

# Sport and Recreation Strategy



Foundation Paper 4  
Consultation Report

Summary



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# 1. EXECUTIVE SUMMARY

The consultation process for the Boroondara Sport and Recreation Strategy involved research and discussions with a range of key stakeholders, community groups, Council staff, sports club and facility managers, and residents of all ages and backgrounds.

Central to the overall consultation process was research undertaken as part of the Sports & Recreation Audit, which involved statistically valid research into sport and recreation patterns of Early Years residents, young people, and adults aged 15 years and above. This information is summarised in *Foundation Paper 3: Participation Analysis*.

This report details research that builds on and supports the statistically valid research, and offers in-depth qualitative information about the diverse and evolving needs of residents around sport and recreation. Similar findings on communication preferences and gender differences in participation were found. Residents expressed the need for affordable participation opportunities and had diverse opinions on the use of open space.

It was found that residents valued the provision and quality of sport and recreation facilities in Boroondara. Residents noted that they are seeking to participate at times that suit their lifestyle and without having to commit to regular participation. One of the barriers to participation identified was a lack of information on sport and recreation opportunities.

When schools were asked if they would open up their facilities for community use, over 70% surveyed responded with a yes or maybe. Residents also identified the use of school facilities for recreation as an opportunity to increase participation. It was also identified that an appropriate balance is needed between the availability of open space for unstructured activities, as well as purpose-built facilities for structured activities.

Emerging themes uncovered in this paper which are relevant to the Sport and Recreation Strategy are identified in table 1.

*Table 1: Key themes from Foundation Paper 4: Consultation report*

<b>Emerging Key Themes</b>	<b>Implications</b>
<p><b>Communication</b></p> <p>Residents indicated that searching the Internet, the City of Boroondara website, and local newspapers were important means of finding out about sports and recreation activities.</p> <p>Some people indicated that lack of easy to access information about sport and recreation services was a barrier to their participation.</p>	<p>Council to continue to acknowledge its importance as an information provider for local sports and recreation activities, through maintaining and building on current information channels. Easy to access information in appropriate languages should be considered.</p>
<p><b>Affordability/Low cost facilities</b></p> <p>Consultations highlighted affordability as an important issue for participation in sport and recreation. Cost was identified as one of the major barriers to sport and recreation participation that arose in the multiple consultation channels.</p>	<p>Encourage and promote to fitness centres, community organisations and local sport and recreation clubs the importance of providing sport and recreation activities that are inclusive and accessible to all residents, including those who are socio economically disadvantaged. Opportunities should be explored to increase community awareness of existing low/no cost activities.</p>

<b>Emerging Key Themes</b>	<b>Implications</b>
<p><b>Health &amp; Wellbeing for all ages</b></p> <p>Consultations highlight that sport and recreation is important to the health and wellbeing of residents of all ages.</p>	<p>Seek to understand and keep abreast of the evolving patterns and trends in sport and recreation needs of all age groups.</p>
<p><b>Diverse opinions on open space and purpose-built facilities</b></p> <p>Residents, sports clubs, community groups, and other key stakeholders have diverse views and interests in how sport and recreation in the Municipality is managed, available facilities and their accessibility. A key example of this is the balance of open space available for unstructured activities, and purpose-built facilities for structured activities.</p>	<p>Recognise the diversity of sport and recreation interests and needs that exist throughout the community, and seek to provide an appropriate balance between open space for unstructured activities, and purpose-built facilities for structured and organised activities.</p>
<p><b>Gender differences in sport and recreation needs</b></p> <p>Stakeholders highlighted the point that males and females have different sport and recreation needs and participation patterns.</p>	<p>Recognise the different participation patterns, opportunities and needs of both females and males. Facilitate sport and recreation opportunities that encourage and cater for participation regardless of gender (e.g. facility design, specific programming and consideration of safety).</p>
<p><b>People with a disability</b></p> <p>State and national trends suggest that people with a disability have lower participation rates in sport and recreation. The Boroondara Access and Inclusion Plan has identified an increase in the number of members within the Boroondara community with a disability. A contributing factor is that as the population ages, the rate of disability increases.</p>	<p>When developing and/or upgrading facilities, universal design access principles should be considered to ensure physical access is not inhibited. In some instances this will be beyond the standard requirements of the building code.</p> <p>Council can play a role in educating and building the capacity of the various sport and recreation providers to consider service and program design that is inclusive of people of all abilities and reflects their particular needs.</p>

The themes identified from this paper will assist in setting the direction of the Sport and Recreation Strategy to respond appropriately to the findings.

## 2. FOUNDATION PAPERS - OVERVIEW

This report is one of four documents that make up the Foundations Papers. The information contained within these documents provides the evidence base for the development of the Boroondara Sport and Recreation Strategy. The headlines for these four papers are:

### *Foundation Paper 1 Research and Policy Context*

- » Policy context from a global, national, state and local context
- » The case for a focus on sport and recreation
- » Evidenced based research and data

### *Foundation Paper 2 Demographics Report*

- » Population trends and comparative data

### *Foundation Paper 3: Participation Analysis Report*

- » Statistically valid participation trends
- » Provision of Sport and Recreation in Boroondara, including the range of activities and their locations
- » Analysis of trends and demands
- » Sporting activity profiles

### *Foundations Paper 4: Consultation Report*

- » Community surveys
- » Stakeholder engagement surveys and workshops



### 3. INTRODUCTION

This document outlines findings from the consultation process undertaken for the City of Boroondara Sport and Recreation Strategy. Central to the consultation process was research undertaken as part of the Sport & Recreation Audit. This research involved three surveys (Early Years, Young People, and Adults aged 15 years and above), and yielded statistically valid information on all age cohorts in Boroondara. This information is included in Foundations Paper 3. The consultations discussed in this document were structured to reach a diverse range of community stakeholders.

### 4. CONSULTATION SUMMARY

Consultation type	No. people / groups contacted	Number of responses
<b>Statistically Valid Data (outlined in Foundations Paper 3)</b>		
Household Survey - (aged 15 years +)	Cold calls to residents	1004
Household Survey - Youth (5 - 14 years)	Cold calls to residents	246 residents providing information regarding 419 young people
Early Years	1852	234
<b>Qualitative Data (outlined in this consultation report)</b>		
General Community survey (survey monkey)	Open to all	374
General Community Survey (through E-Kiosk)	Open to all	433
Primary school students - Round 1 & 2	2000 +	343
Secondary school students - Round 1 & 2	2000+	444
Activity providers - Council facility based – Survey 1 & 2	460	116
Activity providers - Private facility	315	37
Boroondara Schools as an activity provider - Survey 1 & 2	61 schools: - 38 primary, - 23 secondary	15 schools: - 9 primary, - 6 secondary (multiple responses)
Peak Sporting Bodies	25 associations	21 associations
Phone Interviews (Community Centres, CALD Facilitator Group, Neighbourhood Houses, U3As, Leisure and Aquatic Facility Managers)	15 organisations	15 organisations
Community Workshops (World Café)	Open to all, widely advertised	52 people
Sports Club Forum	Over 130 clubs	33 clubs
Meetings with Council Advisory Committees	10 committees	10 committees

## 5. SURVEYS

### 5.1. General Community Survey

A community survey was undertaken to provide an opportunity for people over the age of 15 to comment on their sport and recreation participation. It was open to all residents with 374 responses received.

#### Key findings from this analysis includes:

- » The majority of respondents reported participating in their chosen activities at least once a week for between 30 minutes to three hours a session.
- » The peak activity times are weekday after school/evening and at the weekends.
- » Popular activity locations were; sports ground or outdoor sports facilities, walking or bike paths, indoor sports or fitness centres and local park / playground
- » People mostly travelled to their activity by car, as a driver, and many walked or ran. Many people indicated their activity commenced from home or work
- » The most common reason for participation was for 'fun/enjoyment' and for 'fitness'. 'To be with friends/social interaction' and 'competition' were also popular reasons for participation
- » The most popular activities respondents would like to participate in, but currently do not, include tennis, swimming, golf, netball, cricket, football, and basketball
- » Not having enough time/too busy was the main reason for not participating in these activities followed by cost
- » Almost half the respondents indicated that access to sport and recreation information via the internet was important.

### 5.2. Primary School Student Surveys

Two short surveys were undertaken to capture information about primary school students' sport and recreation participation. Surveys were completed under the guidance of teachers, parents or carers. These surveys were open to 2000 + students and 343 responses were received.

#### Key findings from this research include:

- » Most respondents participated in their favourite activity once a week or more than once a week (96% and 98% respectively)
- » The majority of children travelled to their favourite activities with their parents taking them by car
- » The most popular reasons for participating in favourite activities was 'for fun', 'to be healthy' and 'to get better at it'
- » The most popular nominated sports that respondents would like to participate in were basketball, gymnastics, soccer and tennis.

### 5.3. Secondary School Surveys

Two short surveys were undertaken to capture information about secondary school students' sport and recreation participation. Surveys were completed under the guidance of teachers, parents or carers. These surveys were open to the 2000+ students and 444 responses were received.

#### Popular activities

Respondents were asked to list their top 3 sport or physical activities that they currently participate in. The most popular activities overall were:

- » Football (Australian Rules)

- » Basketball
- » Swimming
- » Netball
- » Soccer

#### **Popular activities participated in at school**

Participants were asked about the sports and recreation activities they participated in while at school. Most popular activities included basketball (indoor and outdoor), badminton, soccer and athletics.

#### **Activities participated in away from school**

Participants were asked about the activities they participate in away from school. Most popular activities include basketball (indoor), swimming and badminton (indoor). The most common way students accessed information on sport and recreation opportunities was through the internet/google (47%), word of mouth (36%) and other sources such as school communications.

#### **Unmet sport and recreation needs**

Respondents were asked to list activities they would like to participate in but currently do not. The most common activities included:

- » Soccer
- » Tennis
- » Football
- » Netball

Students indicated the main reasons for non-participation in these activities were that they were 'too busy', the activity was 'too hard to get to', and that they had 'no one to go with'.

### **5.4. Clubs and Organisations Survey**

This section summarises the results of the survey of sports clubs and organisations based at Boroondara Council facilities. This survey was open to all clubs based at Council facilities and 127 responses were received.

Sports represented in this survey were; cricket, tennis, Australian rules football, lawn bowls, soccer, scouts, as well as multiple activity providers and interest groups

The observations and data analysis in this section are limited, due to the low response rate.

#### **Council Facilities Utilised by Community Organisations**

Respondents were asked to indicate the type of facility that the club or organisation operates from. In order, the type of facilities used were:

- » Sports ground/oval (football, cricket, soccer etc)
- » Sports facility - outdoor (tennis, bowls, hockey etc)
- » Scout/Guide hall
- » Sports pavilion (not including sports ground)
- » Community Centre

#### **Programs and Facilities**

Clubs were asked if they had capacity to diversify the programs they offer.

Key findings include:

- » Increasing membership of current programs was the most common response where additional participation could be improved
- » There was also capacity for clubs to provide different classes or programs



- » Many also have the capacity for partnerships with other groups to share facilities and partnerships with other groups to improve facilities

### Issue Statements

Clubs were requested to respond to a series of statements using a five point scale from strongly agree to strongly disagree.

The majority of clubs agreed or strongly agreed that:

- » Social interaction is a key reason why people participate in the activity we provide
- » Recruitment and retention of volunteers is an issue for our club/organisation
- » Sport and recreation facilities should be designed to cater for multiple activities and users

The majority of clubs disagreed or strongly disagreed that:

- » Access to child minding is important to our members/participants

The information collected can inform clubs to tailor approaches to recruit more members with a focus being on the social interaction aspect rather than competition. Difficulties with recruiting and retaining volunteers is an aspect where Council can provide support in the form of club development and capacity building sessions.

The acknowledgement of facilities being multi-use is important in the context of a growing population and finite facilities available for community participation.

### Member Communication and Engagement

Clubs and organisations were asked to identify the most effective methods in attracting new members or participants and keeping them informed. Findings are shown in Table 2.

Table 2: Effective communication methods

	Response Percentage
Word of mouth	97%
Club/organisation website	80%
Social media (Twitter, facebook)	40%
Internet / Google	29%
Letterbox drops	23%
Other sources	17%
Peak body website link	9%
City of Boroondara website link	6%
If other please list	

## 5.5. Facility and activity survey of schools

The principals of all primary and secondary schools in the City of Boroondara were invited to participate in a survey which sought to uncover information on:

- » Activities provided as part of the school curriculum
- » Sport and recreation activities offered to students outside of normal school hours
- » Existing school facilities
- » The potential to making their facilities available for community use

This was open to all 38 primary schools and 23 secondary schools and 15 responses from schools were received.

### Sport and Recreation Facilities

Schools were asked to identify what sport and recreation facilities the school has and also the external facilities that the school relies on to provide school curriculum sport and recreation activities. Key findings include:

- » Majority of the respondent schools had their own external basketball/netball courts

- » Synthetic playing surface(s), indoor sports hall/stadiums were provided at over half of the participating schools
- » Boroondara Council sports grounds were relied on by around 90% of the survey respondents
- » Council's aquatic and leisure centres were relied on by the majority of schools

### Summary

- » Schools within Boroondara utilise Council facilities
- » This may add to the current demand on sports ground across the municipality
- » Many school facilities are available out of school hour's for community use
- » There is an opportunity to review the reciprocal access of facilities between school and Council to provide increased access to sport and recreation opportunities for the community.

## 5.6. Private Activity Providers Survey

This section summarises the results of a survey of private activity providers that operate from non-Council owned facilities. This survey was open to all private activity providers and contact was made with 315 providers. A total of 37 responses were received.

### Facility Types Used

Respondents were asked to indicate the type of facility that they operate from. The top five results are indicated in table 3.

*Table 3: Type of facility used*

<i>Facility</i>	<i>Number</i>
Community Hall	8
Other	6
Community Centre / Neighbourhood House	5
Place of Worship	5
Sports facility - outdoor (golf course, tennis, bowls, hockey etc)	5

### Future Priorities

Respondents were asked to respond to a series of statements relating to future priorities. Statements that were considered a high priority were:

- » Recruiting more members
- » Focus on junior development
- » Facility improvement for existing use

Statements that were considered a medium priority were:

- » Recruiting more members
- » Focus on programs for older adults
- » Inclusion of disability access/programs

### Issues Statements

Responses to a series of statements using a five-point scale from strongly agree to strongly disagree found:

- » The majority of respondents agreed or strongly agreed that social interaction is a key reason why people participate in the activity we provide
- » Almost three-quarter of respondents disagreed or strongly disagreed that access to child minding is important to our members/participants

## 5.7. State Sporting Association survey

This section summarises the results of a survey of State Sporting Associations, especially those with member clubs active in Boroondara. Of the 24 state sporting associations contacted 21 responded.

Emerging trends across the state sporting associations who responded to the survey were identified. These results include:

- A move towards more social / less structured or modified forms of sport (often requiring less time commitment)
- A shortage of volunteers / increasing demands on existing volunteers
- Looking to increase links with schools for participation and also facility use
- Growing female participation rates

### Future priorities

Respondents were asked to provide the strategic vision for the future of their sport with common responses being:

- To develop junior and female participation
- To increase participation and retention
- To provide opportunities for all people to participate
- To provide a range of game/sport formats to encourage junior participation

The results of these surveys provide insight into the trends and directions for the many sports that are participated in across the municipality.

## 6. DIALOGUE CAFÉS & FORUMS

### 6.1. Cafes

Three dialogue cafés were held, involving a broad range of representatives of community and commercial organisations in Boroondara, as well as members of the community. The dialogue cafés were promoted through Council's communications network. A total of 52 people attended the dialogue cafes which were open to all community members to attend.

The process undertaken during the dialogue cafés involved guests sharing their thoughts and opinions on a variety of topics and issues relating to Boroondara regarding sport and recreation.

The following themes came out of the three dialogue cafés.

#### **Sport and recreation in Boroondara over the past 20 years**

The following are observations participants made about sport and recreation in Boroondara over the past 20 years:

- » Tighter regulations and increased reporting requirements for sports clubs
- » Increasing focus on gender equity and encouraging diversity in sport and recreation
- » Higher expectations of facilities
- » Increased use of technology in sport

#### **Sport and recreation in Boroondara today**

The following are observations participants made about sport and recreation in Boroondara today:

- » Plenty of green space

- » Amenities have been improved
- » Sporting club volunteers very stretched administering clubs and teams
- » Greater focus on risk management is expected
- » Increased focus on healthy living

### **Sport and recreation in Boroondara over the next 20 years**

The following are projections that participants made about sport and recreation in Boroondara over the next 20 years:

- » Sport and Recreation will remain an important setting as a community centre / hub that becomes the 'glue' for the community
- » Commercialisation of recreation and sport
- » More paid staff in sport and recreation clubs
- » Increased importance of synthetic surfaces, multi use, sports lighting
- » Decreasing culture of traditional volunteering and challenge in recruiting/retaining volunteers
- » Clubs catering for changing participation preferences and broader target market
  - Time poor
  - Older
  - More diverse

### **Priorities**

Participants identified the following funding and development priorities for Council in relation to sport and recreation:

- » Passive recreation in addition to active recreation/ coexisting
- » Investment in bike / running / walking paths
- » Need to keep Green Zones – big trees, water
- » Street safe areas for children
- » Facilities to become more multipurpose
- » Incorporation of synthetic surfaces
- » Facilities to provide support services e.g. child care
- » Community use of school facilities / partnership with schools
- » Support school children to access opportunities after school without relying on cars for transport
- » Improve communication and better information regarding opportunities in the local area
- » Increasing participation by
  - Females
  - People with a disability
  - People from diverse backgrounds
  - Low income earners

## 6.2. Sports Club Forum

As part of the City of Boroondara Sports Club Workshop on 21 May 2014, a forum was conducted to provide input into the development of the Sport and Recreation Strategy. Over 130 clubs were contacted with 33 clubs being represented at the forum.

### Issues

Forum participants were asked to identify the main issues affecting sport and recreation provision (facilities, programs and services) for the Boroondara community, and identify how the issues could be addressed.

Common issues identified include:

- Access to sportsgrounds given the competing demands from a range of users
- Safety and security
- Costs of running a sports club
- Difficulty in promoting activities to broader community
- Attracting girls and women to participate
- Volunteer recruitment and retention
- Governance and administrative burden on clubs

### Priorities to Improve Sport Provision in Boroondara

Forum participants were asked to identify priorities to improve sport provision in Boroondara. Priorities identified include:

- Actively seek to attract a more diverse range of participants
- Increased lighting of parks, pavilion car parks and walking paths
- Development of synthetic surfaces and multi purpose facilities
- Improved promotion of sports clubs and activities
- Improved partnerships between key stakeholders involved in the provision of sport and recreation

## 7. INTERVIEWS

### 7.1. Stakeholder Engagement Data

Discussions were held with a range of community organisations regarding sport and recreation facilities, programs and services in City of Boroondara in terms of assessment of current provision, current issues, major constraints, priorities for improvements in the future and opportunities for partnerships and linkages.

A summary of common responses is provided below:

*Current sport and recreation provision in Boroondara:*

- High standard sport and recreation facilities
- Community values sport and recreation
- Ample opportunities to be active

*Issues affecting sport and recreation provision in Boroondara:*

- Demand for existing facilities restricts access, particularly at peak times
- Single use facilities
- Difficulty in finding out about opportunities available
- Changing demographics resulting in different sport and recreation needs

- Cost to participate prevents participation by people experiencing disadvantage

*Top priorities to improve sport and recreation provision in Boroondara:*

- Social inclusion and proactively engaging people experiencing disadvantage through appropriate opportunities and targeted marketing
- Improve the availability of information to increase public awareness about the opportunities available

## **7.2. Advisory committee meeting comments**

A number of valuable insights were provided through discussions with Council Advisory Groups and committees. A total of 10 advisory groups and committees provided feedback. Common themes identified are as follows:

- Partnerships are critical for the sustainability and diversity of sport and recreation activities
- Importance of broad range of participation opportunities and participation by people from diverse backgrounds
- Safety can be a major barrier to participation for many people and should be considered in the offering of sport and recreation activities
- Access to information is a significant priority as it is the starting point that enables the community to engage in sport and recreation activities
- Importance of sport and recreation for community connectedness/social capital.