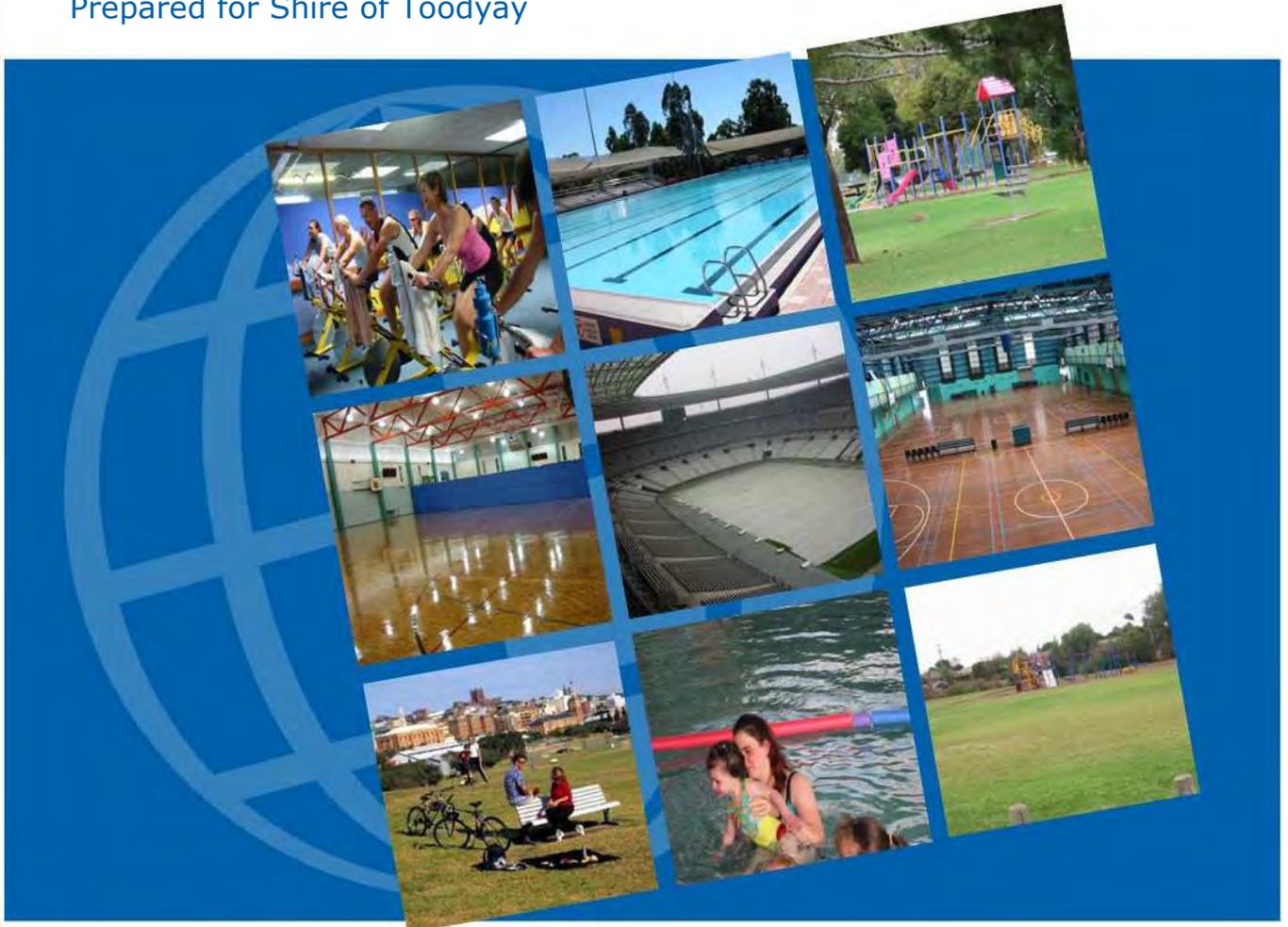


Recreation Strategy

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Final Report

Prepared for Shire of Toodyay



Submitted by: SGL Consulting Group



■ **ADELAIDE**

2a Mellor Street,
West Beach, South Australia 5024
Phone: +61 (0) 8 8235 0925
Fax: +61 (0) 8 8353 1067
Email: sa@sglgroup.net

■ **BRISBANE**

PO Box 713,
Mount Gravatt, Queensland 4122
Phone: +61 (0) 416 235 235
Email: queensland@sglgroup.net

■ **MELBOURNE**

Level 2/181 Fitzroy Street
St Kilda, Victoria 3182
Phone: +61 (0) 3 8623 2840
Fax: +61 (0) 3 9681-3158
Email: victoria@sglgroup.net

■ **OCEAN GROVE**

PO Box 173,
Ocean Grove, Victoria 3226
Phone: +61 (0) 417 536 198
Fax: +61 (0) 3 5255 4717
Email: mking@sglgroup.net

■ **PERTH**

19 Clayton Street,
East Fremantle, Western Australia 6158
Phone: +61 (0) 407 901 636
Email: gmcneill@sglgroup.net

■ **SYDNEY**

1/273 Alfred Street Nth,
North Sydney, New South Wales 2060
Phone: +61 (0) 417 536 198
Email: mking@sglgroup.net

www.sglgroup.net

Offices also in

■ **AUCKLAND** ■ **CHRISTCHURCH** ■ **WELLINGTON**

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1 INTRODUCTION

This chapter provides an introduction to the Shire of Toodyay Recreation Strategy, by outlining the background to the study, its aims and objectives, the approach used to prepare the Strategy and the structure of the reports.

1.1 BACKGROUND

The following information has been extracted from the study brief provided by the Shire of Toodyay.

The Shire of Toodyay borders the north-eastern edge of the Perth Metropolitan Region, adjoining the City of Swan and Shire of Mundaring to the south. It is surrounded by the country Shires of Northam, Goomalling, Victoria Plains and Chittering and covers an area of 1,683 square kilometres.

The Toodyay township, is the primary service area of the Shire. The majority of settlement is consolidated within and around the Toodyay township, though there are also seven Special Rural nodes throughout the Shire. With the exception of Morangup, located in the south western corner of the Shire, all of the Special Rural developments are serviced by the Toodyay township. While some Morangup residents may use Toodyay as their primary service centre, it is likely that a majority of people use the closer settlement of Gidgegannup or Midland.

The Shire has a current population of approximately 4,800 persons. It is experiencing growth and development pressures associated with expansion of the Perth metropolitan region. The Shire has grown from a small country town serving a primarily agricultural community to a vibrant service centre providing for an increasing range of lifestyle choices. Managing the population growth and the changes being experienced within the Shire is one of the greatest challenges currently confronting the Toodyay Shire Council. Ensuring the provision of appropriate public open space areas and recreational facilities is an important part of managing this growth.

The Shire has a number of public open space areas in various states of development. While some of these areas provide for community needs or facilitate the protection of environmental features, there are some parcels of public open space that are not serving any purpose and are a drain on the Council's resources.

In terms of recreation need, existing facilities within Toodyay are scattered throughout the township and there are opportunities to improve co-location and unity between various sporting groups. The adequacy of the existing facilities to cater for the future population within Toodyay requires further consideration.

1.2 AIMS AND SCOPE

1.2.1 Project Requirements

The Recreation Strategy aims to:

- 1 Review the land parcels currently designated for public open space and determine their best future use and development;
- 2 Consider the rationalisation of existing land parcels where they are not fulfilling a recreational need;

- 3 Review the existing sporting facilities available in Toodyay, including supporting services such as change rooms, clubrooms etc and the identification of any duplication of facilities. The trends away from traditional sports such as football and cricket and towards different sports (i.e. soccer) or individual activities, such as walking, will be considered;
- 4 Review of existing sport and recreational programs and services in the Shire;
- 5 Consider the options available for the multi-use of sports grounds and facilities. This will also include the possibility of creating multi-function facilities that may cater for community, education, aged care and civic functions;
- 6 Review of current and future recreational needs within Toodyay, taking into consideration National and Regional trends and the recreational developments within the Shire;
- 7 Identify funding opportunities and financial commitments required to fulfil identified needs. This will include timing and budgetary considerations; and
- 8 Identify appropriate land for the future development of recreational facilities.

1.2.2 Scope of Services

Review of Public Open Space

- 1 Undertake an audit of all public open space areas within the Shire, including: location; distribution; size; land tenure; purpose; relationship to community; facilities provision & condition.
- 2 Consider 10% allocation of public open space relative to surrounding area.
- 3 Identify whether the public open space is serving a community or environmental purpose.
- 4 Consider land tenure and possible options for disposal of land not required.
- 5 Consider options for the preferred use of public open space within the Shire, including playground areas, picnic areas, walking trails, horse riding trails etc. Examine options to improve public open space as an attractive destination.

Review of Recreational Facilities and Services

- 1 Undertake an audit of the existing facilities within the Shire of Toodyay. The audit shall include: relationship of sporting groups; distribution; viability; usage; capacity; condition; opportunities and constraints; and future developments / plans.
- 2 Undertake an audit of existing sport and recreational programs and services within the Shire of Toodyay.
- 3 Ascertain strengths, weaknesses, opportunities and obstacles related to current recreation facilities and services.
- 4 Examine the impact of current and future demographic, social and economic characteristics of the Shire (as per the Local Government Sustainability – Implication for the Shire of Toodyay predictions) on sport and recreation provision.
- 5 Examine key factors likely to influence participation in recreation and sport, including current recreation trends.
- 6 Consider the provision of other community and civic functions within the Shire, identifying future needs and opportunities for co-location. This will include youth and aged care services, education etc.

- 7 Identify future needs based on the outcomes of the demographic analysis.
- 8 Identify funding programs, subsidies, joint ventures etc that may assist with the future provision of recreational facilities and programs.

Recreation Strategy

Prepare a Recreation Strategy for the Shire of Toodyay, which identifies:

- 1 Public Open Space areas to be retained and future actions;
- 2 Public Open Space areas recommended for disposal, how this can be achieved, if monies are to be directed to other open space areas or recreation functions etc;
- 3 Recommendations concerning the future use and operation of existing recreation facilities;
- 4 Proposed new facilities, including site location, components to be included, staging, timelines, indicative costing, funding options etc;
- 5 Opportunities for the co-location of complementary facilities, including aged care, youth, community, education etc;
- 6 Grant funding opportunities;
- 7 Implementation strategies and timeframes

1.3 METHODOLOGY

Preparation of the Recreation Strategy was undertaken in four phases involving the following tasks:

Phase 1: Project Clarification

- 1 Project clarification meeting
- 2 Review documents

Phase 2: Situation Analysis

- 1 Recreation Audit
- 2 Key Informant Interview
- 3 Organisation Survey
- 4 Community Survey
- 5 Demographic Analysis
- 6 Participation Trends
- 7 Industry Trends
- 8 Gap Analysis Report
- 9 Presentation of Report

Phase 3: Idea Generation

- 1 Ideas Workshop
- 2 Analysis of Ideas and Actions
- 3 Summary of Ideas and Actions

Phase 4: Reporting

- 1 Preliminary Draft Recreation Strategy
- 2 Project Manager Briefing
- 3 Stakeholder Consultation
- 4 Final Report and Presentation

1.4 STRUCTURE OF THE REPORT

This Recreation Strategy should be read in conjunction with the Gap Analysis Report which



presents the findings of research conducted during Phases 1 and 2.

2 GAP ANALYSIS REPORT

This chapter summarises the research and findings detailed in the Gap Analysis Report.

2.1 LITERATURE REVIEW

The Shire of Toodyay's Plan for the Future 2007/08 to 2017/18 sets out a Vision for the Shire:

- A sustainable, cohesive and vibrant community accommodating the needs of a diverse range of residents whilst maintaining and enhancing the heritage, historical, rural and environmental characteristics of the Shire.
- A community and Local Government working towards obtaining the best possible social, economic and environmental outcomes for the Shire of Toodyay.

The Shire of Toodyay Local Planning Strategy maintains and promotes the Toodyay townsite as the District Service Centre of the Shire. It and the draft Recreation and Sport Strategy, which was not adopted by Council, identifies the Showgrounds as the main sporting facility, which should continue to be developed and upgraded.

A draft master plan was prepared for the Showgrounds, however part of the hockey pitch is on an aboriginal burial ground. Council has been advised that it can no longer use this area for recreation activities.

The Toodyay Bike Plan has mainly focussed on "off-road" (ie. path) improvements. The two main projects recommended, which have direct relevance to a Recreation Strategy are:

- 1 Development of a several new shared paths throughout Toodyay.
- 2 Detailed design and construction of the proposed foreshore path, between Newcastle Bridge and Newcastle Park.

Three reports; Draft Community Safety and Crime Prevention Plan (2010-15), Disability Access and Inclusion Plan 2007 – 2010 and Be Active Scheme Health Policy, provide policy guidance to the development of recreation and sport facilities.

2.2 POPULATION ANALYSIS

Based on the Census data and population projections, implications for the provision of recreation and sport are:

- 1 Demand for active sporting facilities has remained static over the last 10 years, whereas demand for active and passive recreation activities has substantially increased.
- 2 The number of residents who are from demographic groups which tend to have low participation rates do not exist in sufficiently large number to require specific programs or services. Rather their participation can be enhanced by modifying existing programs to meet their personal needs and circumstances.
- 3 Given the age profile of the Shire, the main group which may require specific facilities, programs and services are older adults.
- 4 Demand for sporting facilities to cater for younger age groups is not likely to increase. However, demand for passive and active recreation activities suitable for older adults will continue to increase.
- 5 Facilities which cater for multiple age groups, and multiple uses and users are likely to have the highest use.

2.3 ASSESSMENT OF FACILITIES

2.3.1 Sporting Facilities

Toodyay has many of the traditional sporting facilities associated with small, rural communities. The main deficiencies are the quality of some facilities, compounded by the hockey field being located on an proclaimed Aboriginal Reserve - native cemetery.

The oval at the Showgrounds is not of sufficient standard to host finals matches, and the hockey pitch cannot be used. In addition, it is possible that a netball competition will commence in association with the football and hockey competitions. If this occurs, ideally netball courts will be situated on the same sporting precinct as the oval and hockey pitch.

To meet the needs of football, hockey and netball will require a significant revamp of the Showgrounds, which may not be possible given the location of heritage buildings and shape and size of the site. Alternatively, these facilities will be relocated to another site.

The surface of the tennis courts are deteriorating, and may need resurfacing in the short to medium term. The main options are to remain at the current location or move to another site, possibly co-located with another complementary activity.

Facilities at the Toodyay District High School are in reasonable condition, although the oval is not full size for senior football. Whilst the school has indicated that it favours community use of its facilities, anecdotal evidence from community sporting groups indicate that terms and conditions of use are very restrictive.

While the bowling and tennis facilities have flood lights, other sports do not have floodlights.

Two significant gaps in existing provision is a swimming pool and indoor sports hall. Most communities with a population the size of Toodyay has one or both these facilities.

2.3.2 Recreation Facilities

The quality and number of recreation facilities is generally adequate for a community the size of Toodyay. The main deficiency, as noted in the Bike Plan is the lack of an integrated network of trails or paths.

A tremendous opportunity exists to establish a multipurpose path along the Avon River linking the Showgrounds, Duidgee Park, Newcastle Park and the area south of Newcastle Park.

2.4 STAKEHOLDER CONSULTATION

The Showgrounds is the main sporting venue in Toodyay, and is used for football, cricket, hockey and soccer. Clubrooms and change rooms at the Showgrounds need upgrading, and funding has been obtained to construct a new facility.

Toodyay School is used for netball and basketball. Whilst it has an oval it is not used by a community sporting club. The main deficiency of school facilities is lack of access to toilets and change rooms.

Lawn bowls has a recently installed synthetic green, which is in good condition.

Toodyay Tennis Club has a four synthetic court complex with small clubrooms. The courts need repairing and possibly replacing. Potential exists to relocate to a new multi functional venue.

Toodyay provides many opportunities to participate in recreation and sport during winter, but has limited activities in summer.

ARF and women's hockey play concurrently, in the same competition zone. Potentially netball will also be played in the same competition zone. Therefore netball courts will be required close to the oval and hockey pitch.

2.5 PARTICIPATION TRENDS

Key points to note from national and state participation trends are:

- The participation rate in non-organised activities is almost twice that of organised activities and participation declines with age.
- Five most popular physical activities (walking, aerobics/fitness, swimming, cycling and running) are usually undertaken in a casual or informal setting. The most popular team sports (basketball, netball, football (outdoors) and Australian Rules football) have substantially lower participation rates.
- Males/boys showed higher participation rates in organised sport than females/girls.
- A significant proportion of the Western Australians (adults and children) do not undertake adequate physical activity and are overweight or obese.
- The overall participation rate in sport and physical recreation for those with a disability or long term health condition (LTC), is at lower levels when compared to those without a disability or LTC. Walking for exercise ranked as the number one activity for both genders. Activities with high male participation were golf, cycling and fishing. Females were more likely to participate in swimming, aerobics/fitness and tennis
- English language proficiency is a factor that affects participation by adults and children. Adults with poor proficiency in English as well as children whose parents were born in a non-English speaking country show low levels of participation. This is particularly noticeable for women and girls
- People who reported their birthplace to be "Other than Main English speaking" had lower participation rates in sport and physical activities than those born in English speaking countries. The lowest participation rates in sport and physical activity were most evident in people reporting their place of birth as North Africa and the Middle East
- The overall participation rate of the Aboriginal population was less than half, compared with almost two thirds of the non-Aboriginal population. For both populations, participation drops with age, however, there is a much greater difference between the participation levels of Aboriginal and non-Aboriginal peoples in the older age groups

2.6 RECREATION FUTURES IN TOODYAY

- 1 Linear trails cater primarily for walking and cycling, two of the most popular physical activities in Australia. They are facilities with high levels of use and cater for a range of demographic groups. A key feature is that they are "free" to use. Potential exists to expand existing trails and create linkages between trails and to open spaces or community facilities. Linear trails when well designed and appropriately interpreted offer significant benefits to both residents and visitors.

- 2 Toodyay is a destination in its own right. Consequently, recreation and sport facilities which cater for residents can also be an added attraction for visitors. Well designed, located and managed facilities can substantially enhance visitor experiences. Two types of trails may be highly beneficial to the economy of Toodyay – short trails in areas of scenic or historical interest (probably within Toodyay township) and longer distance trails linking areas of interest (suitable for walking, cycling and horse riding).
- 3 Open space areas are highly valued by residents, including passive recreation parks and sporting reserves. Potential exists to enhance larger parcels of open space by developing them as multi-functional areas. In particular the development of quality play spaces in major open space nodes will increase the effective use of Council resources by consolidating facilities. The outcome will be open spaces which are attractive to a wider range of demographics, especially young families. When located in high profile sites, they will benefit both residents and visitors.
- 4 Given the population distribution of the Shire, it is logical to concentrate all facilities in Toodyay township. The exception may be local neighbourhood facilities, which can be located in very small communities.
- 5 Most sporting facilities in Toodyay do not meet contemporary standards. This is compounded by the difficulties created by the hockey pitch at the Showgrounds being sited on an indigenous reserve. The opportunity exists to create a major recreation and sport precinct and relocate as many sporting facilities as possible to the new precinct. Ideally the new precinct will be located close to the residential areas in Toodyay and the school.
- 6 The age profile of Toodyay indicates that the demand for sporting facilities is unlikely to increase in the foreseeable future. It is projected that demand for sport will remain static. Conversely, demand for recreation activities to cater for a wide range of age groups and disability levels will continue to increase. This suggests that priority should be given to whole of life facilities, which can accommodate both active and gentle exercise participation.
- 7 Anecdotal evidence indicates that Toodyay offers limited activities for people, particularly young people during summer months. This does not appear to be the case with winter activities which seem to be relatively well catered for.

3 TOODYAY RECREATION AND SPORT PRECINCT

This chapter reviews the options for developing a major, multipurpose recreation and sport precinct in Toodyay.

3.1 ISSUES TO CONSIDER

Toodyay Showgrounds is currently the major multipurpose recreation and sport precinct in Toodyay. Whilst a master plan was commissioned by Council, it cannot be implemented due to site constraints regarding the aborigine burial ground. It is highly likely that recreation activities on the burial ground will be permanently prohibited. The result will be that the hockey pitch cannot be used, and given the size of the Showgrounds, combined with its topography and historical buildings, it cannot accommodate a football oval, hockey pitch and netball courts.

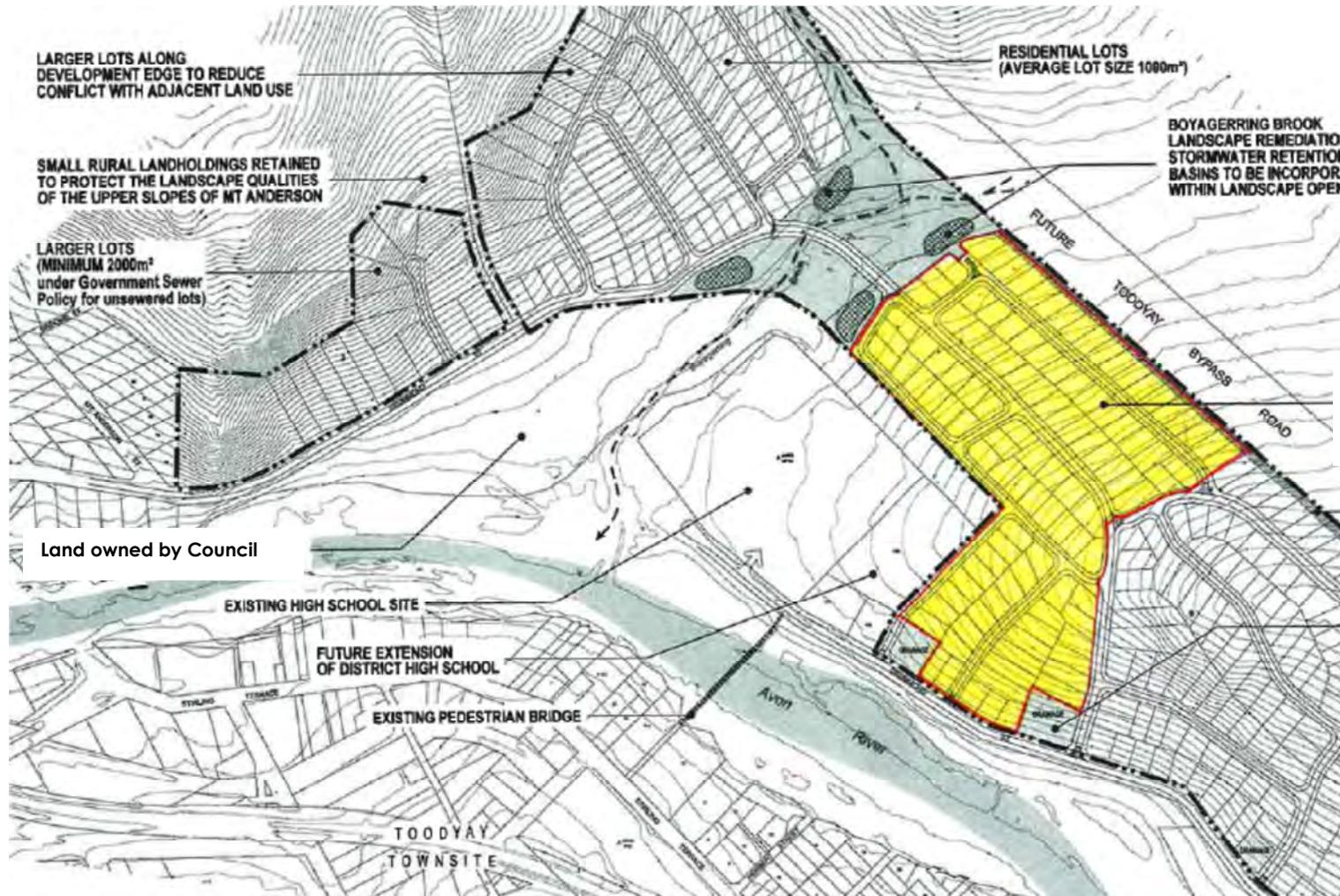
In developing a long term solution a series of factors must be considered:

- 1 It must be endorsed by Council, its recreation and sporting stakeholders and the general community. Previous experience indicates that where the Toodyay community is divided, the status quo is maintained. The community meeting to discuss this issue highlighted the expectation that Council take a leadership role in developing and implementing a solution.
- 2 The long term future of the Showgrounds has to be addressed. The Toodyay Agricultural Society has indicated it wishes the Show to remain at the Showgrounds. If it is maintained at its current standard, it will result in a significant increase in Council expenditures, if a new facility is built.
- 3 The Showgrounds is centrally based in Toodyay. It will be difficult and costly to identify a site of sufficient size in central Toodyay. However, a site outside the township boundaries will pose access problems for children. The closer the site is to the centre of Toodyay, the higher the capital cost to purchase the land.
- 4 A site in the order of 10 Ha will be required to accommodate football/cricket, hockey, netball and an leisure centre including swimming pool. Given the topography of Toodyay, a flat site is unlikely to be available, hence the site will require terracing.
- 5 Toodyay District High School has an oval of sufficient size and hence suitable for junior Australian rules football (ARF), cricket, hockey and football (soccer). It also has hard courts which are suitable for netball. The major deficiencies are lack of lights for training on the oval and courts, and lack of toilets and change rooms.
- 6 In the short term, use of the Showgrounds has been scheduled to accommodate both football and hockey. This is a short term option, as it is likely to result in overuse of the turf area, and hence rapid deterioration of the oval surface.

In June 2013, the Shire of Toodyay resolved to purchase land adjacent to the Toodyay District High School. Map 3.1 shows the land to be purchased (shaded yellow). In total the land is approximately 13ha. In addition the Shire of Toodyay currently owns the strip of land to the north of the school and south of the land to be purchased, which is approximately 1ha.

Council already owns land to the west of the school towards Drummond Street. The newly acquired land creates a continuous loop from Drummond Street and the Avon River foreshore in the west around the school to Drummond Street East and the Avon River.

Map 3.1: Land Purchased by Shire of Toodyay



Land to be purchased for sporting complex

A series of major factors have to be considered prior to developing the best strategic solution for developing the new Toodyay recreation and sport precinct (TRSP):

- 1 Facilities to be developed on the new TRSP
- 2 Long term role of the Showgrounds
- 3 Relationship of the new precinct to the District High School
- 4 Staging of development
- 5 Long term location of tennis and lawn bowls

3.2 FACILITIES TO BE ESTABLISHED

The TRSP is a large parcel of land. It comprises two large areas, the rectangular section to the north is approximately 375m x 250m and the southern section is approximately 210m x 165m. These dimensions provide the opportunity to establish all Toodyay's sporting needs on site.

Playing fields required include:

Sport	Maximum Dimensions⁽¹⁾
Australian Rules Football oval	190m x 160m
Cricket oval	172m x 150m
Hockey pitch	102m x 63m
Soccer pitch ⁽²⁾	111m x 74m

(1) including safety zone around playing area

(2) International size pitch

Ideally all playing arenas will be oriented on a north/south axis.

A multifunction building is required to service sporting facilities including [Note: dimensions are derived from an AFL guide to developing facilities]:

- ✓ 2 x unisex change rooms (75m² - 90m²) plus toilets/showers/ice bath (2 x 35m²)
- ✓ 2 x unisex change rooms (60m²) plus toilets/showers (15m²)
- ✓ 2 x umpires rooms, including toilet and showers (30m² - 40m²)
- ✓ 2 x massage/strapping room (2 x 20m²), with direct access to the male change rooms
- ✓ Timekeepers box (15m²)
- ✓ Kiosk/servery overlooking main oval (size will be dependent upon proximity to bar, kitchen and food storage areas)
- ✓ Function room (allow 2m² per person in a seated configuration), which may be divided into two sections to increase flexibility [Note: during the consultation it was suggested that a function facility for 500 people was required – ie 1,000m²]
- ✓ Bar, which serves directly on to both the two sections of the main hall, with cool room (12m²)
- ✓ Commercial kitchen (1.39m²/customer) with refrigerated food storage areas (20m²)
- ✓ 2 x public toilets to service main hall and allow for public access from outside (2 x 20m²)

Other outdoor recreation and sporting facilities which may be established include:

- ✓ Cricket practice nets (at least 2)
- ✓ Netball courts (at least 2)
- ✓ Tennis courts (at least 6)
- ✓ Lawn bowling green (at least 1)

A multipurpose leisure centre can also be developed incorporating:

- ✓ Outdoor swimming pool
- ✓ Indoor sports hall
- ✓ Health and fitness studio
- ✓ Change rooms and toilets
- ✓ Reception area

Given the possible relocation of the Agricultural Show to the TRSP, adequate multifunctional facilities will have to be constructed to meet the needs of the Show.

3.3 ROLE OF THE SHOWGROUNDS

TRSP is expected to be developed to accommodate all winter sports, particularly ARF, hockey, netball and football. This will result in the Showgrounds not having a major sporting user group.

Representative of the Toodyay Agricultural Society attending the public forum conducted as part of this study, indicated very strongly that the Show should remain at the Showgrounds. The sustainability and financial viability of the Show remaining at the Showgrounds is dependent upon the financial input of Council.

Currently, Council maintain the Showgrounds, including the main oval. Obviously, maintaining both the Showgrounds and the playing fields at TRSP will be substantially higher than Council's current expenditure. Until a turf wicket is established at the TRSP, it is likely that cricket will continue to be played at the Showgrounds, requiring Council to maintain the Showgrounds oval in a playable condition.

When all sports relocate to the TRSP, it will be difficult to justify maintenance of the Showgrounds Oval to its current standard. In all likelihood, it will be "browned" off, as a cost saving measure. Council has determined to continue maintaining the Showgrounds to a standard adequate for the Agricultural Show and other recreation purposes.

The existing main building is in need of significant renovation and refurbishment. A grant has been obtained to upgrade this building, however it is likely these funds will be used to develop facilities at the TRSP.

The existing historical buildings are significant, and should be retained. The opportunity exists to present these buildings as a discrete "historical precinct".

Actions

- 1 *Council continue to maintain the Showgrounds to its current standard until all sports are relocated to the TRSP and subsequently to a standard adequate for the Agricultural Show and other recreation purposes.*
- 2 *Funds used to maintain the Showgrounds Oval be redirected to the TRSP*
- 3 *Toodyay Agricultural Society continue to determine the most suitable location for the Toodyay Show*
- 4 *Council continue to support the ongoing maintenance of the historical buildings at the Showgrounds*

3.4 ROLE OF THE HIGH SCHOOL

TRSP and Toodyay District High School have a symbiotic and synergetic connection. In other words development of the TRSP will have positive benefits for the High School and sporting facilities at the High School can have positive benefits for the Toodyay community and the TRSP.

The key issue is to ensure that Council and the school negotiate a mutually beneficial agreement which provides community access to the school facilities and the school access to facilities at TRSP.

It makes sound financial sense to ensure that facilities established at TRSP do not duplicate the school's facilities, rather they complement them. Toodyay District High School has:

- An oval suitable for hockey, football, cricket and junior ARF.
- Hard courts suitable for netball
- Cricket practice nets

They are not currently used to their optimum due to lack of training lights and lack of toilets and change rooms.

TRSP will have adequate toilets and change rooms to service its users and those of the school sporting facilities. It will also have an aquatic centre, indoor sports hall and health and fitness studio, which can be used for school activities.

Actions

- 1 *Negotiate a community use agreement with Toodyay District High School which provides for:*
 - a *Community access to the oval, cricket practice nets and hard courts outside of school hours;*
 - b *School access to TRSP during school hours;*
 - c *Upgraded playing surface of the school oval;*
 - d *Mutually acceptable cost sharing arrangement.*
- 2 *Subject to a community agreement being negotiated and signed, consider sporting facilities at Toodyay District High School in the planning of the TRSP*

3.5 TRSP PRIORITIES

A short term arrangement has been implemented to enable ARF and hockey to continue playing in the regional competition. Consequently, the priority must be to establish facilities to allow ARF and hockey to play home games concurrently in Toodyay. It has been proposed that netball will also be played at the same time as ARF and hockey.

Given that funds may not be available for the development, in a single stage, of all sporting facilities which have been mooted for the TRSP, a strategic approach may be necessary. A cost effective approach is to optimise the use of facilities at the school by:

- Constructing a football oval, with turf cricket wicket and training lights and associated club room with function room, bar, change rooms and toilets.
- Subject to negotiating a community use agreement, upgrading the school oval to a standard sufficient for hockey and floodlighting the school netball/basketball courts.

The next highest priority is the development of an outdoor aquatic centre.

All other potential recreation and sporting developments have a lower priority, and construction will be dependent on factors such as funding, evidence of demand, and condition or availability of existing facilities.

Actions

- 1 Construct a football/cricket oval with turf wicket and training lights*
- 2 Construct an amenities building including change rooms, toilets, function room and bar to service the TRSP oval, the school oval and school netball/basketball courts*
- 3 Upgrade playing surface of the school oval to a standard suitable for hockey*

3.6 TENNIS AND BOWLS

Toodyay Bowling Club has a relatively new synthetic green, which is likely to have a life of 10 – 15 years. It has been funded from the resources of the Toodyay Club which is a self sufficient club. Unless circumstances change substantially, it is difficult to envisage a situation whereby the bowling club relocates to the TRSP – particularly in the short to medium term. Provision can be made in the TRSP master plan for a bowling green, as a notional long term development.

Tennis courts in Toodyay may need replacing or renovating in the short to medium term. The club has been based at the existing site for over 90 years. It is likely that substantial debate within the club will occur before any relocation occurs. Whilst the Fiennes Street site provides exclusive use, it is unlikely that the club will have the resources to develop substantial club rooms. There is some merit in relocating the tennis courts to the TRSP, and operating from shared club rooms. However, the decision to relocate will have to come from the tennis club, and the management structure of the TRSP sufficiently flexible to accommodate the tennis club.

Actions

- 1 Include provision for bowling greens and tennis courts in the master plan for TRSP*
- 2 Include provision for the tennis and bowling clubs to be part of the management group at TRSP*

3.7 MANAGEMENT

Management of the Showgrounds is relatively straight forward. Council are responsible for maintenance of the playing fields and buildings, and manage all bookings, including receiving fees for use of the main pavilion. Sporting clubs pay a nominal rental (\$100 pa) to use the facilities, and have the right to operate the bar when they use the facilities.

This arrangement is extremely beneficial to, and supportive of sporting groups. It enables them to be financially sustainable. It is expected that this approach will be implemented at the TRSP.

It should be noted that the trend in management of multipurpose sports facilities is for local government to delegate greater responsibility for finance, management and maintenance to user groups. However, there appears to be no pressure from the Shire of Toodyay or sporting groups to change the management approach. Consequently, alternative approaches are not canvassed.

4 TOODYAY AQUATIC CENTRE

This chapter provides an indication of the likely financial viability of establishing an aquatic facility with a health and fitness studio.

4.1 FACILITY COMPONENTS

A detailed design brief has not been prepared, however, basic facilities which should be considered in the Toodyay Aquatic Centre are:

- 25m x 6 lane, depth 0.6m to 1.8m swimming pool, with solar heating
- Amenities building including reception, office, kiosk, male and female change rooms and toilets
- Plant room
- Health and fitness studio with a weights area (100m²), group fitness room (100m²) and office/testing area (16m²)

4.2 SWIMMING DEMAND

An assessment of the magnitude of key markets and the compatibility with the proposed aquatic centre has been made based on census data and population projections for Toodyay.

- 1 The primary catchment has been estimated to be the Shire of Toodyay.
- 2 The total number of residents, by age as at the 2011 Census and the low estimate for 2026 were:

Combined Age Groups	2011 Census	2026 Estimate
0-14 years	782	830
15-24 years	398	390
25-44 years	802	1,160
45-64 years	1,557	1,890
65+ years	716	1,420
Total	4,256	5,690

- 3 Participation rates for swimming as an activity for each age category were determined from the Australian Sports Commission's 2010 Exercise, Recreation and Sport Survey (ERASS), total participation in specific activities by age. On average, 13% of the population participated in swimming during 2010.
- 4 Participation rates for swimming for children aged between 5-14 were determined from the Australian Bureau of Statistics 2009 Survey of Children's Participation in Cultural and Leisure Activities. That survey found on average, 18.5% of children participated in swimming as an organised activity during 2009.

Age	Participation rate
5-14 years	18.5%
15-24 years	11.5%
25-34 years	15.0%
35-44 years	16.4%
45-54 years	15.6%
55-64 years	11.9%

Age	Participation rate
65+ years	7.0%

- 5 To determine the potential market for participation in swimming within the primary catchment, the 2011 estimated population was matched against the age group of best fit for participation in swimming. Estimates of the market for swimmers were also derived for the 2026 population estimates for the primary catchment area.

Participation in swimming	2011 population	2026 estimate
0-14 years	145	154
15-24 years	46	45
25-44 years	126	182
45-64 years	214	260
65+ years	50	99
Total swimming participants	581	740

- 6 This means that within the primary catchment it is projected that 581 people who may have participated in swimming as a sport and recreation activity during 2010. This participation market is estimated to increase to more than 740 in 20216.
- 7 The total estimated number of swims per year for residents within the primary catchment has been estimated by multiplying the participation rate in swimming from the 2010 ERASS across the catchment population.

Frequency of swimming	Swims per year	% of Population	Estimated Swimmers	Total Annual swims
1 to 6 times per year	3.0	1.40%	60	179
7-12 time per year	9.0	1.90%	81	728
13-36 time per year	19.5	2.30%	98	1,909
27-52 times per year	39.5	3.20%	136	5,380
53-104 times per year	78.5	2.40%	102	8,018
More than 104 times	104.0	1.80%	77	7,967
Total annual swims				24,180

- 8 Given the nature of existing aquatic facilities close to the Shire of Toodyay, and the distance to other aquatic centres, leakage to competition is not expected to be great. However, it must be noted the market of swimmers also includes recreational swimming at other locations including domestic/home pools. It is considered that an achievable market share for the proposed aquatic facility would be 50% of swimmers within the primary catchment area.
- 9 A figure of 50% is nominated because the proposed aquatic centre is assumed to be a solar heated, warm water pool, with virtually no direct competition. The total annual swims has been further reduced by 50% as it is only available for five months of the year.
- 10 This equates to an estimate of 6,045 attendances for the proposed facility for swimming and aquatic recreation based on the estimated 2011 population. With forecast population growth, this will increase to 8,082 by 2026.

Swimming/aquatic recreation	2011 Estimate	2026 Estimate
Number of swimming attendances	6,045	8,082

4.2.1 Learn to Swim

- 1 Estimates for the learn to swim market can primarily be derived from the 0-14 year age group.
- 2 Total number of swimmers in this age group is estimated to be 145. It is likely that demand for learn to swim classes to complement the school swimming program will be relatively high. Conservatively, 20% - 25% of children in this age group are likely to participate in learn to swim classes – ie 29 - 36.

4.2.2 Aquatic therapy use

- 1 No accurate data exists to determine the demand for aquatic therapy and aquatic therapy facilities.
- 2 Evidence suggests that therapeutic aquatic activities are increasingly being prescribed by medical specialists and other health therapists to assist in management of ailments associated with the elderly, obesity, pain management and injury rehabilitation. Therapeutic aquatic activities can be used to treat ailments such as asthma, cardiovascular disease, arthritis and osteoarthritis, musculoskeletal injuries and mental health.
- 3 There are a range of different aquatic therapies. The most popular include:
 - Rehabilitation – therapy that utilises the properties of water for therapeutic rehabilitation. It can involve partial or complete immersion in combination with the effects of movement. This form of therapy evokes short-term and long-term adaptational mechanisms to create beneficial biological and therapeutic effects.
 - Hydrotherapy – involves water-based therapy conducted by a number of professional specialties, including immersion in warm water, spa therapy and movement-based therapy in water. Hydrotherapy can be used to treat ailments of the musculoskeletal system and arthritis, as well as assisting in exercise and pain management during pregnancy.
 - Aquatic exercise – involves exercise in water which can include the following either in isolation or in combination:
 - Balance training
 - Strengthening and stabilising
 - Cardiovascular conditioning
 - Adapted swimming
 - Flexibility or exercises for range of movement.
- 4 In addition, the aquatic environment is ideal for cardiovascular training not only for sporting populations or basic musculoskeletal rehabilitation but also in chronic conditions as it is an exercise medium safe from falls or injury.
- 5 The Australian Bureau of Statistics National Health Survey 2007-08 was designed to obtain national benchmarks on a wide range of health issues, and enable changes in health to be monitored over time. The results found a high proportion of Australians suffer from asthma, cardiovascular disease, arthritis, and mental illness, all ailments that are increasingly being managed with the aid of aquatic therapy.

Health Condition	Age 0-64 years	Age 65 years and over
Three or more health conditions	7%	36%
Asthma	18%	13%
Cancer	2%	7%
Cardiovascular disease	21%	60%
Diabetes	5%	16%
Arthritis	24%	60%
Osteoporosis	3%	19%
Long-term injury condition	5%	19%
Bodily pain	16%	20%
Mental/behavioural problems	24%	21%

- 6 If these statistics are applied to the 2011 population estimate for the Shire of Toodyay, there are an estimated in het order of 700 – 1,200 people with a health condition such as asthma, cardiovascular disease and arthritis. As these are all conditions that could be managed with the aid of aquatic therapy this is considered as a conservative estimate of the potential market for aquatic therapy.

Health Condition	Age 0-64 years	Age 65 years and over
Asthma	637	93
Cardiovascular disease	743	430
Arthritis	849	430

- 7 If 5% of this market were to utilise aquatic therapy facilities at the proposed pool, once per fortnight, this would equate to an estimate of between 475 and 830 attendances for aquatic therapy per annum.
- 8 A key point to note is that this market requires warm water, which will require mechanical heating.

4.3 HEALTH AND FITNESS

- 1 Participation rates for aerobics/fitness and weight training an activities for each age category were determined from the Australian Sports Commission's 2010 Exercise, Recreation and Sport Survey (ERASS), total participation in specific activities by age.

Age	Participation Rate	
	Aerobics/fitness	Weight Training
15-24 years	24.9%	3.5%
25-34 years	29.3%	4.6%
35-44 years	26.7%	3.2%
45-54 years	23.2%	2.5%
55-64 years	18.9%	2.3%
65+ years	16.6%	1.3%

- 2 Using population data from the 2011 Census and participation rates from the ERASS, the projected number of participants in aerobics/fitness and weight training is 770 and 100, respectively.

	Participants	
	Aerobics/fitness	Weight Training
15-24 years	99	14
25-44 years	225	31

	Participants	
	Aerobics/fitness	Weight Training
45-64 years	328	45
65+ years	119	9
Total	770	100

- 3 According to the ERASS studies, the proportion of people who participate more than 52 times per year in aerobics/fitness is 67.7%, which represents the potential market of health and fitness club members. Using the analysis above, this equates to 521 members.
- 4 One health and fitness studio exists in Toodyay. The demand analysis above indicates that only one health and fitness studio can be justified in Toodyay. The potential market for a health and fitness studio is in the order of 500.
- 5 The level of membership will be heavily dependent upon the quality of management and the marketing program and customer service. It is reasonable to expect a membership of at least 100.

4.4 SUMMARY OF DEMAND ESTIMATES

The analysis in this chapter has identified potential demand for aquatic and health and fitness programs:

- Total attendances in the aquatic centre are projected to be about 6,000, growing to a projected attendances of approximately 8,000 in 2026.
- Learn to swim classes for about 30 children.
- Potentially 800 attendances in aquatic therapy programs.
- Health and fitness membership of at least 100.

4.5 FINANCIAL PROJECTIONS

A series of assumptions have been adopted in preparing the preliminary financial analysis. No allowance has been made for increases in income or expenditure based on inflation. In other words all costs are based on June 2013 prices.

A basic assumption is that the aquatic centre is managed either directly by Council or contracted to an external contractor. It is also assumed that it is staffed in accordance with the Royal Life Saving Society, Guidelines for Safe Pool Operation.

4.5.1 Income Assumptions

- 1 All entry prices include GST which has been deducted in the profit and loss analysis.
- 2 The demand assessment assumed swimming attendances will be 6,000 in 2014.
- 3 The target attendance will be achieved in the first full year of operation
- 4 Entry prices will be similar to existing market prices charged by the Shire of Northam:

Adults	\$4.00
Adult concession	\$2.00
Children	\$3.00
School swim	\$2.50

- 5 The in-house swim school will achieve a target of 600 lessons per annum. Lessons will be conducted in 2 x 10 week blocks, and lessons will be priced at \$12.00.
- 6 The school swim program will achieve a target of 200 students participating in 6 lessons each year. Entry prices are slightly lower than normal child attendance.
- 7 The number of casual swims was calculated by deducting the number of swim school and school swim attendances from the target market share. The ratio of children to adults (45:55) is based on industry experiences at many indoor swimming pools and the ratio of adults to adult concession entry (50:50) is based on industry experience.

Adult	27.5%
Adult concession	27.5%
Child	45%

- 8 Kiosk sales is based on 12% of casual swim attendance revenue. The percentage is based on industry experience. A profit margin of 40% is the minimum which should be achieved.
- 9 It is assumed that a health and fitness membership of 100 is readily achievable, and a significant number of people (50+) are likely to use the health and fitness facilities on a casual basis.
- 10 Achieving the target 100 memberships is assumed to occur in Year 4, with 75%, 85% and 95% of target achieved in Years 1, 2 and 3, respectively.
- 11 The target number of casual users is assumed to be 25% of the total number of potential casual users. It is also assumed they will attend, on average, once a fortnight (ie 13 times per annum). [Note: Health and fitness centres are reliant on memberships, rather than casual usage as revenues from casual users is highly unreliable. It is likely that regular casual users will be converted to members. No estimates of this conversion has been made.]
- 12 Prices for the health and fitness centre are based on existing prices at Full Circle Gym and Fitness:

Weekly membership fee	\$13
Casual fee	\$12

- 13 The health and fitness studio is assumed to be leased to a commercial operator, and a rent charged based on 10% of projected revenue (ie 10% of \$50,045 = \$5,005).

4.5.2 Expenditure Assumptions

- 1 All costs are GST exclusive.
- 2 Staffing hours, based on Wundowie Swimming Pool in Northam Shire, will be:

Position	Weekdays	Weekends/Public Holidays	Staffing
Reception	12.00pm – 7.00pm	12.00pm – 7.00pm	One staff at all times
Lifeguard	12.00pm – 7.00pm	12.00pm – 7.00pm	One staff at all times

- 3 Rates of pay (casual rate) are based on industry standards:

Reception	\$23.00
Lifeguard	\$25.00

- | | | |
|--|--------------|---------|
| | Swim teacher | \$25.00 |
|--|--------------|---------|
- 4 Staffing on costs are:
- | | | |
|--|------------------|----|
| | Workcover | 3% |
| | Payroll tax | 6% |
| | Superannuation | 9% |
| | Leave provisions | 5% |
- 5 Swim school average class size of 5 children.
- 6 15 group fitness classes per week.
- 7 Operating costs are estimates based on industry knowledge, including:
- | | |
|---------------------------|------------------------|
| Maintenance | Cleaning |
| Pool chemicals | Security |
| Utilities | Tele communications |
| Insurance | Advertising |
| Legal and accounting | General administration |
| Bank charges | Payroll and accounts |
| Management ⁽¹⁾ | Staff Uniforms |
| Miscellaneous | |
- (1) Management includes supervision and profit margin
- 8 No allowance has been made for depreciation in the operating budget.
- 9 Fitness equipment will be provided by the lessee of the health and fitness studio.

4.6 PROFIT AND LOSS PROJECTIONS

Based on the assumptions detailed above, financial projections have been prepared and summarised in Table 4.1.

This analysis indicates that the aquatic centre will operate at a loss of \$105,490.

These projections are preliminary. More detailed market research is required to more accurately project income and expenditures.

Table 4.1: Aquatic Centre Financial Projections

	Year 1
Income	
Casual swimmers	
Adult	\$4,200
Adult concession	\$2,100
Child	\$5,155
Sub Total	\$11,455
Swim School	\$7,200
School Swim	\$2,727
Total Aquatics Income	\$21,382
Rent	\$5,005
Total Health and Fitness Income	\$5,005
Kiosk	\$1,375
COGS	\$825
Kiosk gross profit	\$550
TOTAL INCOME	\$26,936
Expenditure	
Staffing	
Reception	\$24,794
LTS Instructors	\$2,250
Lifeguards	\$29,400
Staffing sub total	\$56,444
Staffing on costs	\$12,982
Total staffing costs	\$69,426
General	
Maintenance	\$10,000
Cleaning	\$2,500
Pool chemicals	\$7,500
Security	\$500
Utilities	\$10,000
Tele communications	\$500
Insurance	\$7,500
Advertising	\$500
Legal and accounting	\$1,000
General administration	\$2,000
Bank charges	\$500
Payroll and accounts	\$3,000
Management Supervision	\$15,000
Staff Uniforms	\$1,000
Miscellaneous	\$1,500
Total general costs	\$63,000
TOTAL EXPENDITURE	\$132,426
PROFIT/LOSS	-\$105,490

5 IMPLEMENTATION PROGRAM

This chapter provides an implementation program for the development of the Toodyay Recreation and Sport Precinct and to enhance recreation and sport provision in the Shire.

Strategy	Recommendation	Comment
Determine the mix of facilities to be developed at TRSP	<p>The mix of facilities to include:</p> <ul style="list-style-type: none"> ▪ Main ARF/cricket oval with turf wicket and floodlights suitable for training ▪ Multipurpose playing field suitable for cricket, hockey, football, junior ARF with floodlights suitable for training ▪ Hub building with male and female change rooms, function room with bar and kitchen, kiosk, umpires rooms, timekeepers box ▪ Aquatic centre with health and fitness studio ▪ Indoor sports hall ▪ Tennis court complex with floodlights ▪ Passive recreation facilities including internal trails linking to the proposed trails along the Avon River foreshore ▪ Lawn bowls 	<p>Consultation with all potential user groups will be needed.</p> <p>It should be a visionary mix of facilities, which includes facilities which may locate in the long term.</p> <p>The priority is to cater for outdoor playing field sports, particularly ARF, hockey and netball</p>
Prepare a master plan for TRSP	<p>Outcomes to be delivered by the master plan are:</p> <ul style="list-style-type: none"> ▪ Concept plan showing relationship between TRSP and the school ▪ Relationship between the Hub building and all recreation and sport facilities ▪ Staging program ▪ Capital cost estimates ▪ Operating and maintenance costs 	<p>The master plan should:</p> <ul style="list-style-type: none"> ▪ Consider how to integrate the TRSP and the school site to maximise the benefits to all stakeholders. ▪ Ensure TRSP is part of a larger integrated area including the school, Council land on Drummond Street and the Avon River foreshore.
Negotiate a community use agreement with Toodyay District High School	<p>The community use agreement to include terms and conditions for:</p> <ul style="list-style-type: none"> ▪ Community use of the school's oval, practice cricket nets and basketball/netball courts ▪ School use of all facilities on the TRSP <p>It will address issues such as:</p> <ul style="list-style-type: none"> ▪ Maintenance ▪ Rights to use ▪ Financial responsibility ▪ Insurance ▪ Risk management ▪ Rights and responsibilities of both parties 	<p>A long term agreement is in the best interest of the wider community as it ensures all public assets are used to their optimum.</p>

Strategy	Recommendation	Comment
Determine TRSP funding and staging priorities	<p>Priority 1: Relocate ARF, hockey, netball, cricket and soccer to the TRSP by developing a new main oval and negotiating community use of the school oval, netball courts and practice cricket nets.</p> <p>Priority 2: Develop an outdoor 25m swimming pool, subject to reviewing and updating the preliminary financial analysis in this Report and finalising a feasibility study for the development of an aquatic centre, with health and fitness and indoor court sport facilities</p> <p>Priority 3: Establish a multipurpose linear trail along the Avon River foreshore, and linking with the TRSP and District High School</p>	<p>An active program of attracting grants for the master planning exercise, and to develop the priority 1 facilities, is required.</p> <p>Once this has been obtained, a similar funding program can be conducted for the aquatic centre.</p> <p>Examples of plans for pools in similar communities should be reviewed in the planning process. Concept plans are to be finalised after community and stakeholder consultation.</p> <p>Demand to justify an enclosed aquatic centre is not likely for at least 10 years.</p> <p>Potential to install solar or geothermal water heating systems should be investigated in the feasibility stage.</p>
Determine the long term location of Toodyay Show	<p>Toodyay Agricultural Society continue to determine the most suitable location for the Toodyay Show</p> <p>Toodyay Agricultural Show relocate to the TRSP when appropriate facilities have been established.</p>	<p>Discussions will be required with the Toodyay Agricultural Society. The decision regarding the long term location of the Show should be made by the Toodyay Agricultural Society.</p> <p>Once the main oval is developed at the TRSP, it will be cost effective to relocate the Show to the TRSP.</p> <p>Relocation of the Show to the TRSP will require additional facilities to be included in the master plan for the site.</p>

Strategy	Recommendation	Comment
Determine the future use of the Showgrounds	<p>Retain the historical buildings in a specific historic precinct</p> <p>Investigate alternative uses of the Showgrounds, including sale and/or development as a passive recreation area.</p>	<p>Much of the Showgrounds is owned freehold by Council, hence the potential exists to develop the land for residential purposes.</p> <p>The site includes buildings of historical significance. It may be possible to retain these buildings in a discrete precinct, and continue to be used by their current occupants.</p>
Implement the Shire of Toodyay Bike Plan	<p>Develop new shared paths through Toodyay as recommended in the Bike Plan</p> <p>Prepare a detailed design and construct a foreshore path between Newcastle Bridge and Newcastle Park and link with proposed trails on the north side of the Avon River in the precinct including TRSP, District High School and the Drummond Street land.</p>	Implementation of the Bike Plan will improve opportunities for walking and cycling for all age groups.