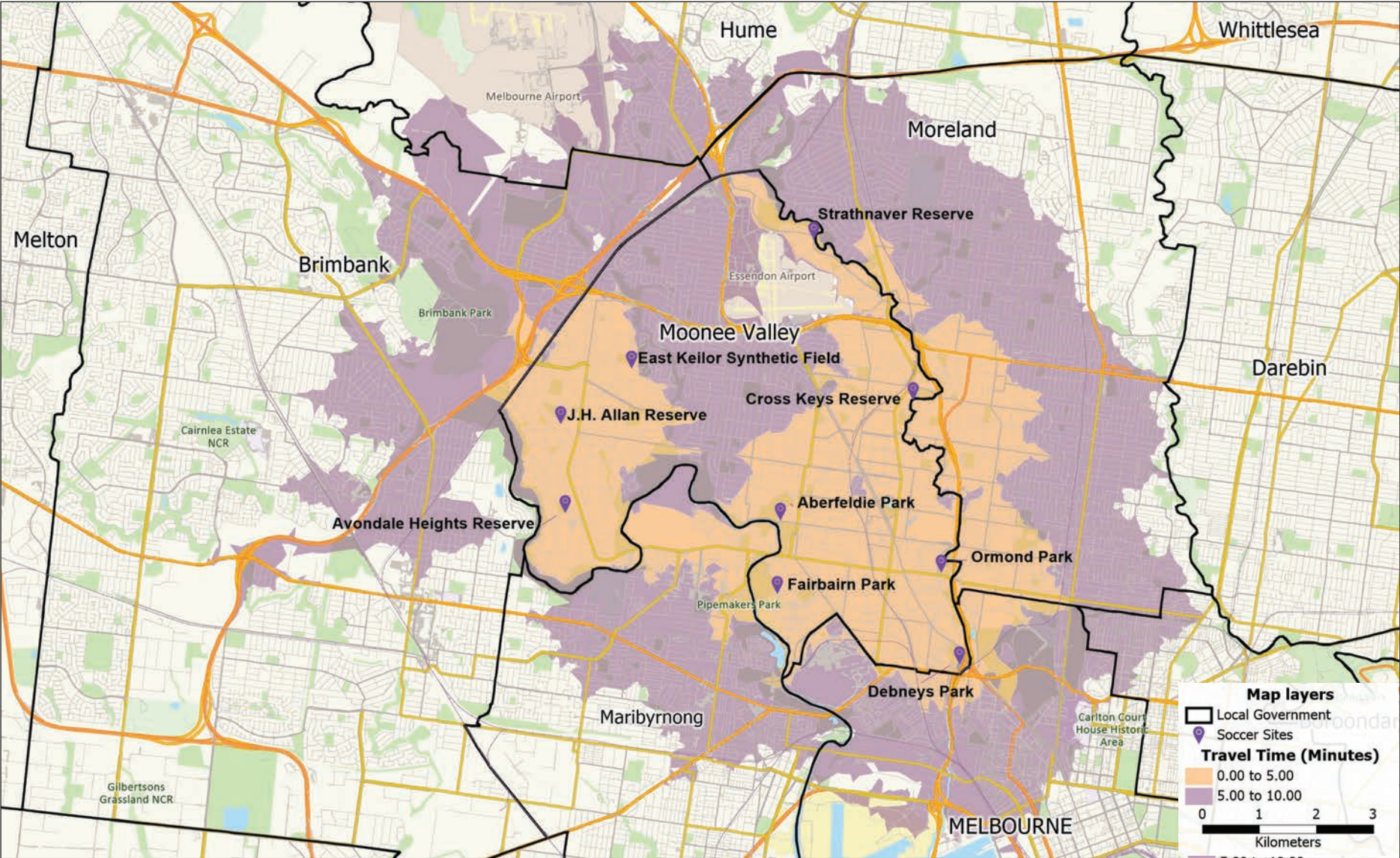




Figure 4 – Catchment and distribution map of soccer facilities



3.3 How does this provision compare with other field sports?

There are 19 sporting reserves owned and/or managed by Moonee Valley City Council that are allocated to sporting clubs for training and competition activities. The table to the right details the current distribution of the sporting fields allocated to the different codes of sport during the summer and winter season each year.

The following assumptions apply:

- Full size field provides for one senior and two junior field configurations
- One field is redeveloped or rested each year for cricket, AFL and soccer
- Windy Hill sports oval is counted in AFL supply
- St Bernard's College two senior ovals counted in AFL and cricket supply.

The Current Sports Allocation of Fields Table shows that soccer receives equitable allocation to sports fields in Moonee Valley compared to other field sports and when considering field sports participation levels.

The following indicates the player to field ratios:

- **Soccer:** 1 field to 112 players (FV preferred 1 field to 117 players)
- **AFL:** 1 field to 319 players (AFL preferred 1 field to 175 players)
- **Cricket:** 1 field to 87 players (Ratio not available)
- **Rugby:** 1 field to 150 players (Ratio not available).

Soccer receive equitable allocations to Moonee Valley sport fields

Current Sports Allocation of Fields

Sport	Senior Sports Fields	Junior Sports Fields	Modified Sports Fields	Full Size Field Equivalent*	Current Number of Registered Participants
Soccer (Rectangular Field) - Winter	13	4	2	15	1,684
AFL (Oval) - Winter	16	1	0	16	5,108
Cricket (Oval) - Summer	29	5	0	31	2,712
Rugby (Rectangular Field) - Winter	1	0	0	1	150

Full size equivalent field is one senior field or two junior fields

3.4 Moonee Valley City Council's investment into soccer facilities

Council has invested \$15.15 million towards soccer facilities since 2015

Recent investment has:

- Increased the number of soccer fields in the municipality
- Improved change room facilities to be more gender appropriate
- Upgraded lighting infrastructure for winter usage
- Improved sports field conditions including irrigation and drainage systems for not only safer playing conditions but also longevity throughout the winter months.

The table to the right provides a snapshot of recently completed projects and those being currently completed.

Snapshot of Completed Projects

Reserve	Completed capital investment projects (since 2015)	Cost
Aberfeldie Park	Flood mitigation works and field works	\$380K
	Modular change facility (JA Fullarton)	\$650K
Cross Keys Reserve	Ground construction including increase in fields and including new drainage and irrigation system	\$1.5M
	New multi-purpose pavilion	\$3.2M
	Ball protection fence	\$74K
Doyle St (Avondale Heights) Reserve	Synthetic Field Renewal	\$154K
Fairbairn Park	New Multi-Purpose Pavilion	\$5.1M
	Oval resurfacing, realignment and irrigation upgrades resulting in 3 new fields, 4 being lit	\$857K
	Floodlights	\$295K
JH Allan Reserve	Ground resurfacing	\$250K
	Change room redevelopment	\$190K
Ormond Park	Upgrade to drainage & irrigation	\$250K
Strathnaver Reserve	New Multi-Purpose Pavilion	\$2M
	Floodlight expansion	\$50K
	Sport field drainage upgrade	\$200K
Total investment		\$15.15M

4. STAKEHOLDER FEEDBACK

The stakeholder engagement process was conducted in November 2021 and involved:

- Key stakeholder interviews with all Moonee Valley soccer clubs
- Key stakeholder interviews with tenant sporting clubs that share facilities with soccer
- Football Victoria interviews
- Club survey

Clubs are experiencing a range of operational and facility issues relating to growing soccer participation. Key themes are shown on the right:

Soccer participation is growing, and the current network of soccer facilities are not coping



Most clubs have a Business Strategy and sinking fund to contribute to facility upgrades



Several pavilions are in poor condition with insufficient change rooms and access issues

Increase the capacity of sports fields. Ideas included improving field infrastructure, synthetic fields and competition lighting



There is a need to upgrade change rooms to support all users including female friendly and gender neutral

NPL teams require access to fields for 40 weeks of the year. All year-round soccer hub is universally supported by FV and soccer clubs



Some positive relationships with soccer clubs and other sports tenant clubs sharing facilities. However, some relationships are damaged resulting in conflict



Some grounds are being over-used in winter with games cancelled



A partnership approach between Moonee Valley City Council, Football Victoria and local soccer clubs will underpin the successful delivery of the Strategy

5. DEMAND FOR SOCCER FACILITIES

A road map of improvements that increases the capacity of fields is needed

A facility demand model has been developed to inform the current and future soccer field requirements to meet soccer participation demand in the short term, medium term and long term.

The model considers field capacity, participation rates and usage levels. Other factors such as the capacity of a field to accommodate playing numbers, the current distribution of clubs to fields and opportunities for clubs to share have been considered.

5.1 Key Assumptions

The model applies full optimisation of all fields for average field capacity across the sports field network based on participation and usage assumptions. A field is only added if a field is fully optimised.

The model applies the following assumptions. These assumptions have been confirmed by Moonee Valley City Council and Football Victoria:

- An average 20 hours of use
- Victorian Ausplay soccer participation rate of 0.5% for adults and 7% for children. This is consistent with the current Moonee Valley participation rate
- Soccer facility utilisation:
 - An average of 5 hours per week (3 hours of training and 2 hours of competition) for an adult participant and 24 participants per rectangle field
 - An average of 5 hours per week (3 hours of training and 2 hours of competition) for a child participant and 36 participants per rectangle field.

5.2 Facility Requirements

The model shows a current demand for two additional soccer fields in 2022 and five additional soccer fields by 2032

The model needs to be overlaid with local factors impacting a field's use. These include:

- Capacity of field to accommodate the number of players (117 players per field)
- Quality and condition of fields
- Practicality of clubs sharing
- Participation numbers within clubs changing from year to year
- Inequitable participation distribution and other users (i.e. community and school use)
- Lack of validated data of how many hours each team plays and trains for
- Location of facilities that have a wider catchment beyond Moonee Valley.



5.3 Soccer field allocation

The table below shows the current field access for soccer clubs and applies the Football Victoria current benchmark for field capacity per field in Victoria of 117 players (based on 350 players across three fields).

Current Soccer Field Allocation Review

Club	2021 Registered Players	Current Field Access	Current benchmark position (based on maximum capacity of 117 players per field)
Avondale FC	362	Doyle Street Reserve - 1 full size field; 1 junior size field; 1 modified synthetic field Fairbairn Park - 2 full size field East Keilor Soccer Synthetic - 1 full size synthetic field (two nights per week)	3-4 full size equivalent fields required Fields well used Reaching capacity in medium to long term
Essendon Royals Soccer Club	820	Cross Keys Reserve - 2 full size field; 1 junior size field; 1 modified mini size field Ormond Park - 1 junior size field Fairbairn Park - 1 full size field East Keilor Soccer Synthetic - 1 full size synthetic field (two nights per week)	6-7 full size equivalent fields required Current deficit of 1-2 fields Fields used by club are over used
FC Strathmore Split	250	Strathnaver Reserve - 1 full size grass field; 1 junior size grass field; 1 modified mini size field East Keilor Soccer Synthetic - 1 full size synthetic field (one night per week)	2-3 full size equivalent field required Fields well used Reaching capacity in medium to long term
Moonee Ponds United FC	66	Aberfeldie Park - 1 full size field JH Allan Reserve - 1 full size field	1.5 full size equivalent field required Surplus of 0.5 field Fields used by club have capacity for greater use
Moonee Valley Knights FC	138	Fairbairn Park - 2 full size field; 1 junior field	2 full size equivalent fields required Fields used by club have capacity for greater use
Newmarket Phoenix FC	48	Debneys Park - 1 full size field; 1 junior size field	1 full size equivalent field required Fields used by club have capacity for greater use

** All clubs can apply for use at East Keilor Synthetic Field at Quinn Grove Reserve through a hire agreement. * Two junior fields equates to one full size equivalent field.*

The Essendon Royals Soccer Club has 820 players (2021) and is therefore considered a super club. The club is currently allocated access to four senior fields, two junior fields and one modified field for training and competition. Based on the maximum player to field capacity, Essendon Royals Soccer Club require access to 6-7 full-sized equivalent fields (current shortfall of 1-2 fields). Avondale FC and FC Strathmore have memberships that are reaching capacity and cannot

accommodate future growth without increasing access to fields or capacity on existing fields. Access to additional fields will be required in the medium to long term as these clubs membership grows in line with population growth. However, given the shortfall of facilities clubs should engage with council and Football Victoria for any plans for growth.

Avondale FC currently access the Reggio Calabria Club (outside Moonee Valley) for NPL games. Any

future development of a year round facility should also consider the potential use by Avondale FC.

Currently the allocation of soccer grounds is inequitable within the sport. A balanced approach to allocations along with access to additional fields is needed

5.4 Is a Soccer Hub needed in Moonee Valley?

A Soccer Hub is needed to support grass root to elite soccer teams and competition all year round

Football Victoria are supporting the development of a soccer hub concept across Victoria as a means of accommodating participation levels to comply with the facility requirements of elite teams and development squad training and competition needs. The facility would be available year-round.

This model ideally sees the development of a facility that meets NPL level facility requirements (refer to Appendix 1 Facility Hierarchy) and is not allocated to one team as a home base. This allows multiple clubs to access the facility throughout the season. The preferred facility components as a minimum include:

- NPL standard grass fields with competition lights
- One synthetic fields with training lights
- Pavilions with minimum of four changerooms
- Covered seating area overlooking main field
- Access to sufficient car parking.

There is currently no access to a fit for purpose soccer facility all year round in Moonee Valley. A fit for purpose year-round soccer facility is universally supported by Football Victoria and soccer clubs. This facility would provide for grass root to NPL level training, programming, and competition.

Avondale FC have senior NPL teams and Essendon Royals Soccer Club have junior NPL teams. NPL teams require access to fields year-round (40 weeks programming) for training and competition. A soccer hub would support both clubs as well as other soccer clubs in Moonee Valley.

This facility should be managed by Moonee Valley City Council or an independent body to ensure fair and universal access to the facility by all soccer clubs and Football Victoria.







The only sites that have the capacity to address these requirements are AJ Davis Reserve / Essendon Keilor College (Niddrie Campus) and JH Allan Reserve because these are sites not shared with cricket.



6. STRATEGIC DIRECTIONS

6.1 Key Challenges

The strategy identified the following key challenges in managing soccer participation growth.

CHALLENGE 1		Need for validated participation and usage data
CHALLENGE 2		Equitable allocation of soccer grounds
CHALLENGE 3		Condition of some soccer facilities
CHALLENGE 4		Year-round access to soccer facilities
CHALLENGE 5		Maximising access to community sporting reserves and assets
CHALLENGE 6		Clarity on role of Moonee Valley City Council, clubs and Football Victoria

To address key challenges and the current and future facility requirements for soccer, the following strategic directions are recommended. This is presented under the key headings:

- Vision
- Objectives
- Facility Investment and Partnership Opportunity options
- Governance Framework
- Fees and Charges.

6.2 Vision

The vision for the Moonee Valley Soccer Strategy is:



6.3 Objectives

To achieve this vision, Moonee Valley City Council will:

OBJECTIVE 1: PROVIDE HIGH QUALITY AND COMPLIANT SOCCER FACILITIES

Moonee Valley City Council can increase the capacity of soccer fields through (yet to be approved capital works program):

- Providing a network of soccer facilities aligned to the soccer facility hierarchy that supports participation pathways
- Reconfiguring / redesigning some sports fields to increase provision of soccer fields
- Increasing the available hours of use and capacity of soccer fields by upgrading with drainage, irrigation, and warm season grasses and installing lighting
- Introducing synthetic surfaces in strategic locations, whilst considering practicality and environmental implications
- Redeveloping pavilions in poor condition with sufficient gender-neutral change rooms, accessible and in line with facility hierarchy desired levels of standards.
- Developing a Soccer Hub that can be accessed all year round for grass root to NPL level training, development programs and competition.

OBJECTIVE 2: IMPROVE ACCESS TO SOCCER FACILITIES BASED ON PARTICIPATION NUMBERS

Moonee Valley City Council will:

- Redistribute allocation in partnership with Football Victoria to achieve equitable access for soccer clubs across the network of sports fields in Moonee Valley
- Partner with schools in the joint use of sports fields on Education land. This will expand the network of sports fields available to soccer clubs for training and competition.

OBJECTIVE 3: DELIVER WELL PLANNED, MAINTAINED, AND MANAGED SOCCER FACILITIES

Moonee Valley City Council will:

- Develop the Asset Management Plan and program asset renewal into Long Term Financial Plans
- Partner with Football Victoria and local soccer clubs in the sustainable management of use on soccer fields
- Gain a better understanding of soccer facilities actual usage to help inform future allocation and facility improvement priorities
- Ensure the fees and charges policy reflects quality and usage of soccer facilities
- Ensure adequate staff resources to implement Strategy recommendations.

6.4 Facility Investment and Partnership Opportunity Options

A review and assessment of existing soccer facilities and potential new sites have been identified.

Facility investment and partnership opportunity options have been prioritised short, medium or long-term actions:

- Short term – 2022 - 2025
- Medium term – 2026 - 2029
- Long term – 2030 - 2032
- Ongoing

Facility Investment and Partnership Opportunity Options

Options listed below need to be further assessed in terms of practicality and affordability within the Council's long term capital works budget and other partnership opportunities.

Reserve Name	Facility Name	Proposed Sports	Proposed - Infrastructure Improvements	Proposed - User Groups	Benefits	Timeframe		
						Short Term 2022 - 2025	Medium Term 2026 - 2029	Long Term 2030 - 2032
Council Owned								
Aberfeldie Park	Aberfeldie Park Sports Field 2 (East)	Soccer; Cricket	Redesign sports field (East) with two soccer fields and upgrade lighting. JA Fullarton – New Pavilion.	Maintain Soccer, AFL and Cricket allocation and find a suitable alternative site for dog club activities in consultation with the Northern Obedience Dog Club. Moonee Ponds United Soccer Club to increase use at Aberfeldie Park (East).	Relocating dog club frees up field for weekend sport This will facilitate the relocating of Moonee Ponds United Soccer Club to one site.	One (1) additional soccer field (East).	-	-
AJ Davis Reserve** (in conjunction with Essendon Keilor College Niddrie Campus**)	AJ Davis Reserve Sports Field	Rugby, Cricket, Soccer, Dog obedience	Redesign of sports field to provide for senior and modified soccer / rugby fields or two junior fields. Upgrade pavilion and spectator amenities to support AJ Davis Reserve and Essendon Keilor College (Niddrie Campus) sports fields.	Maintain rugby, cricket and dog obedience. Potential overflow for soccer, in conjunction with access to Essendon Keilor College (Niddrie Campus) sports fields.	Proposed configuration will increase field capacity and use for training and competition.	-	Potential access to one junior field (0.5 - 1.5)	-
Canning Reserve	Canning Reserve Sport Field	AFL; Cricket; Soccer	Develop a new modified junior soccer field.	Potential overflow for soccer.	Proposed field will increase use for junior training			Potential access to one junior field (0.5)

** Site identified as potential soccer hub - refer to page 20 for more detail

Facility Investment and Partnership Opportunity Options

Options listed below need to be further assessed in terms of practicality and affordability within the Council's long term capital works budget and other partnership opportunities.

Reserve Name	Facility Name	Proposed Sports	Proposed - Infrastructure Improvements	Proposed - User Groups	Benefits	Timeframe		
						Short Term 2022 - 2025	Medium Term 2026 - 2029	Long Term 2030 - 2032
Council Owned								
Cross Keys Reserve	Cross Keys Field 1 (West)	Soccer; Cricket	None.	Maintain Soccer and Cricket allocation.	Manage use of sports fields.	No Change		
	Cross Keys Field 2 (East)	Soccer; Cricket				No Change		
	Cross Keys Field 3 (includes junior modified fields)	Soccer; Cricket				No Change		
Debneys Park	Debneys Park Field	Soccer; Cricket	Recent redevelopment of fully lit sports oval that is configured as a senior and junior soccer fields.	Maintain Soccer and Cricket allocation and optimise allocation of these grounds.	Optimises use of new sports fields.	No Change		
Doyle Street (Avondale Heights) Reserve	Avondale Heights Reserve Field 1	Soccer; Cricket	Improve sports field drainage and upgrade pavilion.	Maintain Soccer and Cricket allocation.	Manage use of sports fields.	No Change		
	Avondale Heights Reserve Field 2 – includes mini fields	Soccer; Cricket						

Facility Investment and Partnership Opportunity Options

Options listed below need to be further assessed in terms of practicality and affordability within the Council's long term capital works budget and other partnership opportunities.

Reserve Name	Facility Name	Proposed Sports	Proposed - Infrastructure Improvements	Proposed - User Groups	Benefits	Timeframe		
						Short Term 2022 - 2025	Medium Term 2026 - 2029	Long Term 2030 - 2032
Council Owned								
Fairbairn Park	Fairbairn Park Sports Field 1	Cricket, Soccer	Provide lights on all sports fields. Develop new pavilion (North) to support community sport (Oval 5 and 6).	Maintain Soccer and Cricket allocation.	New fields with lighting will increase field capacity.			No Change
	Fairbairn Park Sports Field 2	Cricket, Soccer						
	Fairbairn Park Sports Field 3	Cricket, Soccer						
	Fairbairn Park Sports Field 4	Cricket, Soccer						
	Fairbairn Park Sports Field 5	Cricket, Soccer						
	Fairbairn Park Sports Field 6	Cricket						
	Fairbairn Park Sports Field 7	Cricket						
	Fairbairn Park Sports Field 8	Cricket						

Facility Investment and Partnership Opportunity Options

Options listed below need to be further assessed in terms of practicality and affordability within the Council's long term capital works budget and other partnership opportunities.

Reserve Name	Facility Name	Proposed Sports	Proposed - Infrastructure Improvements	Proposed - User Groups	Benefits	Timeframe		
						Short Term 2022 - 2025	Medium Term 2026 - 2029	Long Term 2030 - 2032
Council Owned								
JH Allan Reserve**	JH Allan Reserve Sports Field 1 (East)	Soccer	Upgrade sports field 1 and install lighting to NPL competition standard. Upgrade pavilion and spectator amenities.	Moonee Ponds United Soccer Club to increase use of Aberfeldie Park to enable development of the JH Allan Soccer Facility.	Provides an all-year-round fully compliant soccer facility for training and competition and designed to support grass root level to NPL standard games.	Increase capacity with lighting (0.5)	-	-
	JH Allan Reserve Sports Field 2 (West)	Soccer	Redesign and install synthetic fields on sports field 2 to accommodate junior and senior soccer with lighting. Install toilets on West ground. Provide additional car parking.	Discontinue formal soccer use at Ormond Park and provide capacity for Essendon Royals at JH Allan Reserve for winter overflow allocation. Provide shared access for other soccer clubs to JH Allan during the summer season for training and competition. Provide access to NPL facility at JH Allan Reserve for competition only to clubs promoted to NPL level.		One (1) additional synthetic field. Ormond Park junior field no longer used (-0.5)	-	-
Quinn Grove Reserve / Essendon Keilor College (Keilor East Campus)	East Keilor Synthetic Soccer Fields	Soccer	Proposed relocation of synthetic fields to school oval within Quinn Grove Precinct. Proposed configuration will increase field capacity from 1 to 2 fields and use for training and competition.	Unallocated overflow training and competition for soccer and other field sports outside soccer use. Enter into JUA with Essendon Keilor College to access Keilor East Campus sports fields.	Provides an all-year-round fully compliant field/s for training and competition that is shared by school during school hours and sport / community outside school hours. Field configuration increases capacity of use and will support overflow use.	-	One (1) additional field	-

** Site identified as potential soccer hub- refer to page 20 for more detail

Facility Investment and Partnership Opportunity Options

Options listed below need to be further assessed in terms of practicality and affordability within the Council's long term capital works budget and other partnership opportunities.

Reserve Name	Facility Name	Proposed Sports	Proposed - Infrastructure Improvements	Proposed - User Groups	Benefits	Timeframe		
						Short Term 2022 - 2025	Medium Term 2026 - 2029	Long Term 2030 - 2032
Council Owned								
Strathnaver Reserve	Strathnaver Sports Field 1 (South)	Soccer; Cricket	Upgrade drainage and lighting on all fields.	Maintain Soccer and Cricket allocation.				No Change
	Strathnaver Sports Field 2 (North) – includes mini fields	Soccer						
Non Council Owned Sites								
Moonee Valley Racecourse*	NA	AFL; Cricket; Soccer	Investigate activating open space areas within racing track for sports fields.	Unallocated overflow training and competition fields.	Additional overflow fields.	-	-	Potential for up to four (4) fields (Shared with AFL and cricket)
School Sites								
Buckley Park College	Buckley Park College Sports Field	Soccer	Proposed synthetic fields (junior fields).	Enter into JUA to access junior fields for Soccer use.	Additional overflow fields.	-	-	Potential access to one junior field (0.5)
Essendon Keilor College - Niddrie	Essendon Keilor College Sports Fields	Soccer; Rugby	Proposed upgrade of school open space as senior size fields (2).	Enter into JUA to access grounds for senior and junior fields for Rugby and Soccer use.	Additional overflow fields.	-	Potential access to two (2) fields (shared with AFL and cricket)	-

*This option is provided to MVCC on a without prejudice basis to assist Council with its future Sports & Recreation opportunity analysis. It is an indicative overview of the Infield opportunity and does not commit MVRC to an end use on the Infield land.

Facility Investment and Partnership Opportunity Options

Options listed below need to be further assessed in terms of practicality and affordability within the Council's long term capital works budget and other partnership opportunities.

Reserve Name	Facility Name	Proposed Sports	Proposed - Infrastructure Improvements	Proposed - User Groups	Benefits	Timeframe		
						Short Term 2022 - 2025	Medium Term 2026 - 2029	Long Term 2030 - 2032
School Sites								
St Bernard's College	St Bernard's College Sports Fields	AFL; Cricket; Soccer; Hockey	Renew synthetic soccer field and potentially the existing hockey field, plus provide lights and pavilion.	Enter into JUA to access ground for Soccer use Note: Ovals are already fully used by Cricket and AFL club.	Additional overflow fields.	-	Potential access to two (2) fields (restricted use)	-
Strathmore Secondary College	Strathmore Secondary College Sports Field	Soccer		Enter into JUA to access senior field for use by Soccer.	Additional overflow field.	-	-	Potential access to one (1) field
Target						2 soccer fields	1 soccer field	2 soccer fields
Potential Options						2 soccer fields	5.5 - 6.5 soccer fields	6 soccer fields

6.5 Governance Framework

Roles and Responsibilities

The Governance Framework supports a partnership approach between Moonee Valley City Council (MVCC), Football Victoria, soccer clubs and State/Federal Government that will collectively deliver on the recommendations of the Moonee Valley Soccer Strategy.

Each stakeholder will have a defined role in this partnership. The table to the right summarises these roles and responsibilities.

Moonee Valley City Council and Football Victoria Partnership

Moonee Valley City Council and Football Victoria (FV) endorse the recommendations of the Moonee Valley Soccer Strategy and will partner on its delivery.

Key objectives of this partnership are to:

- Support clubs in their development of participation and athlete pathway programs
- Support clubs in their access to quality facilities
- Develop soccer facilities where we can maintain the level of service, design for universal and female access, optimising the use of facilities and supporting the growth of sustainable soccer clubs and soccer participation
- Engage regularly on the Moonee Valley Soccer Strategy planning and delivering on strategic recommendations
- Advocate for new and improved soccer facilities to funding partners, in line with the facility investment and partnership opportunity options.

Governance Framework

Roles and Responsibilities	MVCC	Local Soccer Clubs	Football Victoria	State/Federal Government
Facility Development				
Advocacy	√ (Lead)	√ (Support)	√ (Support)	
Planning and facility development	√ (Lead)	√ (Support)	√ (Support)	
Funding	√ (Partner)	√ (Partner)		√ (Partner)
Allocations and Administration				
Allocation of soccer facilities	√ (Lead)			
Allocation of fees and charges	√ (Seasonal Allocation)	√ (Club Membership)	√ (Affiliation and Player Insurances)	
Club administration		√		
Competition administration			√	
Programming and Pathways				
Club development programs	√ (Support)		√ (Lead)	
Participation, programs and athlete pathways		√ (Lead)	√ (Support)	
Strategic Planning and Policy Development				
Strategic Plan implementation progress	√ (Lead)		√ (Support)	

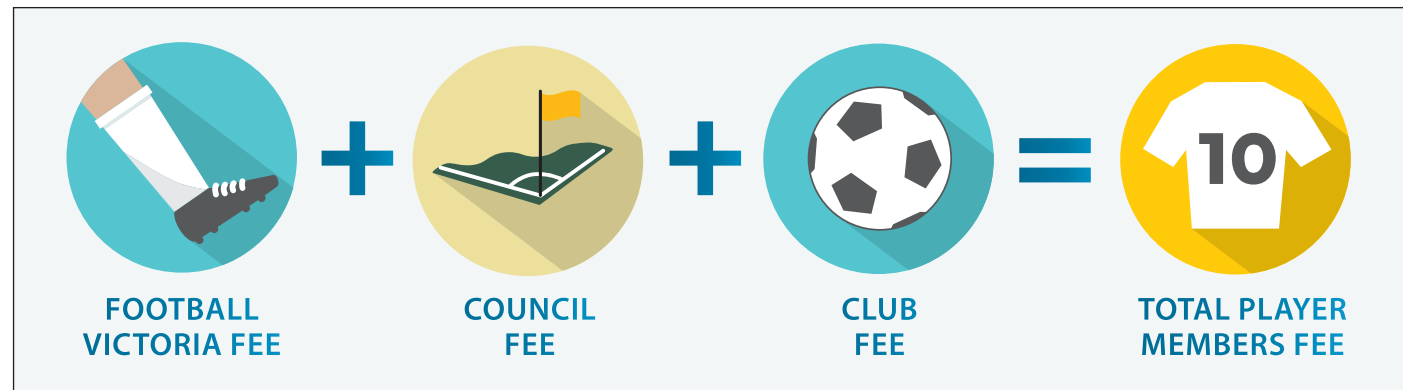
6.6 Fees and Charges

The total player membership fee of a soccer club is made up of three parts:

- Football Victoria fee that covers affiliation and player insurance
- Council fee that contributes towards allocation for use of soccer facilities
- Club fee that contributes towards operational costs of the club including seasonal equipment costs (balls, goals, training equipment), player uniforms, paid coaches and players, utility costs i.e., power costs of lights, etc.

Club membership fees are scaled based on the category of member, whether you play elite level or grass root level competition.

Sports club constitutions are not-for-profit and therefore fees are collected to support operational costs for clubs.



Anecdotally, the affordability of soccer club fees in Melbourne's North is a concern and for some players a barrier to participation. State League and National Premier League clubs can charge juniors higher fees under Football Victoria guidelines to help subsidise the annual license fee the body charges to compete in NPL and State League competitions.

A Sport Australia Survey 2022 found the average amount spent nationally was \$783.78 per child on sports club fees (this could be one or multiple sports); and that in lower socio-economic areas 60% of families are relying on government assistance to help pay registration costs.

It is the responsibility of Football Victoria and local clubs to ensure fees are set at an affordable level for all Moonee Valley residents to access soccer programs and competitions. Council's fees and charges will be commensurate with the allocation and quality of soccer facilities.



7. WHERE TO FROM HERE

It is recommended Moonee Valley City Council:

- Continue to consult with Football Victoria, local soccer clubs, other sports field user groups and the broader community on the site specific options, including proposed allocations and facility improvements
- Continue to engage with the Department of Education and local schools on Joint Use Agreements on school sites
- Continue feasibility planning into the proposed facility improvements.



8. WARRANTIES AND DISCLAIMERS

The information contained in this report is provided in good faith. While Otium Planning Group has applied their own experience to the task, they have relied upon information supplied to them by other persons and organisations.

We have not conducted an audit of the information provided by others but have accepted it in good faith. Some of the information may have been provided 'commercial in confidence' and as such these venues or sources of information are not specifically identified. Readers should be aware that the preparation of this report may have necessitated projections of the future that are inherently uncertain and that our opinion is based on the underlying representations, assumptions and projections detailed in this report.

There will be differences between projected and actual results, because events and circumstances frequently do not occur as expected and those differences may be material. We do not express an opinion as to whether actual results will approximate projected results, nor can we confirm, underwrite or guarantee the achievability of the projections as it is not possible to substantiate assumptions which are based on future events.

Accordingly, neither Otium Planning Group, nor any member or employee of Otium Planning Group, undertakes responsibility arising in any way whatsoever to any persons other than client in respect of this report, for any errors or omissions herein, arising through negligence or otherwise however caused.

Please note that statements, options and information within the strategy have been made based on information made available at the time of writing and may be subject to change.



Moonee Valley City Council

9 Kellaway Avenue
Moonee Ponds VIC

9243 8888 | mvcc.vic.gov.au



@cityofmooneevalley



@mooneevalleycc

Moonee Valley Language Line

العربية	Arabic	9280 0738	Ελληνικά	Greek	9280 0741	Español	Spanish	9280 0744
廣東話	Cantonese	9280 0739	Italiano	Italian	9280 0742	Türkçe	Turkish	9280 0745
Hrvatski	Croatian	9280 0740	Somali	Somali	9280 0743	Việt ngữ	Vietnamese	9280 0746

All other languages 9280 0747

National Relay Service 13 36 77 or relayservice.com.au