



# SHEPPARTON SPORTS STADIUM

## FUTURE DIRECTION PLAN

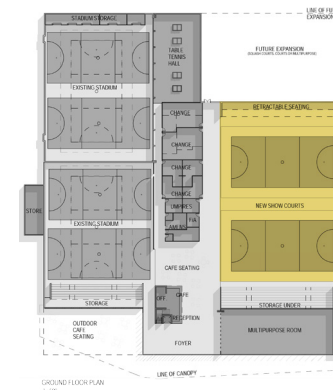
# PROPOSED DEVELOPMENT STAGES

The development of the Shepparton Sports Stadium has been divided into 4 key stages that can occur individually or simultaneously. Each stage provides significant improvement to the facilities and/or amenities offered to our community. The aesthetics and modernisation of the facility will improve greatly throughout each stage. The addition of squash courts can be completed at any time.

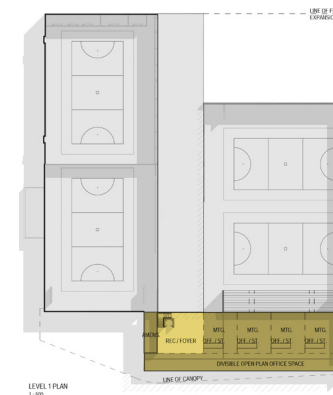
## Completed Development



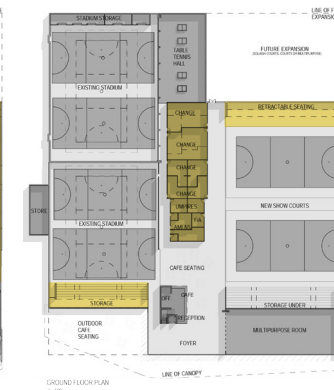
## Stage 1: New Courts/Seating



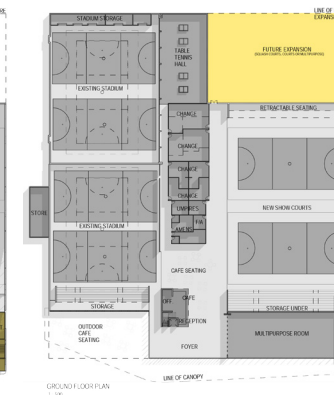
## Stage 4: New Mezzanine



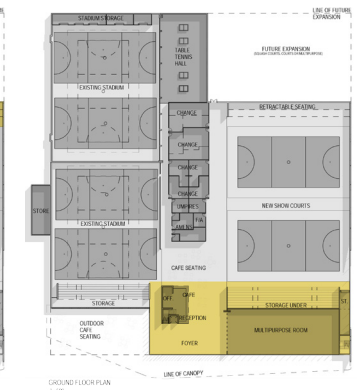
## Stage 2: Amenities/Seating



## Squash (at any time)



## Stage 3: New Multipurpose/ Foyer



## INTRODUCTION

The Shepparton Sports Stadium Future Direction Plan is a visionary document that is dependent on accessing future funding. The proposed development will provide our community with an additional two courts, including a 2000 seat show court and events space, the addition of six new squash courts, new multi-purpose room, new entrance and reception, refurbishment of existing courts and multi-purpose room, refurbished amenities and a new mezzanine sports house and administrative hub.

### Strategic Alignment

The proposed development of the Shepparton Sports Stadium has a strong alignment to key strategic Council documents including the Council Plan 2013-2017, Sport 2050 Strategic Plan and the Greater Shepparton 2030 Strategy. The proposal aims to achieve key objectives of the current Council Plan, primarily:

Objective 3 of Strategic Goal 3 'Economic Prosperity' is to 'Make Greater Shepparton the regional sporting capital of Victoria and a leading sporting destination' and it specifically identifies a strategy to, "develop plans and prepare a feasibility study for the redevelopment of the Shepparton Sports Stadium".

Objective 3 of Strategic Goal 1 'Active and Engaged Communities (Social)' is to 'Ensure that liveability options are always considered in our decision making activities' and aims for Council to '...work with the community in partnership and collaboration, to enable the provision of infrastructure that reflects the needs of the community'.

Objective 4 of Strategic Goal 1 'Active and Engaged Communities (Social)' is to

'Provide sustainable community services to our community' and aims for Council to be committed to 'ensuring that the services provided to our communities reflect the needs and aspirations of the community.

Objective 1 of Strategic Goal 4 'Quality Infrastructure (Built)' is to 'Ensure that the community has access to high quality facilities' and aims for Council to '...continue to provide for the development and maintenance of high quality facilities to enhance the opportunities for community participation in a broad range of activities at both passive and active level'.

### Stadium Background

The Stadium was originally opened in 1972 with two courts and subsequently extended in 1994 with an additional two courts and a multi-purpose area. The Stadium has a diverse range of facilities including: four basketball courts, a multi-purpose room, café and a 400 seat grandstand. The facility can also be configured to accommodate badminton courts (16), netball courts (4), table tennis tables (6) and volleyball courts (3).

In 2012-13 the Stadium had 165,097

visitations from the three key associations the Greater Shepparton Basketball Association, Shepparton Badminton Association and Shepparton Table Tennis Association, other user groups and hirers including Junior Stadium Netball, Premier Soccer, school use, sporting club use, Stadium programs and private hirers and providers.

In addition to the acknowledgement of the need to re-develop the Stadium as identified in the Council plans and strategies outlined above, the need for development is well supported by existing associations and user groups.

### Association and Program Members

Estimated membership numbers for the key associations who utilise the Shepparton Sports Stadium are as follows (as at September 2012):

- Greater Shepparton Basketball Association (juniors): 628 members with 39% of these female.
- Greater Shepparton Basketball Association (seniors): 334 members with 20% of these female.
- Junior Development Programs (Aussie Hoops, Mini Minton, Aussie Net): 50 child visits per week with

60% of these by females.

- Shepparton Badminton Association (juniors): 120 visits per week with 60% of these by females.
- Shepparton Badminton Association (seniors): 140 visits per week with 40% of these by females.
- Junior Stadium Netball: 100 visits per week with all of these being females.
- Shepparton Table Tennis Association: 42 seniors and 18 junior with 20% of these female.
- Senior Futsal: 60 visits per week with all of these by males.

In addition to hosting these associations, the Stadium also runs a variety of programs. The estimated numbers of participants and gender are as follows:

- Older Adult Programs: 115 visits per week with 90% of these by females.
- Social Netball: 90 visits per week with 87% of these by females.





## PROPOSAL RATIONALE

The Stadium development will provide User Groups with the opportunity for growth, and better meet demand during peak competition and program times. The total project investment of \$18.4 million is estimated to provide an increase in new visitation to Greater Shepparton of 23,000 visitors per annum, generating \$5.7 million in new spending annually for the local economy and an estimated investment payback period of 3-4 years. Further, the building has had no major upgrade in 20 years and the majority of the facility is 40 years old. While appearing to be structurally sound, the Stadium is aesthetically tired and requires upgrading to meet the expectations of current users and visitors.

All current Stadium users have suggested with expansion there is genuine scope for their activities to grow. This is especially true for basketball and also netball who have strongly indicated the need to develop a number of co-located compliant indoor netball courts within the city.

The sport of squash, which has strong participation and currently hosts a number of significant events, is currently located in a private building which is in poor condition and provides an uncertain future for the association.

The Shepparton Sports Stadium in addition to supporting local sports, has also hosted a number and variety of regional, state and even national events that not only enhance the operations and reputation of the Stadium, but importantly contribute significantly to the overall event-based tourism for Greater Shepparton. Development of the facility would assist in attracting events of a similar and higher quality.

The Council's Performing Arts personnel identified that there is no performing arts type venue with capacity of 1,500 or more people and that the provision of such would likely support the attraction of a number of higher profile attractions to the city.

In comparison with other significant regional cities including Bendigo, Ballarat, Geelong and Wagga Wagga the Shepparton Stadium provides less court space in one venue, does not have a modern show court and does not provide associated support infrastructure.

The Stadium is also identified in the Greater Shepparton Municipal Emergency Management Plan as an Emergency Relief Centre with the capacity to sleep up to 1,500 people making it the largest of the Relief Centre's identified and therefore likely to be required in major emergencies by both Greater Shepparton and the broader region.

An estimated increase of 23,000 visitors to Greater Shepparton generating \$5.7 million annually would support the local economy and employment sector. The Project Benefit Cost Ratio is estimated at 3.5:1 with an investment payback period of 3-4 years.



## BENEFITS

In implementing the identified upgrades it is projected that the stadium would gain additional visitation of around 40,000 people each year without the provision of squash courts, or around 50,000 if squash courts were provided. These increases are projected to generate up to an additional \$100,000 per annum in operating revenue and an additional \$70,000 in operational expenditure, therefore providing a net positive annual return or reduction in current operating subsidy of around \$30,000 per annum or \$300,000 over a 10-year period.

An independent economic and social assessment of the proposed project identified the following significant benefits:

### Sporting Demand

This demand analysis confirms a significant uplift in stadium usage will be generated through the upgrade and expansion of facilities at Shepparton Sports Stadium, as identified in the Feasibility Study.

Of particular importance in an economic sense is the increased ability of many sporting organisations (including major users such as basketball, badminton and netball) to attract new National and State events to Shepparton due to the high quality and increased capacity of the redeveloped facility.

The redevelopment will also enable sports such as squash, racquetball and futsal to be based at the Sports Stadium, while Valley Sports will be better positioned to increase sports training programs to meet community demand.

### Non-Sporting Demand

The redevelopment of the Shepparton Sports Stadium will enable the facility to become the municipality's largest venue in terms of fixed seating and exhibition floorspace. Additionally, the high quality of infrastructure and flexibility of spaces

provided will open new or expanded opportunities in a number of areas including:

- Performing arts – large-scale concerts, circus events, SheppARTon Festival, etc.
- Exhibitions and conferences – including major events requiring significant exhibition floorspace.
- Community events – including information days, town meetings and other community gatherings requiring a large indoor capacity.

### Economic Impact

Economic benefits from the redevelopment of Shepparton Sports Stadium include:

- Project investment of \$18.4 million.
- Construction employment of 260 Full-time Equivalent (FTE) jobs, of which 155 FTE jobs are estimated to be filled by local construction workers over the construction phase.
- Net increase in permanent employment associated with the operation of the redeveloped stadium of 17.5 FTE jobs, including an estimated 10.5 FTE new jobs located at the facility.

- Increase in new visitation to Greater Shepparton of 23,000 visitors per annum, generating \$5.7 million in new spending annually for the local economy. This spending will support approximately 110 FTE ongoing jobs, of which an estimated 75 FTE jobs would be supported locally.
- Increased marketing exposure for Greater Shepparton through the hosting of sporting events, concerts and conferences.
- Reduction in Council's operational subsidy for the facility of \$30,000 per annum.
- Increase of 100 volunteers associated with sporting and other activities, representing an equivalent economic value of \$415,000 per annum.
- Project Benefit Cost Ratio of 3.5:1 and an investment payback period of 3-4 years.

### Social Impact

Social benefits from the redevelopment of Shepparton Sports Stadium include:

- Increased participation in sports activities by Greater Shepparton residents, which is estimated at an

additional 50,000 persons per annum on full development, including greater participation from disadvantaged groups.

- 100 new volunteers associated with activities at the Stadium, providing benefits to the community and individual volunteers.
- Contribution to improved community health outcomes by generating new opportunities for community participation in sporting and recreational activities.





## DEVELOPMENT STAGES: COSTS AND VISITATIONS

The development of the Shepparton Sports Stadium requires significant investment in all stages to provide enhanced opportunities for our community to participate in indoor sport. Table 1.0 provides a summary of the identified redevelopment options including staging and costing estimate as provided by quantity surveyors Trevormain. Table 2.0 provides key attendance projections for each component of the potential redevelopment based on current Shepparton Sports Stadium participation and industry benchmarks. The table outlines a summary of the projected attendances associated with each component and stage.

**Table 1.0 Development Stages and Estimated Costs**

Stage	Description	Estimated Cost	Cumulative Cost
1	Additional two courts, including show court, fixed seating for 500 spectators and refurbished spectator amenities.	\$5,876,000	\$5,876,000
2	Refurbishment of existing facility amenities. Retractable seating for 1,500 spectators and compliance of existing courts for netball.	\$4,144,000	\$10,020,000
3	Reception refurbishment and new multi-purpose room.	\$3,621,000	\$13,641,000
4	Mezzanine sports house and administrative hub.	\$3,391,000	\$17,032,000
Squash	Six squash courts (can be developed at any stage)	\$1,381,000	
<b>Total</b>	Includes all components	<b>\$18,413,000</b>	



**Table 2.0 Projected Visitations**

Area	Attendances (per annum)	Associated Stage
Court Attendances	27,622	Stage 1
Sporting and Special Events	7,500	Stage 2
Multi-Purpose Room	3,000	Stage 3
Office Space	4,160	Stage 4
Squash Attendances	9,000	"B Stages"
<b>Total Annual Increase In Attendances</b>	<b>51,282</b>	



## QUESTIONS OR ADDITIONAL INFORMATION

### Shepparton Sports Stadium Future Direction Plan

Greater Shepparton City Council has adopted the Shepparton Sports Stadium Future Direction Plan as a visionary document that is dependent on accessing future funding. The plan will assist in guiding the future development of the Shepparton Sports Stadium.

If you have any questions and/or require additional information, please contact Council's Team Leader Leisure Facilities on (03) 5832 9700.



