
Bass Coast Shire Council
Municipal Recreation Plan 2009-2014
August 2009



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I Introduction

Bass Coast Shire Council has significant recreation assets available to its community and visitors to the municipality. In order to realise and improve these assets, Council has developed the Bass Coast Municipal Recreation Plan 2009-2014 (Plan) with funding assistance from Sports and Recreation Victoria. This Plan translates Council's vision "to be valued by the community for our leadership and as a provider of quality services to ensure Bass Coast is a safe, healthy and enjoyable place to live, work and visit" into key commitments to maintain and promote recreation activities.

In 2009/10 Council's operating expenditure for leisure and recreation services was \$5.7 million. This represents approximately eight per cent (8%) of Council's total budget of \$69.5 million.

The Plan is the culmination of extensive stakeholder consultation undertaken by @Leisure as part of this project. In defining recreation and sport, the scope of this Plan becomes clearer:

Recreation is an activity undertaken by choice, in free time, for personal enjoyment or other benefits. Typically, recreation involves some form of activity or organisation as distinct from leisure, which can be simply a state of mind.

The meaning of recreation will differ between individuals, and is influenced by their age, gender and cultural background. It is also likely to change as lifecycle stage, family, relationships and economic circumstances alter.

Recreation may be a formal or organised activity, such as club based sport or a regular craft class; an individual or spontaneous activity undertaken when and where a person desires, such as skating, cycling or gardening.

Sport is generally considered a recreation activity requiring a degree of dexterity or skill; that involves defined rules of play, competition and/or physical exertion or challenge.

Many activities undertaken for recreation may be described as arts, craft, cultural, or environmental activities and, of course, sport. Facilities used for recreation include libraries, galleries and museums that may be commonly considered as being of an arts and cultural nature. Whilst these assets have not been a focus of this Plan, they have been considered and included in Council's Arts and Culture Plan 2009-2013.

1.1 Recreation vision for Bass Coast

A welcoming and diverse high quality recreation environment across Bass Coast that supports a healthy lifestyle and is enjoyed by all who live, work and holiday in the Shire.

1.2 Mission statement

Council plans, programs and markets our recreation opportunities so that more people are encouraged to participate in physical and social activities that match their interests, resources and abilities.

1.3 Council's core business and recreation principles

As a lead agency for providing recreation to the community, Council's core business in recreation planning and provision is to:

- increase participation by residents and visitors in their preferred physical and social recreation activities through provision of infrastructure, information and programming;
- enhance the value of available opportunities through marketing and increasing access, awareness and quality of service;
- provide a wider range of personal and community benefits through recreation especially to target groups who are less likely to participate;
- support not-for-profit providers to deliver direct services, activities and competitions; and
- work in partnership with community organisations to enhance program and service delivery.

The key principles underpinning this Plan are:

- diversity of opportunity
- environmental sustainability
- cost effectiveness
- accessibility and inclusion
- equitable distribution

2 Gaps, trends and challenges

Extensive consultation was undertaken as part of the development of this Plan to identify major gaps, trends and challenges in the delivery of recreation services and facilities across the Shire. Information was obtained from a householder survey, club survey, community workshops and telephone interviews. Many other sources of information were also referenced and considered as part of the Plan, including: the Exercise Recreation and Sport Survey (ERASS); Australian Bureau of Statistics data; the Recreation Plan Scoping document; the Bass Coast Shire Council Open Space Plan; Municipal Strategic Statement (MSS); various Structure Plans; Council Plan 2009-2013; Access and Inclusion Action Plan; and the Municipal Public Health Plan.

2.1 Influences on demand and key implications

The demand for and participation in recreation activities, as well as the perception of the value of open space are generally influenced by demographic characteristics. Age and gender are principal determinants of recreation preferences and levels of activity. Generally higher levels of participation in recreation correspond to higher levels of income and education. In contrast, the higher the numbers of people unemployed, aged over 65 years, and born in non-English speaking countries, typically the lower the participation in sport and physical activity. Other demographic characteristics that influence the type and nature of recreation involvement include household structure, population trends and visitor numbers.

The population profile of Bass Coast Shire has been analysed against these characteristics to assess the demand for recreation activities and facilities. Relevant information from the Householder Survey and community consultations contributes to this analysis.

Key implications of the demographic analysis for Bass Coast are captured below:

2.1.1 Older adults

The largest segment of the population in Bass Coast is adults over 45 years. It is expected that numbers in this range will continue to increase as the present population ages and as the area continues to attract retirees. Fifty per cent of the families are couples *without* children, which may correlate to the higher proportion of the population in the 40+ age bracket.¹

There will be a need to focus on increasing opportunities for older adults to continue to participate in walking, visiting parks, cycling, swimming, aerobics/fitness, and to upgrade and expand infrastructure appropriate for this age group. Older adults have also expressed interest in undertaking the following sports: golf, lawn bowls and tennis.

Consideration should be given to the factors that enable older adults to participate: transport and cost. The social aspect of participation in activities will continue to be

¹ Australian Bureau of Statistics, Census of Population and Housing 2006

important to emphasise as there is an increased tendency for social isolation to impact older age groups.

2.1.2 Young people

The steady increase in the number of children in the Shire means that support for the more traditional sports should be maintained. Participation by school age children in the sports of basketball, cricket, Australian Rules Football, athletics, netball, tennis, soccer and swimming/lifesaving is increasing.

Particular focus will need to be given to the spread of opportunities available across the Shire and the standard of facilities in order to provide appropriate support to the Clubs and providers, and encourage ongoing participation.

2.1.3 Economic disadvantage

Bass Coast Shire is facing a significant challenge associated with balancing the need to upgrade and maintain facilities, while introducing new opportunities at a reasonable cost.

Whilst local employment is high at present (93.9 per cent of the population are employed), the annual income for 22.2 per cent of residents is less than \$18,000 (compared with 17.6 per cent for Regional Victoria), and only 29.2 per cent of residents have an income over \$52,000 (compared with 32.9 per cent for Regional Victoria).²

There is also likely to be significant variance in levels of income between localities with Wonthaggi (especially South Dudley) and the Waterline townships recording higher rates of social disadvantage than Phillip Island and Inverloch.³

2.1.4 Non-English speaking people born overseas

The birthplace for 77.2 per cent of the Bass Coast population is Australia. Of those born overseas, only 78 people or 2.1 per cent are not fluent in English.⁴

The overall number of residents born overseas and non-English speaking remains small. Over recent years the Shire has attracted a number of newly arrived migrant/refugee groups (Sudanese and more recently Karen).

There is an opportunity to increase programming and marketing of recreation opportunities to these groups, both in sports with which they are familiar, such as soccer and in areas of expressed interest such as water sports and fishing that are accessible and cheap to participate in. It will also be important to provide water safety programs for these groups who may not swim and be familiar with Australian coastal environments.

² Australian Bureau of Statistics, Census of Population and Housing 2006

³ Australian Bureau of Statistics, Socio-Economic Indexes for Areas (SEIFA), 2006

⁴ Australian Bureau of Statistics, Census of Population and Housing 2006

2.1.5 People with disabilities

In Bass Coast Shire, 5.7 per cent of the population indicated a need for assistance with core activities of daily living. Of that figure, persons aged 75 to 84 years registered the greatest percentage with 1.5% requiring support.⁵

Whilst it is reported that people with disabilities are involved in some sports clubs namely football, cricket and table tennis, there is a growing recognition that more needs to be done to provide a greater range of inclusive opportunities. “Come’n’try” opportunities are continuing to be provided and whilst these expose people with disabilities to new activities they do not necessarily translate to ongoing participation. Clubs report that they struggle to provide the volunteers needed to assist with initiatives. Lack of carer support and transport are key barriers to people with a disability participating.

2.2 Community consultation

There is a high correlation between the activities people currently do and/or want to do, and their priorities for the facilities they believe should be upgraded across Bass Coast Shire. The top four activities that people currently participate in are:

- walking
- visiting parks/sightseeing
- cycling; and
- going to the library.

The top four activities that people would like to do but don’t currently undertake are swimming, bike riding, gym and fishing.

The top four facilities people wanted to upgrade as a priority are:

- bike paths
- rail/walking trails
- swimming pool
- local neighbourhood parks

Research reveals that recreation could be more fulfilling with the provision of and/or improvement to bike/walking tracks, swimming pool, boat ramp/facilities, and sporting facilities.

⁵ Australia Bureau of Statistics, Census of Population and Housing 2006

Participation rates are expected to increase in walking, aerobics/fitness, swimming and cycling. Whilst club memberships have increased for a range of sports/activities, clubs have also indicated that 'attracting members and retaining members/ageing member base' are issues that will need to be addressed within the next five years. Projections of an aging Shire population support this concern.

2.3 Club consultation

Data suggests that membership numbers for a range of clubs is increasing. Not surprisingly the standard and capacity of clubrooms is highlighted as a key area for facility improvement. Despite improving numbers, clubs anticipate that 'attracting/retaining members and volunteer/office bearers' and 'rising costs/lack of funding' are the major issues they expect to face in the next five years.

2.4 Current recreation trends and challenges

Recreation participation has altered considerably in recent years as a result of changing societal trends. It is important to consider these changes when planning for facilities and services.

Outlined below are some broad societal trends and implications for sport and recreation provision:

Changing work culture has seen less people working 9am to 5pm, Monday to Friday and an increase in flexi-hours, shift-work and part-time employment. As a result people are looking for more flexible competition times and casual participation rather than ongoing commitments.

Australia is a **convenience driven society** with the rapid increase in one-stop, self-service retailers. This trend has flowed into the recreation and leisure industry with a need for more widely available recreation opportunities e.g. longer opening hours and day time programs.

There has been a noticeable shift toward **shared, multi-use or community facilities** for recreation in order to maximise usage and share costs.

With **increased access to sport and recreation information** (via the internet and television) people are looking for more diverse recreation opportunities and have higher expectations for facilities.

With an **aging population** there is an increasing need to ensure recreation opportunities are easy to access. This could be achieved by providing facilities within walking distance or provision of affordable public transport.

Legislation changes require built facilities to be accessible to all.

Increasing priority is being given on **preventative health care**. People are being

encouraged to lead an active and healthy lifestyle, including participation in active recreation pursuits such as walking. This is evident in Council's Municipal Public Health Plan (Health and Wellbeing in Bass Coast).

There are increasing requirements being placed on volunteers in community organisations. However with a **decrease in voluntarism** across the nation, this trend is placing increasing pressure on established groups to survive.

It is also important to mention some of the challenges facing the recreation industry:

The **aging state of recreation infrastructure** presents serious problems for councils across Victoria. This issue was identified in Bass Coast Shire Council's *Building Asset Management and Condition Review*, which states the need to direct more funds toward building renewal. Many of the facilities across the Shire were constructed in the 1960s and 1970s and have deteriorated to the extent that they need replacement or upgrade rather than maintenance.

There remains **limited funding** in Council's budget for redeveloping recreation facilities. Council has had plans for an upgrade to the Wonthaggi Aquatic Centre since 1999. However due to budget constraints the works have not proceeded.

The **geographic distance** between townships in rural and regional areas can be a significant barrier to participation in recreation. Research indicates that members of the Bass Coast community share this view.

3 Implications for Council

In considering the major gaps, trends and challenges in the previous section, there are implications and opportunities for recreation planning and provision in Bass Coast Shire over the next five years:

- **Increasing participation and responding to changing demand**
 - Increasing participation in recreation will improve the health, wellbeing and social cohesiveness of the Bass Coast community. There is a need to address the changing demand for activities and to target specific population groups who are less likely to participate without intervention.
- **Enhancing the capacity and viability of sport**
 - Ageing infrastructure, financial limitations and increasing demands on volunteers should be addressed in order to meet the needs of the community. Infrastructure should be multifunctional where possible and meet current Australian Standards.
- **Working together with other agencies**
 - Current Federal and State Government policy is encouraging and supporting the development of shared community facilities. This opens up many opportunities for cost sharing and community input to planning and decision making.
 - Many of Council's recreation services and programs are delivered by other agencies i.e. sporting associations and private gyms. In order to maximise opportunities it is important Council develops and maintains relationships with these agencies to ensure services are not duplicated and can be distributed more equitably and widely.
- **Ensuring open space is adequate and fit for purpose**
 - Walking is the most popular activity undertaken in the Shire. Council's tracks and trails provide walking and expanded recreation opportunities for the community. As Bass Coast's population continues to grow at rates above the State average, it is important that open space allocation caters for this growth.
- **Enhancing water based recreation opportunities and safety**
 - Several indicators point to the importance of improving Council's water based recreation opportunities:
 - Swimming was raised as the activity people would most like to do but don't.
 - Visitors and non resident rate payers come to Bass Coast for its great beaches.
 - The current regional aquatic facilities are ageing and in need of redevelopment.

- The emergence of water based sport and recreation activities such as boating, surf lifesaving and kayaking.
- There is also a need to promote participation in water based activities to targeted groups in order to improve water safety.
- **Improving communication and marketing to achieve quality outcomes for recreation**
 - It is vital for Council and community groups to use a variety of communication tools to promote their programs and services in order to increase participation rates across the Shire.

These priority areas have informed the development of key objectives, policy statements, and key actions and tasks outlined in Section 4: Strategic direction.

4 Strategic direction

This section details Council's strategic direction in the development of recreation in Bass Coast Shire over the next five years.

The **Key Objectives** specify Council's broad objective for each of the priority areas outlined in Section 3.

The **Policy Statements** specify Council's position on areas or matters of concern. These statements guide and direct Council decision-making on recreation planning and annual expenditure.

The **Key Actions and Tasks** specify the broad actions and numerous tasks required to achieve the objectives set out in the Plan.

4.1 Key Objective I: Increase participation by ensuring sport and recreation opportunities are accessible throughout the municipality and to people of all ages, abilities, gender, cultural background and financial situation

Policy Statement:

- Improve health through recreation.
- Ensure equitable distribution, provision and allocation of both sport and recreation services, programs and facilities for all.
- Consider local, township and regional level needs in developing accessible recreation services.
- Encourage sports and recreation clubs to use Council’s annual Community Grants program for club development purposes.

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.1.1 Tasks	Prioritise sport and recreation facilities, based on identified needs Ensure recreation projects are listed and supported in the Council’s Strategic Resource Plan and annual Capital Works Program	Arts and Leisure Co-ordinator	Annually	Capital Works budget	Increased participation in recreation.
4.1.2 Tasks	Encourage community organisations to run programs and services that target young people, older adults, people with a disability and emerging cultural groups Award Community Grants to groups providing new programs and services	Arts and Leisure Co-ordinator	Annually	Community Grants budget	
4.1.3 Tasks	Maximise use of recreation facilities and ensure user fees are affordable to all Develop a policy for usage and pricing of Council’s recreation reserves	Recreation Planner	December 2010	Operational budget	

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.1.4	Continue work with health and education providers to promote the benefits of participation in physical and social recreation activities				
Tasks	Attend networking sessions and become involved in South Coast Primary Care Partnership Physical Activity Planning	Recreation Planner	Annually	Operational budget	
	Increase ongoing dialogue and information sharing between allied health, community partners and Council's Arts and Leisure Team	Social Planner	Annually	Operational budget	
	Ensure Arts and Leisure Team has a representative on the Access and Inclusion Advisory Committee	Recreation Planner	Annually	Operational budget	
4.1.5	Devise a new service contract for all Council's leisure centres				
Tasks	Develop clear contract performance requirements	Arts and Leisure Co-ordinator	December 2009	Operational budget	
	Initiate and manage tender process in order to appoint preferred service provider	Arts and Leisure Co-ordinator	December 2009	Operational budget	
4.1.6	Identify innovative transport solutions to improve access to recreation activities				
Tasks	Identify gaps in current transport routes to access current recreational activities offered across the Shire	Bass Coast Transport Connections Facilitator	2009-2010	Operational budget	
	Advocate for increased services and more appropriate routes	Bass Coast Transport Connections Facilitator	Annually	Operational budget	

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.1.7	Assist developing sports (such as soccer, athletics, touch football and triathlon) and recreation activities				
Tasks	Provide seeding grants to new clubs	Arts and Leisure Co-ordinator	Annually	Community Grants Program	
	Assist clubs negotiate usage agreements of community facilities	Recreation Planner	When appropriate	Operational budget	
	Develop a skate and BMX supervision policy	Recreation Planner	December 2009	Operational budget	
	Review Council's Skate Strategy 2000	Recreation Planner	March 2010	Operational budget	

4.2 Key Objective 2: Enhance the quality, capacity and viability of sporting infrastructure to meet future needs

Policy Statements:

- Priority will be given to developments, projects and facilities which provide for multi-purpose use or cater for multiple users. This allows flexibility to accommodate changing usage patterns and demand.
- Encourage flexibility in the development and use of active recreation facilities.
- Identify opportunities for co-location of sports and recreation in education precincts.
- Keep abreast of climate change issues, identify risks and implement solutions for sustainable recreation facilities.
- Manage Bass Coast’s coastal and bushland reserves to protect and enhance their natural and recreational values.
- Ensure facility redevelopments consider Environmentally Sustainable Design principles.
- Consider provision of occasional childcare services in the redevelopment of Council’s leisure centres.

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.2.1 Tasks	Upgrade Cowes leisure centre Undertake consultation with current and potential users to determine facilities and service needs	Arts and Leisure Co-ordinator	2010-2011	\$10,000	Increased satisfaction on annual survey
4.2.2 Tasks	Assist clubs and reserve committees to maintain and manage facilities cost effectively Review Community Grant policy	Arts and Leisure Co-ordinator	2010-2011	Operational budget	
4.2.3 Tasks	Work with Education Department and local associations to provide a new multiple court indoor sport stadium in Wonthaggi, and facilities to serve Phillip Island and the northern part of the Shire Facilitate discussion between Council, local associations and Education Department regarding future Plans for recreation facilities Identify other potential community facility partnerships	Social Planner Recreation Planner	2009-2010 Annually	Operational budget Operational budget	

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.2.4	Upgrade key facilities to meet current facility standards and enhance use				
Tasks	Continue to address priority actions identified in the Netball Victoria audit	Recreation Planner	Annually	Operational budget	
	Support clubs to apply for grants e.g. Country Football/Netball and Tennis Victoria/Australia	Recreation Planner	Annually	Operational budget	
	Encourage clubs to market and capitalise on visitor use of facilities	Recreation Planner	Annually	Operational budget	
	Encourage bowling clubs to install or replace, synthetic greens	Recreation Planner	Annually	Operational budget	
4.2.5	Develop master Plans for regional and township level reserves and green field sites				
Tasks	Develop Master Plans for:				
	Dalyston and Glen Alvie Recreation Reserves	Recreation Planner	2009-2010	Operational budget	
	Blue Gum Reserve and Thompson Reserve	Recreation Planner	2010-2011	Operational budget	
	McMahon and Newhaven Reserves	Recreation Planner	2011-2012	Operational budget	
4.2.6	Develop a shade policy for sports grounds, parks, trails and foreshore reserves ensuring both natural shade and artificial shade is considered	Arts and Leisure Co-ordinator	December 2010	Operational budget	
4.2.7	Investigate provision and access to grey water for sports facilities including key school grounds				
Tasks	Work with water authorities to provide grey water to sports fields and reduce the use of potable water and carting of re-use water	Arts and Leisure Coordinator and Infrastructure Maintenance Manager	Annually	Operational budget	

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.2.8	Minimise waste in Council parks				
Tasks	Develop additional designated dog off-leash areas in suitable locations including facilities such as appropriate bins for the disposal of waste	Team Leader Community Safety Rangers	Annually	Operational budget	
	Encourage clubs and community organisations to reduce waste and where possible recycle waste	Waste Management Officer	Annually	Operational budget	

4.3 Key Objective 3: Build social capital through strong relationships with community groups, government agencies, and the private sector in the development of sport and recreation facilities and services for the community

Policy Statements:

- Foster partnerships with community groups, and public and private sector agencies in order to maximise recreation provision.
- Encourage community involvement in the preparation of strategies and policies.

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.3.1 Tasks	Support and encourage partnerships with schools to deliver sport. In particular consider provision of indoor courts and playing fields at schools Facilitate discussions between little athletics, basketball, netball, soccer and Victorian Department of Education	Arts and Leisure Co-ordinator	December 2010	Operational budget	Increased number of recreation opportunities provided to the community
4.3.2 Tasks	Ensure volunteers from clubs and community organisations have the opportunity to participate in free or low cost training sessions Promote GippSport initiatives, in particular those relating to volunteers and provide additional skills training programs for sporting clubs Undertake annual workshops for community organisations on current issues effecting viability and governance	Recreation Planner Recreation Planner	Annually Annually	\$3,000 pa \$2,500 pa	
4.3.3 Tasks	Continue to be involved and network with sport and recreation bodies, Parks and Leisure Australia, State Sporting Association and Gippsland Recreation Officers Group Attend network training seminars and workshops Host meetings where possible to showcase Bass Coast	Arts and Leisure Co-ordinator Recreation Planner	Annually Annually	Training budget Operational budget	

4.4 Key Objective 4: Secure sufficient open space to meet future population growth

Policy Statements:

- Ensure greenfield sites can accommodate a minimum of two playing fields.
- Secure alignments for future trails and create circuits around townships.
- Develop an integrated network of off-road trails throughout the Shire.
- Create a connected community through tracks, trails and paths.
- Ensure shared-use trails, bike lanes and bike infrastructure is considered in the Planning of all road and infrastructure projects.

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.4.1	Secure developer contributions for priority open space and trails which is fit for purpose, through sub-division of identified growth areas				Cross departmental input into planning applications and trail developments
Tasks	Adoption of Municipal Strategic Statement into Council’s Planning Scheme	Strategic Planning Co-ordinator	December 2009	Operational budget	
	Incorporation of Open Space Plan into Council’s Planning Scheme	Strategic Planning Co-ordinator	December 2013	Operational budget	
	Address developer contributions through ongoing assessment of planning applications	Development Services Manager	Annually	Operational budget	
4.4.2	Provide new sites for the development of multiple playing fields, and consolidate separate sports grounds in Inverloch, Cowes and Wonthaggi				
Tasks	Ensure appropriate sites are identified in Structure Plans for these localities	Arts and Leisure Co-ordinator	2010	Operational budget	
	Contribute to the development of a master plan for the learning precinct in Wonthaggi	Social Planner	2011	Operational budget	

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.4.3	Extend the rail trail and promote a hierarchy of off road trails connecting communities, activity centres and open spaces				
Tasks	Extend the rail trail through to Nyora	Arts and Leisure Co-ordinator	Annually	Capital works	
	Promote the hierarchy for development of trails. Use the four levels of trail identified in the Open Space Plan. Local off-road trails, trails designed for bushwalking and/or mountain biking, district shared trails and rail trails	Arts and Leisure Co-ordinator	Annually	Capital works	
4.4.4	Develop a Plan for connection of trails and pathways throughout the municipality to meet the growing needs of the community				
Tasks	Develop a strategic plan identifying gaps and future tracks and trails	Arts and Leisure Co-ordinator and Infrastructure & Property Management Manager	2010-2011	\$10,000	
	Secure linking trails in new sub-divisions via developer contributions	Development Services Manager	Annually	Operational budget	
	Identify ways to improve the planning, funding and construction of footpaths, cycle ways and off road trails	Infrastructure & Property Management Manager	Annually	Operational budget	
4.4.5	Promote, sign and manage existing trails and paths for different user groups and activities				
Tasks	Develop brochure promoting existing tracks and trails within the municipality	Arts and Leisure Co-ordinator	2011-2012	\$15,000	
	Work with the Friends of the Rail Trail to develop signage	Arts and Leisure Co-ordinator	2009-2010	Operational budget	

4.5 Key Objective 5: Enhance water based recreation opportunities and safety

Policy Statements:

- Work closely with other land management agencies to improve water safety at beaches and upgrade lifesaving clubs.
- Develop Wonthaggi Aquatic and Leisure Centre as the regional facility for the whole Shire.

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.5.1	Upgrade the current indoor aquatic facilities at Wonthaggi as the Shire’s regional township				Increased access to safe water based recreation opportunities
Tasks	Revise the design and costing for the redevelopment of the Wonthaggi Aquatic and Leisure Centre	Arts and Leisure Co-ordinator	2011-2012	\$379,000	
	Secure capital works funding for the project in the Capital Works budget	Arts and Leisure Co-ordinator	2011-2012	Operational budget	
	Apply for funding through the Sports and Recreation Victoria Better Pools grant program	Arts and Leisure Co-ordinator	2011-2012	Operational budget	
	Construction of new aquatic facility	Infrastructure Projects Manager	2012-2013	\$1,250,000 Capital Works + \$1,000,000 grant	
4.5.2	Investigate the provision of an aquatic facility to service Phillip Island and the northern parts of the Shire				
Tasks	Conduct an independent business feasibility study	Arts and Leisure Co-ordinator	2009-2010	\$20,000 + \$20,000 Phillip Island Aquatic Centre Committee	

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.5.3	Improve water safety and access to beaches and water ways				
Tasks	Continue to develop and review management plans for foreshore reserves to protect and enhance natural values being the prime activity along with appropriate recreational activities	Environment Manager	Annually	Operational budget	
	Provide high quality infrastructure and facilities in “activity areas” and direct and encourage visitors to those areas that can cope with high visitor numbers	Environment Manager	Annually	Operational budget	
	Continue to upgrade beach access tracks to ensure convenient and safe access for all	Environment Manager	Annually	Operational budget	
	Continue to upgrade recreational boating facilities considering predicted growth of vessel type, size and number of users	Environment Manager	Annually	Capital works	
	Investigate the provision of additional parking opportunities	Traffic & Parking Manager	2011-2012	Operational budget	
	Investigate methods of funding infrastructure for beach and waterway users	Environment Manager	Annually	Operational budget	
	Continue to support the paid lifeguard service and local life saving clubs with education and training opportunities for juniors as the primary priority e.g. Nippers programs	Environment Manager	Annually	Operational budget	
	Continue to strongly advocate with relevant agencies to improve water safety and environment for all recreational users	Environment Manager	Annually	Operational budget	

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.5.4	Supporting participation in surf sports and water based activities				
Tasks	Investigate the provision of waterway access areas for small manually manoeuvred water based craft e.g. kayaks, canoes, surf skis, etc.	Environment Manager	2010	Operational budget	
	Continue and improve provision of information on appropriate locations, safety and environmental impacts, and provide on site viewing opportunities, for surf and water based activity users.	Environment Manager	2010-2011	\$10,000	
	Continue to work with Inverloch Lifesaving Club to provide a clubhouse.	Arts and Leisure Co-ordinator	2010-2011	Capital works budget	

4.6 Key Objective 6: Improve service evaluation, communication and marketing to achieve quality outcomes

Policy Statements:

- Use the recreation inventory, Geographical Information System (GIS) and community clubs and organisation to develop a more comprehensive management system for information about recreation and sport opportunities.
- Council will regularly communicate with established community planning groups.

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.6.1	Monitor growth and participation in sport and recreation clubs, services and programs				Increased satisfaction on annual survey
Tasks	<p>Develop an inventory of the current recreation opportunities and facilities</p> <p>Undertake annual sport and recreation club participation survey to assist with facility and service development needs</p> <p>Ensure recreation information such as tracks, trails and parks are updated regularly on Council's GIS system</p>	<p>Recreation Planner</p> <p>Recreation Planner</p> <p>GIS Coordinator</p>	<p>December 2009</p> <p>October 2009</p> <p>Annually</p>	<p>Operational budget</p> <p>Operational budget</p> <p>Operational budget</p>	
4.6.2	Assist community organisations and clubs to promote the recreation activities they run				
Tasks	<p>Ensure all clubs and community groups are included in Council's annual Community Directory</p> <p>Encourage clubs and the community to use GippSport's Web based information facility- Sportslink</p>	<p>Arts and Leisure Administration Officer</p> <p>Recreation Planner</p>	<p>Annually</p> <p>Annually</p>	<p>Operational budget</p> <p>Operational budget</p>	

	Key Actions	Responsible Officer	Timeline	Resources	Measure
4.6.3	Increase public awareness of the role of committees of management and encourage greater volunteer participation				
Tasks	Plan and prioritise installation of signs at parks and community halls	Arts and Leisure Co-ordinator	2010-2011	\$20,000	
4.6.4	Market and promote available recreation opportunities to target groups through specific products and communication channels				
Tasks	Ensure opportunities and programs are included in the Community Directory	Arts and Leisure Administration Officer	Annually	Operational budget	

Glossary of terms

Operational budget – annual expenditure budget for the Council’s recreational services/programs.

Capital Works budget - funding allocated towards the renovation/renewal, upgrade and redevelopment of Council’s assets.

Training budget - Council’s budget allocation for staff training and development.

Community grants budget - the budget allocation for Council’s annual Community Grants Program.

Annually - is an action or task which is ongoing and must be continued each year.

When appropriate - is an action that may not be undertaken each year.

All figures in this table are based on 2009 prices. Variations in base costs and other factors mean these figures may change.