



# GREATER SHEPPARTON WHOLE OF SPORT PLAN CRICKET



<b>Contents</b>	<b>Page No.</b>
1. Introduction	3
2. Cricket in Shepparton	3
3. Strategic Context	4
4. Community and Participation Profile	6
4.1. Demographic Characteristics	6
4.2. General Sport and Recreation Participation Trends	7
4.3. Cricket Participations Trends	7
4.4. Implications for Cricket in Greater Shepparton	8
5. Consultation Outcomes	9
5.1. Committees and Governance	10
5.2. Changing Participation	10
5.3. Criteria for Prioritising Infrastructure	10
5.4. Consultation with Cricket Victoria	11
6. Cricket Facilities in Greater Shepparton	12
6.1. Facilities for the Future	14
7. Planning for the Future	15
8. Implementation Plan 2017 – 2022	17
Attachment A: Detailed Review of Past Planning	20
Attachment B: Detailed Demographic Analysis	27
Attachment C: Detailed Participations Trends	49
Attachment D: Detailed Outcomes from Consultation	60
Attachment E: Distribution Maps – Population & Facilities	68
Attachment F: Facility Summary	72

## 1. Introduction

This Whole of Sport Plan for Cricket has been developed to provide Greater Shepparton City Council with a vision for supporting cricket at a local and regional level, and to guide the development of improved facilities that will meet current and future community need.

The Plan considers the needs and expectations of the local cricket community, the vision Cricket Victoria has for the future of cricket and the role cricket plays in helping Council to achieve its priority of improving liveability through social and recreational opportunities.

The process of developing the Whole of Sport Plan for Cricket has included four distinct steps:

1. **Reviewing key planning documents** to understand the strategic priorities of Greater Shepparton City Council, Cricket Shepparton and Cricket Victoria
2. An **assessment of the demographic characteristics** of the Greater Shepparton community, general sport and recreation trends, along with cricket participation rates and trends
3. **Consultation** with Cricket Victoria, Cricket Shepparton and local cricket clubs
4. An **audit** of the existing cricket facilities within the Greater Shepparton municipality.

The information gathered through this research has been used to:

- **Develop guiding principles** to assist Council in making decisions and establishing priorities for the development of cricket infrastructure
- **Analyse local participation demand**, including latent demand and to identify opportunities for increasing cricket participation
- **To identify issues and opportunities** associated with linkages, connections and partnerships.

## 2. Cricket in Shepparton

The Shepparton Cricket Association was formed in 1922 and had 8 teams all competing on grounds with matting wickets. Previous to this the cricket competition was made up of mainly church sides.

Today Cricket Shepparton has an Executive of up to 10 members including President, Secretary, Treasurer, Directors of Senior Cricket, Junior Cricket, Representative Cricket, Umpires and Female Cricket as well as Committee members.

During the 2016/2017 season Cricket Shepparton had 17 Senior Clubs and 14 Junior Clubs fielding 49 Senior Teams over 5 Grades and 41 Junior Teams also over 5 Grades.

In general all Senior Grades play a Home and Away season made up of One & Two Day games as well as two standalone T20 Blast Competitions, one for A & B Grade teams, one for Lower Grade teams.

Junior Grades also play One & Two Day games during the Home and Away season and each Grade has its own T20 Blast Competition.

### 3. Strategic Context

In planning for Cricket in Greater Shepparton it is important to understand previous planning completed by Council and Cricket Victoria to ensure the Whole of Sport Plan reflects and responds to existing Council priorities and the broader context for cricket in this region, and Victoria as a whole.

Strategies and plans reviewed include:

- Greater Shepparton Council Plan 2013 – 2017
- Greater Shepparton Municipal Health and Wellbeing Action Plan
- Greater Shepparton Sport 2050 Strategic Plan
- Cricket Victoria Strategic Plan 2015 – 2017
- Common Ground: A Unified Plan for Victorian Cricket Facilities Development 2014
- The Future of Australian Sport, Australian Sports Commission 2013.

A review of key strategic documents prepared by Council has identified that Council has a clear focus upon building an active and engaged community. Improved liveability is essential to this and will be achieved through building community capacity, providing quality community infrastructure and focusing on social inclusion.

Specific priorities Council has that are relevant to the Whole of Sport Plan include:

- Developing Shepparton as the regional sporting capital of Victoria
- Valuing and supporting the economic and tourism benefits that come from attracting regional, interstate and intrastate sporting events
- Investing in sporting facilities, particularly where
  - participation is maximised,
  - strong partnerships are formed and maintained,
  - multiuse and a community hub approach will be implemented, and
  - facilities are not used exclusively by clubs.

A review of the key strategic documents prepared by Cricket Victoria has identified five key aims which closely align with Cricket Australia's strategic plan, and have some clear connectivity to Council's priorities for its community in relation to participation and resourcing. The five aims of Cricket Victoria are:

1. Grow and diversify cricket's fan base in Victoria
2. Produce the best teams, players, competitions, coaches and officials in Australia

3. Increase participation substantially and inspire the next generation of Victoria players, fans and volunteers
4. Work as one team across Victoria and Australian Cricket by providing world class leadership and management to deliver the strategy
5. Grow investment in Victorian cricket and allocate resources to deliver the strategy.

These aims, along with Council's strategic priorities provide an important framework for identifying the future vision and direction for cricket in Greater Shepparton.

More detailed information about each of the planning documents reviewed can be found in Attachment A.

## 4. Community and Participation Profile

### 4.1 Demographic Characteristics

Located approximately 180 kilometres north of Melbourne, Greater Shepparton covers over 2,400 square kilometres. Shepparton is the major town centre with a series of smaller townships and rural land making up the remainder of the municipality.

Consistent population growth is a feature of Greater Shepparton, with the population projected to increase from 60,442 in 2011 to 83,782 by 2036, however the location of the growth will be variable. The Shepparton Urban Centre is projected to account for over 75 percent of all population growth between 2016 to 2036, with an average annual increase of 1.7 percent. The rural areas will also experience growth, but this is much more variable with those areas located closer to the Urban Centre projected to experience reasonably significant levels of growth, whereas those further away will experience minimal or very modest growth.

While there is some evidence the population will age between 2016 and 2036, this will be minimal with one third of the population aged between 0 and 24 years, while those aged 60 years and over will account for less than one quarter of the population. This, combined with consistent population growth (the number of people aged 0 – 24 years will increase by nearly 5,000 people between 2016 and 2036), suggests that demand for sport and recreation opportunities in Greater Shepparton will likely increase. This demand will be strongest in the Urban Centre where the age profile of the community is younger, and where the most significant levels of population growth are projected.

There are however, a number of other factors that impact upon the demand for sport and recreation opportunities, and influence an individual's capacity to participate. These include education and income levels, and the ethnicity and cultural background of the population. Participation rates are generally lower where household income and education levels are low. In addition, people born in non-English speaking countries and people from an indigenous background are less likely to participate in traditional sport and recreation pursuits such as cricket.

Greater Shepparton is characterised by:

- Declining household incomes
- Low but increasing education levels
- High and increasing levels of ethnicity, and
- A significant Aboriginal and Torres Strait Islander population.

These factors suggest that intervention may be required to support some members of the community to participate in sport and recreation activities, particularly to overcome barriers such as cost, lack of knowledge about the benefits of participating in sport and recreation pursuits and cultural barriers.

See Attachment B for more detailed information about the demographic profile of Greater Shepparton.

## **4.2 General Sport and Recreation Participation Trends**

In the last two decades there have been significant changes in the leisure and recreation interests of the broader Australian community and in the types of leisure and recreation opportunities available to the broader community. Generally, these changes have been driven by overall higher education levels, changed work and business hours, greater community affluence, a willingness to pay for high standard experiences, insurance and litigation issues, the changed cultural mix of the community, greater expectations of quality and professional service, a greater awareness of the benefits of recreational involvement, and the ageing of the population.

There has been an increasing shift towards participation in non-competitive activities rather than traditional formal sports, and increased demand for more flexible and diverse leisure pursuits rather than a commitment to a small number of activities. This has resulted in declining participation in some traditional team and small group sports such as tennis and lawn bowls, and a move towards non-competitive but active pursuits such as walking, fitness / gym classes, running and cycling. The highest rates of participation for people aged 15 and over are for walking, followed by gym / fitness activities. Others with high rates of participation include swimming, cycling and running, all of which are predominantly undertaken as non-organised activities. This pattern reflects broader changes in work and leisure trends which has seen a greater demand and uptake of activities offering flexibility about when people can participate in them. By its very nature, organised sport is limited in its ability to offer flexible participation options.

Overall, participation in sport and recreation activities is occurring across a wider period of the day and week, with a major move to week day evening sports participation. There is also far greater diversity and variety in the recreation opportunities available, and a growing trend for families to share recreational activities or to pursue related activities at one venue rather than pursuing a wide range of different activities.

Other key participation trends to understand are that participation rates for children are typically higher than for adults, particularly in organised sport. This means that in communities with high proportions of people aged between 0 and 25 years, the rates of participation are likely to be higher. Conversely participation in physical activity declines as people age, although the rates of participation for people aged 65 years and over have generally been increasing.

## **4.3 Cricket Participation Trends**

Consistent with general sport and recreation participation trends, participation in cricket has been declining over the past decade and this is evident in Greater Shepparton, with 9 of the 12 clubs who completed a survey as part of developing the Whole of Sport Plan indicating that declining participation is a key limitation for their club.

A key area of growth for cricket is female participation. Cricket is a sport which has traditionally appealed to males and it is only in recent years that female participation has been actively encouraged and pursued. This is evident in recent data which shows in Australia in 2011/2012 the

participation rate for males was 3 percent compared with 0 percent for females. In 2013/2014, evidence of female participation emerged with a participation rate of 0.1 percent compared with 2.3 percent for males. While the data available about female participation is minimal, anecdotal information suggests that a significant increase in participation by females has occurred over the past two years, and Cricket Victoria expects this growth will continue.

See Attachment C for more detailed information about the participation trends for both physical activity and cricket participation.

#### **4.4 Implications for Cricket in Greater Shepparton**

1. The declining levels of participation in organised cricket will be a challenge. On the positive side the increasing population and the consistently large proportions of children and young adults will provide a strong population base to draw participants from. However, the high levels of cultural diversity, low incomes in the community and the trend towards non-competitive and non-organised sport and recreation activities, also present some challenges. Programming and community development responses which reduce barriers to participation are likely to be more critical than new or redeveloped infrastructure. Clarifying Council's role in supporting local clubs and Cricket Shepparton to increase participation will be a key part of this Whole of Sport Plan.
2. Due to the aging population there may be some demand from older members of the population seeking opportunities to remain active and involved in their local community. However, their interest is more likely to be in non-organised and less structured recreation pursuits, requiring cricket clubs and Cricket Shepparton to explore opportunities to cater for this demand e.g. veteran's social cricket.
3. With very low rates of participation in cricket by females, particularly in Greater Shepparton, an opportunity exists to identify strategies which will fundamentally improve participation by females, especially given the interest generated by the introduction of the Women's Big Bash League. Potentially there is a role for Council to support Cricket Shepparton in educating clubs about the value of female participation to their club and the wider community, and through strengthening the capacity of local clubs to support female participation.
4. A similar opportunity exists to increase participation amongst culturally diverse communities in Greater Shepparton, and there is support for this amongst a number of the clubs. Some clubs already actively encourage participation by people from culturally diverse backgrounds while others are unclear about how to create an environment which will encourage their participation.
5. Strategies are needed to retain junior participants as they transition into the senior grades. This could mean cricket is played in a shorter version during the week as young adults become 'time poor' and are unable to or unwilling to devote 4 - 5 hours of their Saturday afternoon to play organised cricket due to work commitments or a greater emphasis on family commitments.



## Teams in the Cricket Shepparton Competitions over the last four seasons:

	2016/2017	2015/2016	2014/2015	2013/2014
A Grade	10	10	10	11
B Grade	12	11	11	12
C Grade	10	10	10	12
D Grade	9	13	9	10
E Grade	9	7	8	5
Total Seniors	50	51	48	50
U/16 A	10	6	11	6
U/16 B	0	6	0	6
U/14 A	6	7	6	8
U/14 B	6	6	8	7
U12/A	10	10	8	9
U12/B	9	8	11	9
Total Juniors	41	43	44	45
<b>Grand Total</b>	<b>91</b>	<b>94</b>	<b>92</b>	<b>95</b>

## 5. Consultation Outcomes

To ensure the Whole of Sport Plan for Cricket considers a wide range of issues and opportunities, consultation was conducted with the Cricket Victoria (CV), Cricket Shepparton and the cricket clubs in the City of Greater Shepparton. Council has worked closely with CV on this project and they have shared information collected for their Cricket Facility Audit program.

All cricket clubs based in Greater Shepparton were invited to complete a short online survey, and participate in a workshop discussion. There was an excellent response from the clubs with 12 of the 15 clubs completing the survey and 9 clubs participating in the workshop.

Key areas explored were:

- The governance arrangements and capacity of committees within clubs
- The challenge of maintaining and increasing participation
- Developing a criterion to guide decision making about infrastructure priorities for cricket.

## 5.1 Committees and Governance

Many of the clubs view the capacity and make up of their committees along with their governance arrangements as a strength. Key reasons for this are:

- The clubs have a good mix of people involved in the committee including retired players, current players, youth and non-players
- The clubs have a subcommittee structure which encourages more participation, and shares the decision making, responsibility and workload
- Active participation in decision making by all players, is encouraged
- Clubs take an active role in tapping people on the shoulder to encourage individuals to step into administrative and leadership roles.

A number of ideas were identified by the clubs to strengthen the capacity of their committees and approach to governance including:

- Committees empowering members to get involved, especially younger members and giving them specific tasks rather than a role on the committee
- Ensuring that Cricket Shepparton and Cricket Victoria have a focus on all grades of cricket rather than just those clubs playing in higher grades
- Help in grant writing and pursuing funding opportunities
- Focus on mentoring junior participants to become future leaders and administrators of the club.

## 5.2 Changing Participation

Many of the clubs are experiencing difficulties with declining or stagnating participation, particularly junior participation, youth and young adults. Key reasons this is occurring include players leaving the area for work or tertiary education, changing demands about work life balance and the time people have available for recreation, and clubs competing with each other for players.

Ideas identified by the clubs to help increase participation included:

- Continuing with the Milo In2Cricket Program. It is very effective and allows clubs to build a wide participation pyramid helping to strengthen the club through all ages and stages
- Conduct Come and Try Days and School Holiday programs
- Offering matches at varying times and days of the week, as well as the traditional times and days
- Continue to pursue increased participation by females and people from culturally diverse backgrounds.

## 5.3 Criteria for Prioritising Infrastructure Works

Every club has different priorities for improvements or changes to the facilities they use depending upon the condition of facilities and their plans for the future. The workshop concentrated on

identifying what clubs believe should be included in a criterion to prioritise improvements or changes to cricket infrastructure. Key criteria identified included:

- Encouraging and supporting multipurpose facilities. This is consistent with the guiding principles outlined in the Greater Shepparton Sport 2050 Plan
- Recognising the importance and value of sporting infrastructure in strengthening local communities, especially in smaller rural communities
- Providing a baseline of facilities for all clubs e.g.: usable, safe, presentable and attractive for participants.

See Attachment C for more detailed information from the consultation with clubs.

#### **5.4 Consultation with Cricket Victoria**

Council have worked closely with Cricket Victoria on this project. A number of meetings were held between the two parties and information was shared. The following priorities were identified by Cricket Victoria as being important for cricket's future in the Greater Shepparton area:

- Growing participation especially in the areas of females, multi-cultural communities, indigenous communities and juniors
- Centralised administration support for the clubs
- Strategic plans for each club
- Feasibility study for a Regional cricket facility

## 6. Cricket Facilities in Greater Shepparton

Understanding the quantity, quality and location of the sporting infrastructure that supports cricket is a key to clarifying the existing conditions for cricket in Greater Shepparton and helping to plan for infrastructure that will strengthen cricket participation opportunities.

Cricket Victoria commenced an Audit of cricket venues in Greater Shepparton in late 2016. An initial draft has been prepared and has provided baseline information about the location and condition of cricket infrastructure in Greater Shepparton. It is important to understand this audit is yet to be finalised, and Council will continue to work with Cricket Victoria to ensure the audit provides a comprehensive and accurate reflection of cricket infrastructure in the municipality.

### What Cricket Infrastructure Does Shepparton Have

With just over 90 registered teams and 31 sites available to support cricket, Greater Shepparton is generally well positioned in relation to the quantity of sportsgrounds available for cricket. Over half the sites are owned and / or managed by Council providing Council with substantial capacity to influence the infrastructure available to support cricket participation. Of the sites currently used for cricket:

- 15 are located on Council land. Of these 7 are managed by Council and 8 through a committee of management appointed by Council
- 13 sites are located on Department of Education land, with one managed by Council through a memorandum of understanding (MOU) which requires community use of the ground.
- 12 of the Department of Education land sites are suitable to be used for junior cricket only.
- 3 are located on Crown Land managed by the Department of Environment, Land, Water and Planning.

Other key information available about the sites where cricket is played includes:

- 14 sites have cricket nets for training (9 of these are Council owned / managed)
- 11 sites have basic training lights and a further 2 have lighting suitable to support regional or premier level cricket
- 13 sites have club rooms or change facilities connected to the ground.

These sites are predominantly owned or managed by Council. Those sites owned by Department of Education have no support infrastructure, with the one exception being the site managed by Council. Of the sites managed by the Department of Environment, Land, Water and Planning 2 have training lights and 1 has cricket nets.

### Where is the Infrastructure Located

The sportsgrounds used for cricket in Greater Shepparton are located fairly evenly across rural and urban areas (see Map 1 in attachment E). Just under half the sites (14 of 31) are located in the urban area of Greater Shepparton and the remainder are located in rural townships. This is interesting

when you consider that over 60 percent of the population live in the urban centre of Greater Shepparton and suggests that there may be an argument to reduce the number of sites in rural areas, however, this fails to recognise the critical role of sportsgrounds and associated infrastructure in rural townships. They are often described as the heart of the community incorporating additional infrastructure such as netball or tennis courts, or a playground. These places provide an important space for rural communities to come together and participate in community life.

Map 1 in Attachment E shows the location and distribution of cricket grounds with an overlay of the present population. Map 2 indicates the population growth expected in the next 20 years. This information shows that there are enough facilities provided for cricket especially in the Urban Centre area given that many primary school (Department of Education) facilities are used for junior cricket. Should cricket at the local level continue to be played and hosted in a traditional manner, for example on Saturdays, during the summer period, many facilities will continue to be underutilised. Consolidation of cricket facilities may need to be considered if this remains the case.

### Multi Use Infrastructure

In total 16 grounds used for cricket in Greater Shepparton are also used for other sports, with AFL the most common co-user. There is a long history of AFL and Cricket sharing facilities throughout Australia, reflecting the general assumption that AFL is played in winter and Cricket is played in summer. In recent years, this assumption has increasingly been tested with cricket competitions now being played across all times of the year, and AFL seeking longer / earlier preseason training periods. This is and will continue to be a challenge for Council and other providers of sportsground infrastructure.

### The Quality of the Infrastructure

While Greater Shepparton is generally well positioned in relation to the number of sites available to support cricket, the quality of the infrastructure is variable. According to data prepared by Council:

- 8 sites have the capacity to cater for matches up to A grade and a further 2 sites can support premier or regional cricket competitions. These are all grounds owned and/or managed by Council.
- None of the sites owned and managed by the Department of Education and the Department of Land, Water and Planning have been fully assessed and their condition remains unclear.

While the purpose of the Whole of Sport Plan has not been to identify infrastructure priorities for specific sites, consultation with local cricket clubs has provided some understanding of infrastructure issues and opportunities for clubs. As noted in section 5 each club has different priorities for improvements or changes to the facilities they use depending upon the condition of facilities and their plans for the future. A key aspect of discussions with the local clubs and Cricket Shepparton has been to explore developing criteria to guide decision making about infrastructure priorities. This is outlined in the following section.

Please see Attachment G for a summary of the cricket facilities in the Greater Shepparton.

## **6.1 Facilities into the Future**

To support and grow participation it is important that cricket clubs and associations have access to the right facilities in the right locations. Reflecting on both Council's existing priorities and commitment to sporting infrastructure and the priority areas identified by local cricket clubs, the following criteria is proposed for investing in infrastructure to support cricket:

- **Maximised participation:** Particularly for participation by females, multi-cultural communities, older adults and junior.
- **Multiuse facilities:** Clubs who work with other sports and the wider community to improve infrastructure will be supported. Council will actively seek opportunities to partner with Department of Education and DELWP to improve infrastructure where multi-use outcomes can be achieved that include cricket.
- **Sporting infrastructure that meets community need:** Council will actively support the development of infrastructure in the right location and of the right standard for the community it serves.
- **A baseline of facilities:** Sites that support cricket will have a baseline of facilities that are usable, safe, presentable and attractive for participants.

These criteria are also consistent with the strategic direction and priorities of Cricket Victoria and Cricket Australia particularly the Australian Cricket Club and Association Strategic Framework 2015-2018 and Cricket Victoria Strategic Plan 2015-2017.

Cricket Australia have put together a document *Community Cricket Facility Guidelines* to provide a consolidated resource of community cricket facility planning, development, management and maintenance information for use by community, government and other stakeholders.

## 7. Planning for the Future

In developing the Whole of Sport Plan for Cricket, three themes have been identified for planning for the future of cricket in Greater Shepparton. These are:

- Participation
- Infrastructure
- Capacity Building.

### Participation

Declining or stagnating participation is a key issue for cricket clubs in Greater Shepparton and this is impacting upon the viability of clubs in relation to player numbers, volunteers and financial sustainability. There is however, significant opportunity to grow cricket participation in Greater Shepparton, with an increasing population and state-wide growth in participation by females and multicultural communities, along with an increasing number of older adults looking for opportunities to remain fit and active as they age.

**Strategic Direction:** Provide inclusive, accessible and welcoming playing environments that will support increased participation in cricket.

Focus Area 1:	Implement the Junior Cricket Pathway Program developed by Cricket Victoria.
---------------	---

Focus Area 2:	Identify initiatives to support increased local participation in cricket.
---------------	---

### Infrastructure

Overall Greater Shepparton is well positioned in relation to the quantity of facilities available to support cricket, and has reasonable capacity to influence infrastructure outcomes for senior cricket because it owns and manages most of the sites used for senior competitions. By contrast, Council's capacity to influence infrastructure outcomes for junior cricket is more limited with the majority of these grounds owned and managed by the Department of Education and Training.

How the local community experiences cricket is significantly impacted by the quality of facilities and amenities available. It is vital that cricket clubs and associations, Cricket Victoria and Council have initiatives in place that support the provision and maintenance of facilities that support the growth and evolution of cricket participation in the region.

**Strategic Direction:** Provide access to facilities of the right type and the right quality in the right locations to support and grow cricket participation.

Focus Area 3:	Implement facility improvements based on the criteria for prioritising infrastructure works outlined in this plan.
Focus Area 4:	Assess the feasibility of developing a regional cricket facility in Greater Shepparton.
Focus Area 5:	Explore opportunities to consolidate cricket facilities and provide higher quality infrastructure in central locations.

### Capacity

Local cricket thrives because of the army of volunteers, administrators, coaches and umpires. The quality of the experience that the individual club provides to its members is often reflected in all aspects of the club. It is vital that cricket attracts, develops and retains talented, passionate people to fill the many volunteer roles that it takes to run a successful cricket club.

**Strategic Direction:** Support volunteers, administrators and clubs in making sure that community cricket is well run, vibrant and relevant.

Focus Area 6:	Explore the opportunity to provide centralised administration support for cricket in the region.
Focus Area 7:	Increase opportunities for cricket clubs in Greater Shepparton to network and explore opportunities to work together more collaboratively.
Focus Area 8:	Strengthen the skill and capacity of local cricket club administrators through the provision of training opportunities.



## 8. Implementation Plan 2017 - 2022

Integral to the Whole of Sport Plan for Cricket is identifying the actions required to deliver on the strategic directions and focus area outlined in chapter seven. The following table identifies the recommended actions including the organisation responsible for leading or implementing the action and the priority for each action. This implementation plan covers the next five years and will be reviewed at the end of that five year period.

The following priority ratings have been applied to the actions:

<b>Priority 1</b>	The highest priority with an anticipated timeframe for implementation of 1-2 years.
<b>Priority 2</b>	A medium level priority with an anticipated timeframe for implementation of 3 - 5 years.
<b>Ongoing</b>	Those actions which are currently being implemented and/or will continue to be implemented on an ongoing basis.

Focus Area	Actions	Priority	Responsibility
Implement the Junior Cricket Pathway Program developed by Cricket Victoria.	Expand delivery of the junior cricket programs Milo in2CRICKET and Milo T20 Blast	Ongoing	Cricket Shepparton Local Cricket Clubs
Identify initiatives to support increased local participation in cricket.	Work with local clubs to expand playing opportunities for girls and women	1	Cricket Victoria Cricket Shepparton Local Cricket Clubs
	Work with local clubs to expand playing opportunities for masters / veterans cricketers		
	Work with the multi-cultural community to provide opportunities for multi-cultural groups		
	Explore options for more flexible scheduling of matches e.g.: weekday evenings and shorter matches		
Implement facility improvements based on the criteria for prioritising infrastructure works outlined in this plan.	Work with local cricket clubs to explore opportunities for facility improvement as funding becomes available.	Ongoing	Council Cricket Shepparton Cricket Victoria
Assess the feasibility of developing a regional cricket facility in Shepparton.	Pursue funding to undertake a Feasibility Study to develop a regional cricket facility in Shepparton	1	Council Cricket Shepparton Cricket Victoria
Explore opportunities to consolidate cricket facilities and provide higher quality infrastructure in central locations.	Clubs to work collaboratively with other clubs, users and schools to ensure that facilities are fully utilised and seek partnerships where possible.	Ongoing	Cricket Victoria Cricket Shepparton Local Cricket Clubs

Focus Area	Actions	Priority	Responsibility
Explore the opportunity to provide centralised administration support for cricket in the region	Investigate the feasibility of Cricket Shepparton having a paid, centralised administration position responsible for day to day administration	2	Cricket Shepparton Cricket Victoria
Increase opportunities for cricket clubs in Greater Shepparton to network and explore opportunities to work together more collaboratively.	Host an annual workshop prior to the commencement of the cricket season to provide an opportunity for the local cricket clubs, Cricket Shepparton and Cricket Victoria to network and collaborative more effectively	1	Council Cricket Shepparton Cricket Victoria
Strengthen the skill and capacity of local cricket club administrators through the provision of training opportunities.	Encourage Clubs to participate in the Council run annual grant and fundraising workshops.	Ongoing	Council
	Delivery of the <i>A Sport for All</i> training program and continued provision and enhancement of MyCricket to support club and association administration	Ongoing	Cricket Shepparton Cricket Victoria

## **Attachment A**

### **1. Strategic Documents**

- 1.1 Greater Shepparton Council Plan 2013-2017**
- 1.2 Municipal Health and Wellbeing Action Plan 2015 - 2016**
- 1.3 Greater Shepparton Sport 2050 Strategic Plan**
- 1.4 Greater Shepparton 2030 Strategy**
- 1.5 Strategy for Victoria Cricket 2015-2017 (Cricket Victoria)**
- 1.6 Common Ground (Cricket Victoria) 2014**
- 1.7 The Future of Australian Sport (ASC) 2013**

#### **1.1 Greater Shepparton Council Plan 2013-2017**

The Council Plan is the key tool Council uses to guide resourcing and determine how Council can achieve the community's vision for the City. It is important to consider this Plan in relation to the Whole of Sport Plan for Cricket because it identifies Council's aspirations for the community and provides the strategic context for Council's decision making. In a new initiative, the Council Plan 'reflects the integration of health and wellbeing matters at a strategic level to strengthen Council's commitment to building a healthier community'. A Municipal Health and Wellbeing Action Plan has been prepared and this is discussed in the below section.

The Council Plan has five strategic goals and these are:

- Active and engaged community: We will improve liveability through social and recreational opportunities, a range of inclusive community services and activities, and valuing our diversity
- Enhancing the environment
- Economic prosperity
- Quality infrastructure
- High performing Organisation.

While all of these goals are important, of greatest relevance to the development of the Whole of Sporting Plan for Cricket are:

- *Active and engaged community:* We will improve liveability through social and recreational opportunities, a range of inclusive community services and activities, and valuing our diversity
- *Economic Prosperity:* We will promote economic growth through working with existing businesses and industries, encouraging new business development and diversification, attracting and supporting education within our city, and strengthening the agricultural industry
- *Quality infrastructure:* We will provide and maintain urban and rural infrastructure to support the development and liveability of our communities.

Key priorities in relation to these goals are:

- *Continue to enhance community capacity building:* We will work with all our communities to assist them to create opportunities whereby the community can develop, implement and sustain actions which allow them to exert greater control over their physical, social, economic and cultural environments
- *Ensure liveability options are always considered in our decision making activities:* Council will work with the community in partnership and collaboration, to enable the provision of infrastructure that reflects the needs of the community
- *Make Greater Shepparton the regional sporting capital of Victoria and a leading sporting destination:* Through ongoing development of high quality sporting infrastructure throughout Greater Shepparton and facilitating the conduct of regional, intrastate, interstate and national sporting events we will become the sporting capital of Victoria
- *Ensure the community has access to high quality facilities:* Council will 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 a passive and active level.

Specific relevant strategies include:

- Pursue opportunities for Greater Shepparton to be the location for major sporting events
- Continue to implement master plans that have been prepared for recreation reserves and sports facilities

- Build partnerships with state bodies to enable Greater Shepparton to be Victoria's leading location for major events.

## 1.2 Greater Shepparton Municipal Health and Wellbeing Action Plan 2015-2016

The Municipal Health and Wellbeing Action Plan identifies specific goals and strategies Council and other lead agencies have committed to in order to improve the health and wellbeing of the Greater Shepparton community. Goals include:

- *Social Environment - Active and engaged communities*: Provide equitable access to health services, increase civic engagement, volunteering and leadership, promote community health and wellbeing, improve health literacy, prevent family violence, in socially inclusive, resilient and supportive community environments
- *Natural Environment – Enhancing the Environment*: Increase smoke free environments, decrease pollution, raise awareness of climate change and promote river health strategies that continue to celebrate the cultural significance of our local heritage and significant landmarks.
- *Economic Environment – Economic Prosperity*: Encourage supportive learning environments and education opportunities, to improve school retention rates, expand retail trading opportunities adding value to local tourism, community events and local business.
- *Built Environment – Quality Infrastructure*: Improve open spaces, urban environments and places to encourage healthy lifestyle choices, social inclusion opportunities, pedestrian mobility and universal access; including safe public amenities
- *Governance and Leadership – High performing organisation*: Encourage cross-sector collaborative partnerships across Greater Shepparton to advocate for improved safety, tourism, refugee settlement services and inclusive workplace improvements'.

### 1.3 Sport 2050 Strategic Plan

Adopted in 2011 the Greater Shepparton Sport 2050 Strategic Plan provides important information about the demographic profile of the community and the implications for the provision of sporting infrastructure and opportunities, examines what Council's role should be in relation to sport, and identifies key principles and strategic directions for sport in Shepparton. It highlights that:

- Increasingly people are moving towards participating in unorganised sport / physical activity and 'pay as you play' sport, resulting in declining club based participation. This change has been driven by aging infrastructure, and changes in volunteering and employment
- The population is increasing and will likely retain a younger age profile, resulting in increased participation in sport. However, key factors that will impact upon the participation rates for sport in Greater Shepparton are cost (particularly for low income households), cultural background (particularly people born overseas), disability and indigenous people
- Council has a key role in providing local and district level facilities, supporting the development of regional sporting facilities as a driver for economic development and tourism in the City, and pursuing partnership opportunities that focus upon supporting participation in sport and funding for sporting infrastructure
- All facilities should be incrementally made accessible to people with a disability, both genders, and people of all cultural backgrounds
- Sports facilities with multiple playing fields/courts and hubbed together with other community facilities will be more viable, and more easily maintained to a higher quality than others
- Shepparton Sports Precinct should primarily cater to the higher levels of competition sport
- It is advantageous for a range of sports to be supported by Council in order to enhance opportunities for the greatest range of the population to find suitable and

enjoyable activities in which to participate. However, Council cannot support all sports equally, and provide infrastructure at all levels of the hierarchy

- Council's investment in sports facilities will give priority to maximising and supporting participation rates
- Smaller sports can share facilities with larger sports
- Sportsgrounds should generally be licensed not leased to ensure sharing and flexibility of use
- If facilities are available to the community and not used exclusively by a club/sport, local or state government should generally share the cost for capital works.

#### **1.4 Greater Shepparton 2030 Strategy**

Council's Greater Shepparton 2030 Strategic document identifies certain objectives such as:

Community Life – To ensure that facilities, services and policies are accessible and inclusive, and appropriate to the sporting and recreation needs of the community. Specifically strategies include:

- Promote a healthy lifestyle and the use of recreation and sporting facilities
- Encourage recreational opportunities on land managed by other agencies
- Encourage parks and facilities to cater for a range of recreational and sporting activities.

#### **1.5 Cricket Victoria Strategic Plan 2015-2017**

Cricket Victoria's 2015-2017 strategic plan, which is in line with Cricket Australia's strategic plan, is focussed on five key aims;

- Grow and diversify cricket's fan base in Victoria
- Produce the best teams, players, competitions, coaches and officials in Australia
- Increase participation substantially and inspire the next generation of Victorian players, fans and volunteers
- Work as one team across Victoria and Australian Cricket by providing world-class leadership and management to deliver our strategy



- Grow investment in Victorian cricket and allocate resources to deliver our strategy.

## **1.6 Common Ground – A Unified Plan for Victorian Cricket Facilities Development – Cricket Victoria 2014**

*Common Ground* has been developed by Cricket Victoria in consultation with its key stakeholders, including local governments, cricket Associations and clubs across the state. The purpose of the plan is to provide direction to facilities development in Victoria and articulate strategies for working together with our partners to deliver facilities that meet current and future needs.

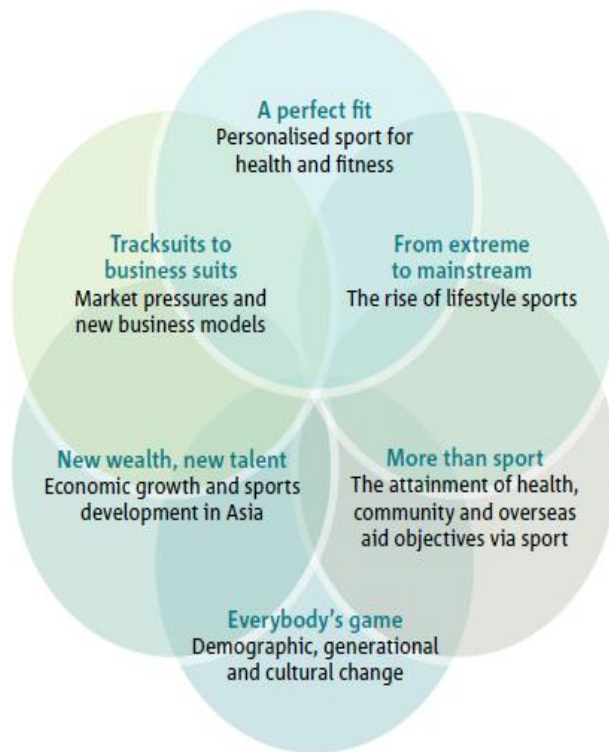
The plan aligns closely to the strategy for Victorian and Australian cricket where key targets exist including:

- Ensuring all cricketers have access to appropriate facilities throughout the season including appropriate cricket facilities in each key growth area
- Protecting and improving cricket's facilities by increasing utilisation and partnering with government and other sports
- Grow investment in the game.

The plan is based on two key principles; collaboration and community value. With over 327,000 participants in the game across clubs, schools and indoor cricket, this plan will underpin facility development over coming years.

## **1.7 The Future of Australian Sport – Australian Sports Commission 2013**

This report by CSIRO for the Australian Sports Commission identifies six megatrends likely to shape the Australian sports sector over the next 30 years. A megatrend represents an important pattern of social, economic or environmental change. Megatrends occur at the intersection of multiple trends and hold potential implications for policy and investment choices being made by community groups, industry and government. The megatrends are shown below in an interlinked and overlapping Venn Diagram. This captures the connection between the different forces potentially shaping the future.



## Attachment B Demographic Profile

Area	Population Size (See Table X for detailed population data)
<b>Greater Shepparton</b>	<p>Consistent population growth is a feature of Greater Shepparton, with the population projected to increase from 63,366 in 2015 to 83,782 by 2036. On average the population will increase by 1.3 percent annually.</p>
<b>Shepparton Urban Centre</b>	<p>Shepparton Urban Centre is projected to account for over 75 percent of all population growth in the City of Greater Shepparton between 2016 and 2036 with an average annual increase of 1.7 percent. However, the location of this growth is expected to vary.</p> <ul style="list-style-type: none"> <li>• In <b>Shepparton North East</b>, the population is projected to almost double between 2016 and 2036 from 5,113 to 9,594.</li> <li>• The next highest growth will occur in <b>Kialla Urban</b> with the population projected to grow by 69 percent from 5,760 to 9,732.</li> <li>• Followed by <b>Shepparton South East</b> where the population is projected to grow by 52 percent from 6,863 to 10,435.</li> <li>• The remaining urban areas including Shepparton Central, Shepparton North Central, and Shepparton North West are all projected to grow more moderately.</li> </ul> <p>Overall, the urban centre accounts for 60 percent (39,398) of Greater Shepparton's population in 2016, and this is projected to increase to 63 percent (53,049) by 2036.</p>
<b>Rural Areas of Shepparton</b>	<p>While all rural areas are projected to experience an increase in the population size, the extent of growth varies across the small areas.</p> <ul style="list-style-type: none"> <li>• <b>Mooroopna</b> is projected to experience the highest growth in actual population, growing from 8,152 in 2016 to 9,906 in 2036, equating to 21.5 percent growth.</li> <li>• <b>Tatura</b> is projected to see the most significant population growth by proportion (26.5 percent) but this will be fewer people than Mooroopna. The population will increase from 4,745 in 2016 to 6,002 in 2036.</li> <li>• <b>Rural North West, Rural East, Rural North, Shepparton Surrounds East</b>, are all projected to experience very minimal growth – in order 3 percent (90 people), 8.7 percent (97 people), 6 percent (108 people) and 3.2 percent (102 people).</li> <li>• <b>Shepparton Surrounds South and Rural South</b> are both projected to experience</li> </ul>

slightly higher but still modest growth – 13.6 percent (235 people) and 8.9 percent (261 people).

	Year						Change 2011 - 2036			Change 2016 - 2036		
	2011	2016	2021	2026	2031	2036	No.	%	Avg Annual Change	No.	%	Avg Annual Change
Greater Shepparton	61,759	66,222	70,790	75,208	79,522	83,782	22,023	35.7%	1.43%	17,560	26.5%	1.3%
Urban Centre	30,293	39,398	43,054	46,470	49,799	53,049	22,756	75.1%	3.00%	13,651	34.6%	1.7%
Kialla Urban	4,878	5,760	6,876	7,967	9,051	9,732	4,854	99.5%	4.0%	3,972	69.0%	3.4%
Mooroopna	7,939	8,152	8,607	9,046	9,460	9,906	1,967	24.8%	1.0%	1,754	21.5%	1.1%
Rural East	1,105	1,110	1,136	1,165	1,187	1,207	102	9.2%	0.4%	97	8.7%	0.4%
Rural North	1,790	1,815	1,842	1,874	1,895	1,923	133	7.4%	0.3%	108	6.0%	0.3%
Rural North West	3,033	2,993	3,008	3,024	3,052	3,083	50	1.6%	0.1%	90	3.0%	0.2%
Rural South	2,733	2,922	2,983	3,049	3,119	3,183	450	16.5%	0.7%	261	8.9%	0.4%
Shepparton Central	2,244	2,478	2,574	2,650	2,726	2,802	558	24.9%	1.0%	324	13.1%	0.7%
Shepparton North Central	5,502	5,713	5,849	5,950	6,041	6,133	631	11.5%	0.5%	420	7.4%	0.4%
Shepparton North East	4,552	5,113	5,867	7,105	8,421	9,594	5,042	110.8%	4.4%	4,481	87.6%	4.4%
Shepparton North West	5,619	6,406	6,971	7,105	7,147	7,191	1,572	28.0%	1.1%	785	12.3%	0.6%

Shepparton South	7,013	7,065	7,143	7,158	7,151	7,161	148	2.1%	0.1%	96	1.4%	0.1%
Shepparton South East	5,882	6,863	7,774	8,534	9,262	10,435	4,553	77.4%	3.1%	3,572	52.0%	2.6%
Shepparton Surrounds East	3,348	3,361	3,359	3,391	3,421	3,468	120	3.6%	0.1%	107	3.2%	0.2%
Shepparton Surrounds South	1,715	1,726	1,753	1,817	1,900	1,961	246	14.3%	0.6%	235	13.6%	0.7%
Tatura	4,405	4,745	5,049	5,373	5,688	6,002	1,597	36.3%	1.5%	1,257	26.5%	1.3%

*Table X.X: Actual and projected population in Greater Shepparton and small areas in 2011, 2016, 2026, 2031 and 2036*

*Source: City of Greater Shepparton Population Forecasts and City of Greater Shepparton Community Profile*

*Available: <http://forecast.id.com.au/shepparton> and <http://profile.id.com.au/shepparton?WebID=240&BMID=20&IBMID=20&BMIndigStatusID=0>*

Area	Population Age Profile (See Table X for more age profile data)
<p><b>Greater Shepparton</b></p>	<p>Based on the 2011 Census data, Greater Shepparton has a younger age profile than regional Victoria with:</p> <ul style="list-style-type: none"> <li>• 34.2 percent of the population aged 0 – 24 years compared to 31.6 percent for regional Victoria, and</li> <li>• 21.2 percent of the population aged 60 plus years compared to 24.2 percent for regional Victoria.</li> </ul> <p>Overall, the age profile of the Greater Shepparton community is projected to remain fairly consistent between 2016 and 2036, but with some evidence the community will age slightly.</p> <ul style="list-style-type: none"> <li>• The proportion of children, young people and young adults aged between 0 and 24 years' is projected to decline from 34.2 percent in 2016 to 32.8 percent by 2036.</li> <li>• The proportion of people aged 60 years and over is projected to increase from 21.2 percent in 2016 to 24.3 percent in 2036.</li> </ul> <p>With regards to those aged between 25 and 59 years, there will be a slight decline in the proportion of people in this aged category between 2016 and 2036 (44.6 percent in 2016 to 42.8 percent in 2036).</p>
<p><b>Shepparton Urban Centre</b></p>	<p>Shepparton Urban Centre is projected to have a younger age profile than Greater Shepparton with a higher proportion of people aged 0 – 24 years and a lower proportion of people aged 60 plus years both in 2016 and 2036.</p> <p>Overall however, the age profile will remain fairly consistent in the Shepparton Urban Centre between 2016 and 2036, but with some evidence the community will age slightly:</p> <ul style="list-style-type: none"> <li>• Children, young people and young adults aged between 0 and 24 years' account for 35.4 percent of the population in 2016 and this is projected to decline slightly to 33.7 percent by 2036.</li> <li>• The proportion of people aged 60 years and over is projected to increase from</li> </ul>

20.1 percent in 2016 to 23.1 percent in 2036.

With regards to those aged between 25 and 59 years, there will be a slight decline from 44.5 percent in 2016 to 43.2 percent in 2036.



## Rural Areas of Shepparton

Projections for the rural areas of Shepparton show greater variability in the age profile compared with Greater Shepparton and the Urban Centre.

**In Mooroopna**, the community already has an older age profile with the proportion of people aged 60 plus accounting for 24.8 percent of the population in 2016 compared with 21.2 for Greater Shepparton. In addition, there is clear evidence the community will continue to age between 2016 and 2036 with the proportion of people aged 0 – 24 years declining from 32.4 percent to 30.6 percent, and the proportion of people aged 60 plus increasing from 24.8 percent to 29.6 percent.

**In Rural East**, the population age profile will remain very consistent between 2016 and 2036 with only minor changes to the proportion of people in various age categories. Currently the proportion of people aged between 0 and 24 years is lower than Greater Shepparton (31 compared with 34.2 percent), but the proportion of those aged 60 plus is almost identical to Greater Shepparton.

**In Rural North**, there are and will be lower proportions of 0 – 25 year olds but also lower proportions of those aged 60 plus compared with Greater Shepparton, however the population will age with those aged 60 plus increasing from 18.3 percent in 2016 to 22.3 percent by 2036.

**Rural North West** will experience the largest decline of all rural areas in the proportion of people aged 25 to 59 years between 2016 and 2036 (45.6 percent to 40.9 percent) and conversely will experience one of the largest increase in the proportion of those aged 60 plus (21.7 to 26.6 percent). These figures demonstrate how the community will age during this time. Interestingly on the proportion of those aged 0 – 24 years will remain almost identical between 2016 and 2036.

**Rural South** currently has and is projected to continue to have low proportions of people aged 0 – 24 years compared with other rural areas and Greater Shepparton as a whole. Interestingly it is projected to be the only rural area to experience an increase in the proportion of people aged 0 – 24 years between 2016 and 2036 (28.6 to 29.4 percent). Conversely it will also see an increase in the proportion of those aged 60 plus rising from 22.7 to 24.5 percent during the same timeframe.

**Shepparton Surrounds East** has relatively high proportions of people aged 0 – 24 years compared with other rural areas in Shepparton, but the same proportion as Greater

Shepparton. This area will experience the largest increase in the proportion of those aged 60 plus (21 to 26.4 percent) between 2016 and 2036, combined with a small decline in the proportion of people aged 0 – 24 years, demonstrating that the community will age during this timeframe.

**Shepparton Surrounds South** has a similar age profile to Shepparton Surrounds East with relatively high proportions of people aged 0 – 24 years compared with other rural areas in Shepparton, but with the same proportion as Greater Shepparton. This area will see an increase in the proportion of 60 plus year olds (21.9 percent in 2016 to 24.3 percent in 2036) and a small decline in the proportion of 0 – 25 year olds from 34.4 to 32.8 percent.

**In Tatura** the age profile will remain fairly consistent between 2016 and 2036 with a slight decline in the proportion of those aged 0 – 24 years (32.3 to 31.6 percent), almost no change in those aged 25 – 59 years (43 to 42.9 percent) and a small increase in those aged 60 plus (24.7 to 25.5).

Area	0 - 24 Years		25 - 59 Years		60 Plus	
	2016	2036	2016	2036	2016	2036
Greater Shepparton	34.2%	32.8%	44.6%	42.8%	21.2%	24.3%
Urban Centre	35.4%	33.7%	44.5%	43.2%	20.1%	23.1%
Mooroopna	32.4%	30.6%	42.8%	39.8%	24.8%	29.6%
Rural East	31.0%	31.5%	48.0%	47.7%	21.1%	20.8%
Rural North	32.6%	31.4%	49.1%	46.3%	18.3%	22.3%
Rural North West	32.7%	32.5%	45.6%	40.9%	21.7%	26.6%
Rural South	28.6%	29.4%	48.6%	46.1%	22.7%	24.5%
Shepparton surrounds East	34.3%	33.0%	44.7%	40.6%	21.0%	26.4%
Shepparton surrounds South	34.4%	32.8%	43.7%	42.9%	21.9%	24.3%

Tatura	32.3%	31.6%	43.0%	42.9%	24.7%	25.5%
--------	-------	-------	-------	-------	-------	-------

*Table X.X: Projected proportion of people aged 0 – 24, 25 – 59 and 60 plus in Greater Shepparton and small areas in 2016 and 2036.*

*Source: City of Greater Shepparton Population Forecasts*

*Available: <http://forecast.id.com.au/shepparton>*

Area	Cultural Background (See Table X for more information about cultural backgrounds)
<p><b>Greater Shepparton</b></p>	<p>Between 2006 and 2011:</p> <ul style="list-style-type: none"> <li>• The proportion of people living in the City of Greater Shepparton who were born overseas increased moderately from 10.8 percent to 13.1 percent</li> <li>• The proportion of people arriving in the last five years' doubled from 13.4 percent to 27 percent.</li> </ul> <p>As a consequence of these changes, the proportion of people from a non-English speaking background also increased (from 7.7 to 9.9 percent).</p> <p>Overall in 2011 Greater Shepparton had notably higher proportions of its community born overseas (13.1 compared with 10.6 percent) and from a non- English speaking background (9.9 compared with 10.6 percent), compared to Regional Victoria.</p> <p>In 2011 Greater Shepparton also had a notably higher proportion of its community identifying as Aboriginal or Torres Strait Islander compared with wider Victoria (3.5 percent compared with 0.6 percent).</p>
<p><b>Shepparton Urban Centre</b></p>	<p>Between 2006 and 2011:</p> <ul style="list-style-type: none"> <li>• The proportion of people living in the Urban Centre of Greater Shepparton who were born overseas, increased notably from 12.4 percent to 16.1 percent. This increase is somewhat higher than the rural areas of Greater Shepparton.</li> <li>• The proportion of people arriving in the last five years' more than doubled from 15.8 percent to 33.2 percent.</li> </ul> <p>As a consequence of these changes, the proportion of people from a non-English speaking background also increased (from 9.4 to 12.8 percent).</p>
<p><b>Rural Areas of Shepparton</b></p>	<p>The proportion of people born overseas or from a non-English speaking background is somewhat lower in the rural areas of Greater Shepparton compared with the urban areas. In addition, there were both increases and decreases in the proportion of people born overseas or from a non-English speaking background in the rural areas between 2006 and 2011. By comparison, the urban areas of Greater Shepparton all experienced increases.</p>

**In Mooroopna**, the proportion of people who were born overseas, *increased marginally* from 8 to 8.8 percent between 2006 and 2011, and the proportion of people from a non-English speaking background increased from 4.4 to 5.1 percent.

**In Rural East**, the proportion of people who were born overseas, *increased* from 4.2 to 5.3 percent between 2006 and 2011, and the proportion of people from a non-English speaking background increased from 1.5 to 2 percent.

**Rural North**, is one of several small rural areas to *see a decline* in the proportion of people who were born overseas from 6.8 to 5.8 percent between 2006 and 2011, while the proportion of people from a non-English speaking background changed only minimally from 2.8 to 2.7 percent.

**In Rural North West**, the proportion of people who were born overseas, *increased* from 9.8 to 10.9 percent between 2006 and 2011. This, along with Rural East was the largest increase of all the rural areas. The proportion of people from a non-English speaking background increased by a lesser amount from 6.1 to 6.9 percent.

**In Rural South**, the proportion of people who were born overseas, *increased* from 8.9 to 9.9 percent between 2006 and 2011, and the proportion of people from a non-English speaking background increased from 5 to 6.6 percent. This was the largest increase for all of the rural areas in Greater Shepparton.

**Shepparton Surrounds East**, experienced the *largest decline* in the proportion of people who were born overseas from 12.6 to 11.4 percent between 2006 and 2011, while the proportion of people from a non-English speaking background changed only minimally from 9.8 to 9.6 percent.

**Shepparton Surrounds South**, experienced a *small decline* in the proportion of people who were born overseas from 5.9 to 5.6 percent between 2006 and 2011. The proportion of people from a non-English speaking background also declined marginally from 2.6 to 2.5 percent.

**Tatura** also experienced a *decline* in the proportion of people who were born overseas from 11.8 to 11.2 percent between 2006 and 2011. The proportion of people from a non-English speaking background also declined marginally from 8.2 to 7.9 percent.

<b>Area</b>	<b>Cultural Background</b>	<b>2006</b>	<b>2011</b>
Greater Shepparton	Born overseas	10.8	13.1
	Non English speaking background	7.7	9.9
	Arrived within the last 5 years	13.4	27
	Identify as Aboriginal or Torres Strait Islander	3.2	3.5
Urban Centre	Born overseas	12.4	16.1
	Non English speaking background	9.4	12.8
	Arrived within the last 5 years	15.8	33.2
Mooroopna	Born overseas	8	8.8
	Non English speaking background	4.4	5.1
	Arrived within the last 5 years	13.5	16.9
Rural East	Born overseas	4.2	5.3
	Non English speaking background	1.5	2
	Arrived within the last 5 years	5.7	22.7
Rural North	Born overseas	6.8	5.8
	Non English speaking background	2.8	2.7
	Arrived within the last 5 years	6.6	1.5
Rural North West	Born overseas	9.8	10.9
	Non English speaking background	6.1	6.9
	Arrived within the last 5 years	4.3	13.7
Rural South	Born overseas	8.9	9.9
	Non English speaking background	5	6.6
	Arrived within the last 5 years	10.8	14.3
Shepparton surrounds East	Born overseas	12.6	11.4
	Non English speaking background	9.8	9.6
	Arrived within the last 5 years	3.1	13.9
Shepparton surrounds South	Born overseas	5.9	5.6

	Non English speaking background	2.6	2.5
	Arrived within the last 5 years	8.3	5.1
Tatura	Born overseas	11.8	11.2
	Non English speaking background	8.2	7.9
	Arrived within the last 5 years	8.1	10.7

*Table X.X: Proportion of people born overseas, from a non-English speaking background, arrived in greater Shepparton the last 5 years, identify as Aboriginal or Torres Strait Islander – City of Greater Shepparton and small areas 2006 – 2011.*

*Source: City of Greater Shepparton Community Profile.*

*Available: <http://profile.id.com.au/shepparton?WebID=240&BMID=20&IBMID=20&BMIndigStatusID=0>*

Area	Education Levels (See Table X for more data about education levels)
<p><b>Greater Shepparton</b></p>	<p>Overall between 2006 and 2011 education levels rose in Greater Shepparton with the proportion of people who completed</p> <ul style="list-style-type: none"> <li>• Year 12 increasing moderately from 29.6 percent to 32.9 percent</li> <li>• Vocational training increasing from 14.6 to 18.6 percent</li> <li>• Completed an advanced diploma or diploma increasing from 5.5 to 6.3 percent</li> <li>• Completed a bachelor or higher degree increasing from 9.9 to 10.5 percent.</li> </ul> <p>Overall Greater Shepparton had lower levels of education attainment in 2011 compared with regional Victoria, with lower proportions of the community completing:</p> <ul style="list-style-type: none"> <li>• Year 12 (32.9 compared with 35.6 percent)</li> <li>• Vocational training (18.6 compared with 20.7)</li> <li>• Advanced diploma or diploma (6.3 compared with 7.2)</li> <li>• Bachelor or higher degree (10.5 compared with 12.5).</li> </ul>
<p><b>Shepparton Urban Centre</b></p>	<p>Education attainment levels are moderately higher in the urban areas of Shepparton compared to Greater Shepparton as a whole. Overall between 2006 and 2011 education levels rose in the urban areas with the proportion of people who completed:</p> <ul style="list-style-type: none"> <li>• Year 12 increasing moderately from 31.1 percent to 34.6 percent</li> <li>• Vocational training increasing from 16.3 to 18.1 percent</li> <li>• Completed an advanced diploma or diploma increasing from 5.4 to 6.4 percent</li> <li>• Completed a bachelor or higher degree increasing from 9.9 to 10.8 percent.</li> </ul>
<p><b>Rural Areas of Shepparton</b></p>	<p>Education attainment levels are quite variable across the rural areas of Greater Shepparton with education levels increasing in some areas between 2006 and 2011 and declining in other areas. There is also variability across the small areas in relation to how education levels compare with Greater Shepparton as a whole.</p> <p><b>In Mooroopna</b>, education levels <i>increased moderately</i> between 2006 and 2011 across all areas of education attainment, but:</p> <ul style="list-style-type: none"> <li>• Completion rates for year 12 remained somewhat lower than Greater Shepparton in 2011 (28.6 percent compared with 32.9 percent)</li> <li>• Attainment of a bachelor or higher degree was somewhat lower than Greater</li> </ul>



Shepparton (6.4 compared with 10.5 percent)

- Attainment of an advanced diploma or diploma is slightly lower than Greater Shepparton (6 compared with 6.3 percent).

In contrast, vocational training levels are higher in Mooroopna compared with Greater Shepparton.

**In Rural East** in 2011, completion rates for year 12 were somewhat higher than Greater Shepparton at 37.3 percent (compared with 32.9 percent) but they declined notably from 40.8 to 37.3 between 2006 and 2011. In contrast, education attainment levels for vocational training, advanced diploma or diploma and bachelor or higher degree all increased over the same timeframe and were higher than Greater Shepparton as a whole.

**In Rural North**, overall *education attainment levels increased* between 2006 and 2011. But education attainment levels were lower for year 12 completion (30.7 compared with 32.9) and bachelor or higher degree (10.2 compared with 10.5) compared with Greater Shepparton. They were notably higher for vocational training (23.6 compared with 18.6 percent for Greater Shepparton) and slightly higher for advanced diploma or diploma (7.3 compared with 6.3 percent for Greater Shepparton).

**In Rural North West**, *education attainment levels increased* between 2006 and 2011 but overall they remained lower than Greater Shepparton.

- Year 12 completion increased from 26.1 to 28.8 percent but the rate for Greater Shepparton in 2011 was 32.9 percent.
- Vocational training increased from 15.1 to 18 percent but the rate for Greater Shepparton in 2011 was 18.6 percent.
- Advanced diploma or diploma increased from 5.2 to 5.8 percent but the rate for Greater Shepparton in 2011 was 6.3 percent.
- Bachelor or higher degree increased from 5.9 to 7.3 percent but the rate for Greater Shepparton in 2011 was 10.5 percent.

**In Rural South**, year 12 completion rates declined from 29.6 percent in 2006 to 28.8 percent in 2011. This was also somewhat lower than the year 12 completion rate for Greater Shepparton (32.9 percent). All other education attainment levels increased:

- Vocational training from 17.7 to 21.5 percent. This is higher than Greater

Shepparton in 2011 (18.6 percent).

- Advanced diploma or diploma from 5 to 5.9 percent. This is lower than Greater Shepparton in 2011 (6.3 percent).
- Bachelor or higher degree from 7.8 to 8.5 percent. This is lower than Greater Shepparton in 2011 (10.5 percent).

**In Shepparton Surrounds East**, overall *education attainment levels increased* between 2006 and 2011 but with slightly lower levels of year twelve completion compared to Greater Shepparton (32.3 compared with 32.9), for advance diploma or diploma (5.9 compared with 6.3) and bachelor or higher degree (8.5 compared with 10.5). By contrast the attainment level for vocational training was somewhat higher than Greater Shepparton (21.5 compared with 18.6 percent).

**In Shepparton Surrounds South**, there was a mix of increasing and decreasing education levels between 2006 and 2011. Increases occurred in year 12 completion (35 percent increasing to 36.5 percent) and vocational training (16.6 percent increasing to 19.5 percent). Small decreases occurred in attainment levels for advanced diploma or diploma (5 percent declining to 4.7 percent) and bachelor or higher degree (9.2 percent declining to 8.3 percent). There was also some variability in education attainment levels compared with Greater Shepparton with higher year 12 completion rates and vocational training rates in Shepparton Surrounds South compared to Greater Shepparton but lower levels of attainment for bachelor and higher degree and advanced diploma or diploma.

**Tatura** overall experienced an increase in education attainment levels between 2006 and 2011 plus it had very similar levels of educational attainment to Greater Shepparton in 2011.

<b>Area</b>	<b>Education Attainment</b>	<b>2006</b>	<b>2011</b>
Greater Shepparton	Completed Year 12 or Equivalent	29.6	32.9
	Vocational Training	14.6	18.6
	Advanced Diploma or Diploma	5.5	6.3
	Bachelor or Higher Degree	9.9	10.5
Urban Centre	Completed Year 12 or Equivalent	31.1	34.6
	Vocational Training	16.3	18.1
	Advanced Diploma or Diploma	5.4	6.4
	Bachelor or Higher Degree	9.9	10.8
Mooroopna	Completed Year 12 or Equivalent	25.6	28.6
	Vocational Training	17.9	20.7
	Advanced Diploma or Diploma	5.3	6
	Bachelor or Higher Degree	6	6.4
Rural East	Completed Year 12 or Equivalent	40.8	37.3
	Vocational Training	19	20.4
	Advanced Diploma or Diploma	7	8.5
	Bachelor or Higher Degree	12	12.6
Rural North	Completed Year 12 or Equivalent	30	30.7
	Vocational Training	19.3	23.6
	Advanced Diploma or Diploma	4.5	7.3
	Bachelor or Higher Degree	9.6	10.2
Rural North West	Completed Year 12 or Equivalent	26.1	28.8
	Vocational Training	15.1	18
	Advanced Diploma or Diploma	5.2	5.8
	Bachelor or Higher Degree	5.9	7.3
Rural South	Completed Year 12 or Equivalent	29.6	28.8
	Vocational Training	17.7	21.5
	Advanced Diploma or Diploma	5	5.9

	Bachelor or Higher Degree	7.8	8.5
Shepparton surrounds East	Completed Year 12 or Equivalent	28.9	32.3
	Vocational Training	17.7	21.5
	Advanced Diploma or Diploma	5	5.9
	Bachelor or Higher Degree	7.8	8.5
Shepparton surrounds South	Completed Year 12 or Equivalent	35	36.5
	Vocational Training	16.6	19.5
	Advanced Diploma or Diploma	5	4.7
	Bachelor or Higher Degree	9.2	8.3
Tatura	Completed Year 12 or Equivalent	27.4	31.3
	Vocational Training	14.6	18.2
	Advanced Diploma or Diploma	5.5	6.2
	Bachelor or Higher Degree	9.9	10

Table X.X: Education attainment levels City of Greater Shepparton and small areas 2006 – 2011.

Source: City of Greater Shepparton Community Profile.

Available: <http://profile.id.com.au/shepparton?WebID=240&BMID=20&IBMID=20&BMIndiqStatusID=0>

Area	Household Income (See Table X for more culture and ethnicity data)
<b>Greater Shepparton</b>	<p>Between 2006 and 2011 in Greater Shepparton, the proportion of households in the lowest quartile for household income increased slightly from 28.6 percent to 30.2 percent. There was also a slight increase in those in the medium lowest quartile (28.2 to 29.7 percent). Overall, this was generally consistent with regional Victoria (32 percent lowest quartile and 29 percent medium lowest quartile).</p> <p>The most significant change between 2006 and 2011 was the proportion of households in the medium highest quartile increasing from 16.5 percent to 24.8 percent. The 2011 figure was much more consistent with the Regional Victoria figure of 23.5 percent.</p> <p>The proportion of households in the highest quartile declined from 17.1 percent to 15.4 percent. The proportion of households in this quartile in regional Victoria in 2011 was</p>

very similar at 15.6 percent.

**Shepparton  
Urban Centre**

The urban centre of Shepparton had a very similar household income profile to Greater Shepparton in 2011, with only minor differences between the two. Between 2006 and 2011 there was similarity in the change in household incomes for the urban areas of Shepparton compared with Greater Shepparton, particularly for the lowest, medium lowest and highest quartiles, but there was much less change in the medium highest quartile. For urban Shepparton there was a small decrease from 25.2 percent to 24 percent whereas for Greater Shepparton the change was much larger (from 16.5 percent to 24.8 percent). This information indicates that overall household incomes in the urban areas of Shepparton have remained more stable than Greater Shepparton.

**Rural Areas of  
Shepparton**

There is variability across the small areas in relation to household incomes. Some areas have notably higher proportions of households in the lowest and medium lowest quartiles compared with Greater Shepparton, while others have notably lower proportions in these quartiles.

**In Mooroopna** at 2011, there were notably higher proportions of households in the lowest and medium lowest income quartiles compared with Greater Shepparton. Plus, there was an increase in the proportion of households in these quartiles between 2006 and 2011. This suggests the Mooroopna community is likely to have less capacity to pay to access sport and recreation options.

**In Rural East** in 2011, there were notably lower proportions of households in the lowest and medium lowest income quartiles compared with Greater Shepparton. Plus, there was a notable decrease in the proportion of households in these quartiles between 2006 and 2011. This suggests the Rural East community is likely to have more capacity to pay to access sport and recreation options.

**In Rural North** in 2011, there were notably lower proportions of households in the lowest and medium lowest income quartiles compared with Greater Shepparton. However, there was an increase in the proportion of households in these quartiles between 2006 and 2011. This suggests the Rural North community is likely to have good capacity to pay to access sport and recreation options, but this has declined.

**In Rural North West**, the proportion of households in the lowest and medium lowest income quartiles was generally consistent with Greater Shepparton in 2011. However,

there was an increase in the proportion of households in these quartiles between 2006 and 2011. This suggests the Rural North West community is likely to have reasonable capacity to pay to access sport and recreation options, but this has declined.

**In Rural South** in 2011, the proportion of households in the lowest and medium lowest income quartiles was generally consistent with Greater Shepparton, and changed very little between 2006 and 2011. This suggests the Rural South community is likely to have reasonable capacity to pay to access sport and recreation options.

**In Shepparton Surrounds East** in 2011, there were notably lower proportions of households in the lowest and medium lowest income quartiles compared with Greater Shepparton. However, there was an increase in the proportion of households in these quartiles between 2006 and 2011. This suggests the Shepparton Surrounds East community is likely to have good capacity to pay to access sport and recreation options, but this has declined.

**In Shepparton Surrounds South** in 2011, there were significantly lower proportions of households in the lowest and medium lowest income quartiles compared with Greater Shepparton. However, there was an increase in the proportion of households in these quartiles between 2006 and 2011. This suggests the Shepparton Surrounds South community is likely to have good capacity to pay to access sport and recreation options, but this has declined.

**In Tatura** in 2011, the proportion of households in the lowest and medium lowest income quartiles was generally consistent with Greater Shepparton. However, there was a small increase in the proportion of households in these quartiles between 2006 and 2011. This suggests the Tatura community is likely to have reasonable capacity to pay to access sport and recreation options, but this has declined.

		2006	2011
Greater Shepparton	Lowest Quartile	28.2	30.2
	Medium Lowest Quartile	28.2	29.7
	Medium Highest Quartile	16.5	24.8
	Highest Quartile	17.1	15.4

Urban Centre	Lowest Quartile	29	30.8
	Medium Lowest Quartile	28.6	29.3
	Medium Highest Quartile	25.2	24
	Highest Quartile	17.2	15.9
Mooroopna	Lowest Quartile	31	36.2
	Medium Lowest Quartile	30	32.1
	Medium Highest Quartile	26.8	22.3
	Highest Quartile	12.2	9.4
Rural East	Lowest Quartile	21.4	20.9
	Medium Lowest Quartile	28.3	29
	Medium Highest Quartile	27.2	31.4
	Highest Quartile	23.2	18.7
Rural North	Lowest Quartile	17.5	21.5
	Medium Lowest Quartile	27.3	28.6
	Medium Highest Quartile	31.7	31.9
	Highest Quartile	23.5	18
Rural North West	Lowest Quartile	26.8	31.4
	Medium Lowest Quartile	29.2	29
	Medium Highest Quartile	28.8	26.2
	Highest Quartile	15.1	13.3
Rural South	Lowest Quartile	30.8	28.1
	Medium Lowest Quartile	28.5	31.7
	Medium Highest Quartile	27	23.2
	Highest Quartile	13.7	17.1
Shepparton surrounds East	Lowest Quartile	20.3	21.8
	Medium Lowest Quartile	23	27.1
	Medium Highest Quartile	31.7	28.8
	Highest Quartile	24.9	22.3

Shepparton South	surrounds	Lowest Quartile	13.3	17.1
		Medium Lowest Quartile	22.8	26.6
		Medium Highest Quartile	34	28.1
		Highest Quartile	29.8	28.2
Tatura		Lowest Quartile	30	31.2
		Medium Lowest Quartile	27.5	29.6
		Medium Highest Quartile	25.8	24
		Highest Quartile	16.7	15.2

*Table X.X: Household Income Quartiles City of Greater Shepparton and small areas 2006 – 2011.*

*Source: City of Greater Shepparton Community Profile.*

*Available: <http://profile.id.com.au/shepparton?WebID=240&BMID=20&IBMID=20&BMIndiqStatusID=0>*



## Attachment C

### Participation Trends for Cricket

#### Trends in Leisure and Recreation Pursuits

In the last two decades there have been significant changes in the leisure and recreation interests of the community and in the types of leisure and recreation opportunities available to the community. These changes have been driven by higher education levels, changed work and business hours, greater community affluence, a willingness to pay for high standard experiences, insurance and litigation issues, the changed cultural mix of the community, greater expectations of quality and professional service, a greater awareness of the benefits of recreational involvement, and the ageing of the population.

There has been an increasing shift towards participation in non-competitive and passive activities rather than traditional formal sports, and increased demand for more flexible and diverse leisure pursuits rather than a commitment to a small number of activities. This has resulted in declining participation in some traditional team and small group sports such as tennis and lawn bowls, and a move towards non-competitive but active pursuits such as walking, fitness / gym classes, running and cycling.

Overall participation in sport and recreation activities is occurring across a wider period of the day and week, with a major move to week day evening sports participation. There is also far greater diversity and variety in the recreation opportunities available and a growing trend for families to share recreational activities or to pursue related activities at one venue rather than pursuing a wide range of different activities.

To assist in developing a greater understanding of how participation in exercise, recreation and sport is changing, the *Standing Committee on Sport and Recreation – Participation in Exercise, Recreation and Sport Annual Report* (ERASS) - 2001, 2004, 2008 and 2010 has been examined. While the ERASS survey was last completed in 2010, it provides valuable comparative data across a ten-year period. This information is complimented with data from the Australian Bureau of Statistics (ABS) about

participation in sport and recreation activities. It is important to note there is some variation in the two sets of data and while not directly comparable, combined they provide a good indication of general participation patterns.

### **General Participation Trends**

Overall participation in physical activity in Victoria increased between 2001 and 2010, and this pattern was generally consistent with participation rates across Australia. However more recent ABS data suggests that participation rates declined between 2011 and 2014 i.e.: from 65 percent to 60.2 percent for Australia and 66.1 to 60.9 in Victoria.

Declining participation is also clearly evident as people age. For example, in Victoria in 2010, 90.2 percent of 15 – 24 year olds participated in some form of physical activity. By comparison, the participation rate for those aged 65 years and over was only 73.1 percent. While the total participation figures from the ABS are somewhat different from the ERASS data, they also follow the same pattern of declining participation as people age i.e.: the participation rate in Australia for those aged 15 – 17 years in 2013/2014 was 73.8 percent, while for those aged 65 plus it was only 46.6 percent. Despite this, there is also evidence that participation in exercise, sport and recreation by older adults has grown. In 2001 the participation rate in Victoria for those aged 65 years or more was 61.1 percent compared with 73.1 percent in 2010. While it is important to note the more recent ABS data suggests that participation rates declined between 2011 and 2014 for people aged 65 plus, the information should be used with some caution as only two sets of data are provided over a small timeframe.

Another important factor to be aware of is that participation rates for children are higher than for adults. For example, 2012 and 2013/2014 ABS data indicates the participation rate in organised sport and physical activity for 9 – 11 year olds was 66.4 percent (2012), whereas for 15 – 24 year olds it was 42.7 percent (2013 – 2014).

A key participation trend to understand is the significantly higher rates of participation in non-organised physical activity (70.8 percent in Australia in 2010) compared to organised physical activity (40 percent in Australia in 2010). This participation trend is also evident in the data about the sport and recreation activities people participate in. The highest rates of participation in any sport and

recreation activity for people aged 15 and over are walking, followed by gym / fitness activities. This is consistent across both the ERASS and ABS data. Other activities in the top 10 – 15 are swimming, cycling and running, all of which are predominantly undertaken as non-organised activities. Organised sporting activities in the top 10 – 15 for people aged 15 and over are tennis, outdoor soccer, netball, basketball and cricket.

Regardless of gender, for children the highest rates of participation in organised activities are soccer, followed by swimming. Also in the top ten for both genders are tennis, basketball, martial arts and athletics. The rates of participation then vary somewhat between genders across activities. For example, the rates of participation in netball and dancing are high for girls, whereas for boys, participation is high for Australian Rules Football, cricket and rugby league.

Other key participation trends include:

- Generally higher rates of participation for males compared to females in all age categories.
- Notably lower rates of participation for those not in the workforce, and for those living in households where a language other than English is spoken.
- Increasing rates of participation as education levels rise.

### **Participation Trends for Cricket**

According to the ERASS data, between 2001 and 2010:

- **Participation in Cricket** *increased* in Victoria and across Australia (the participation rate in Victoria increased from 2.6 percent to 3.5 percent and across Australia, from 2.7 percent to 3.2 percent). However, more recent ABS data shows a decline in participation for cricket, with adult male participation in Australia declining from 3 percent in 2011/2012 to 2.3 percent in 2013/2014. This decline is also evident for children (5 – 14 years) with ABS data showing that participation by boys in organised cricket in Australia was 10.1 percent in 2006, declining to 8.6 percent in 2012. No data was available from the ABS about female participation either for adults or children.

Another key trend to understand is the rates of organised versus non organised participation.

- Participation in organised cricket decreased between 2008 and 2010. In 2008 the participation rate for organised cricket was 3.5 percent whereas in 2010 it was 2.6 percent. The rate of participation in non-organised cricket also decline from 1.5 percent in 2008 to the 1 percent in 2010.

The final trend to understand is the rates of male and female participation in cricket.

- Cricket is a sport which has traditionally appealed to males and it is only in recent years that female participation has been actively encouraged and pursued. This is evident in the ABS data which shows in 2011/2012 the participation rate for males in Australia was 3 percent and for females was 0. In 2013/2014, evidence of female participation emerged with a participation rate of 0.1 percent compared with 2.3 percent for males. More recent data will be required from Cricket Victoria and Cricket Australia to show the impact of initiatives such as T20 Blast, the increasing number of all female competitions and the Women's Big Bash League.

## Total participation in exercise, recreation and sport for Victoria and Australia 2001 - 2010

Age	2001		2004		2008		2010	
	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %
15 – 24	87.1	88.8	91.5	91.7	90.5	90.1	90.2	87.7
25 – 34	82.8	85.3	87.8	85.4	85.6	86.1	86.6	86.1
35 – 44	82.6	80.6	85.3	84	85.7	85.9	86	85.1
45 – 54	75.8	75.4	85.7	81.9	82.9	82.9	82.7	82.1
55 – 64	68	70.2	79.5	79.1	81.3	80.4	79.9	78.7
65 plus	61.1	60.1	77.6	71.6	72.8	73.4	73.1	72.2
<b>Total</b>	<b>77.4</b>	<b>77.8</b>	<b>85.1</b>	<b>82.8</b>	<b>83.4</b>	<b>83.4</b>	<b>83.4</b>	<b>82.3</b>

Source ERASS Annual Report 2001, 2004, 2008 and 2010

Available: <http://www.ausport.gov.au/information/casro/ERASS>

## Total participation in sport and physical recreation Victoria and Australia 2011-2012 and 2013-2014

Age	2011 - 2012		2013 - 2014	
	Victoria %	Australia %	Victoria %	Australia %
15 - 17		78	72.6	73.8
18 - 24		71.6	64.1	67.2
25 - 34		70.2	64.0	63.9
35 - 44		68.7	68.4	64.6
45 - 54		63.4	62.3	61.4
55 - 64		62.6	57.1	55.6

65 plus		50.4	46.1	46.6
<b>Total</b>	<b>66.1</b>	<b>65</b>	<b>60.9</b>	<b>60.2</b>

Source Australian Bureau of Statistics:

*Sport and Physical Recreation: A Statistical Overview, Australia, 2012 and Participation in Sport and Physical Recreation, Australia, 2013-2014. Available:*

[http://search.abs.gov.au/s/search.html?query=sport+and+recreation+participation&collection=abs&form=simple&profile=\\_default\\_preview](http://search.abs.gov.au/s/search.html?query=sport+and+recreation+participation&collection=abs&form=simple&profile=_default_preview)

## Total participation in sport and physical recreation by gender in Australia 2011-2012 and 2013-2014

Age	2011 - 2012		2013 - 2014	
	Male	Female	Male	Female
15 - 17	85.1	70.3	72.8	74.8
18 - 24	76.2	66.8	67.7	67.0
25 - 34	70	70.4	67.3	60.6
35 - 44	69.6	67.7	63.3	66.1
45 - 54	61.4	65.3	61.9	60.8
55 - 64	61.8	63.5	54.5	56.4
65 plus	52.9	48.1	48.3	44.8
<b>Total</b>	<b>66.2</b>	<b>63.8</b>	<b>61.0</b>	<b>59.4</b>

Source Australian Bureau of Statistics:

*Sport and Physical Recreation: A Statistical Overview, Australia, 2012 and Participation in Sport and Physical Recreation, Australia, 2013-2014. Available:*

[http://search.abs.gov.au/s/search.html?query=sport+and+recreation+participation&collection=abs&form=simple&profile=default\\_preview](http://search.abs.gov.au/s/search.html?query=sport+and+recreation+participation&collection=abs&form=simple&profile=default_preview)

## Participation in selected exercise, recreation and sport in Victoria and Australia (organised and non-organised) 2001 - 2010

Activity	2001		2004		2008		2010	
	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %	Victoria %	Australia %
Walking	27.5	28.8	39.9	39.0	38.8	39.2	36.6	35.9
Aerobics/fitness	14.8	13.0	21.2	17.1	24.2	23.5	24.7	23.5
Swimming	13.7	16.0	16.5	16.5	13.2	14.5	13.5	13.0
Cycling	12.1	9.5	11.6	10.5	13.8	11.6	12.7	11.9

Running	7.8	7.2	9.3	8.3	10.1	9.9	12.7	10.6
Golf	9.3	8.2	8.6	7.9	7.6	7.1	7.3	6.7
Tennis	9.2	9.2	9.2	8.4	7.2	6.8	6.8	6.0
Bushwalking	4.1	5.3	4.7	5.2	5.7	6.4	4.6	4.8
Soccer (outdoor)	3.1	3.7	2.6	4.2	3.4	5.2	3.5	4.8
Netball	4.4	4.1	4.0	3.6	4.9	3.9	3.8	3.7
Cricket (outdoor)	2.6	2.7	3.6	3.1	4.6	3.5	3.5	3.2

*Source ERASS Annual Report 2001, 2004, 2008 and 2010*



### Participation in Selected Sporting Activities - Australia (15 plus years of age)

Activity	2011 - 2012		2013 - 2014		
	Male	Female	Male	Female	Total
Walking	16.5	30.4	13.6	24.7	19.2
Fitness/Gym	15.1	19.1	15.9	18.9	17.4
Swimming	7.5	8	5	7.6	6.4
Cycling / BMX	9.8	5.4	8.5	4	6.2
Running	8.7	6.4	8.1	6.7	7.4
Golf	8.2		6.6	1.4	4
Tennis	4.9	3.4	3.4	2.7	3
Bushwalking		2.4	1.4	1.7	1.5
Soccer (outdoor)	4.1		3.5	1.3	2.4
Netball		4.5	0.3	4.1	2.2
Basketball	2.8		3.1	1.3	2.2
Cricket (outdoor)	3		2.3	0.1*	1.2
Australian Rules Football			2.3	0.1*	1.2

\* estimate has a relative standard error of 25 - 50% and should be used with caution.

Source: Australian Bureau of Statistics, *Sport and Physical Recreation: A Statistical Overview, Australia, 2012 and Participation in Sport and Physical Recreation, Australia, 2013-2014*. Available:

[http://search.abs.gov.au/s/search.html?query=sport+and+recreation+participation&collection=abs&form=simple&profile=default\\_preview](http://search.abs.gov.au/s/search.html?query=sport+and+recreation+participation&collection=abs&form=simple&profile=default_preview)

### Participation in top 10 Organised Sports in Australia - Children (5 - 14 years)

Activity	2006		2009		2012	
	Male	Female	Male	Female	Male	Female
Soccer (outdoor)	19.6	6.4	21.7	6.5	21.7	6.5
Swimming / Diving	16.5	18.2	16.5	18.9	16.5	18.9
Australian Rules Football	13.8		14.9		14.9	
Basketball	7.4	5.7	9.2	6.6	9.2	6.6
Cricket (outdoor)	10.1		8.6		8.6	
Tennis	8	6.6	8.4	6.3	8.4	6.3
Martial Arts	6.1	2.9	7.8	3.7	7.8	3.7
Rugby League	7.9		7.5		7.5	
Rugby Union	3.9		4		4	
Dancing	2.4	23.1	3.5		3.5	
Athletics, track and Field	2.6	3.2	3.2	3.1	3.2	3.1
Netball		17.3		16.2		16.2
Gymnastics				8.1		8.1
Horse riding / Equestrian		2.8		2		2
Hockey		2.2		2		2

Source: Australian Bureau of Statistics, *Sport and Physical Recreation: A Statistical Overview, Australia, 2012 and Participation in Sport and Physical Recreation, Australia, 2013-2014*. Available:

[http://search.abs.gov.au/s/search.html?query=sport+and+recreation+participation&collection=abs&form=simple&profile=default\\_preview](http://search.abs.gov.au/s/search.html?query=sport+and+recreation+participation&collection=abs&form=simple&profile=default_preview)

### Participation in Organised Sport and Physical Activity in Australia

	2012	2013 - 2014

Age	Male	Female	Total	Male	Female	Total
5 - 8 years	61.4	50.1	55.9			
9 - 11 years	73.3	59	66.4			
12 - 14 years	66.3	52.9	59.8			
15 - 24 years				41.9	42.7	42.7
25 - 34 years				30.9	27.8	29.1
35 - 44 years				24.2	25.9	25.1
45 - 54 years				22.3	19.9	21.1
55 - 64 years				17.0	17.6	17.6
65 plus years				17.5	16.4	17.1
<b>Total</b>				<b>26.1</b>	<b>25</b>	<b>25.6</b>

Source Australian Bureau of Statistics:

*Sport and Physical Recreation: A Statistical Overview, Australia, 2012 and Participation in Sport and Physical Recreation, Australia, 2013-2014.* Available:

[http://search.abs.gov.au/s/search.html?query=sport+and+recreation+participation&collection=abs&form=simple&profile=\\_default\\_preview](http://search.abs.gov.au/s/search.html?query=sport+and+recreation+participation&collection=abs&form=simple&profile=_default_preview)

## Attachment D

### Notes from Workshop with Cricket Clubs

---

#### 1.0 Introduction

As part of developing the Whole of Sport Plan for Cricket, the cricket clubs in the City of Greater Shepparton were invited to complete a short online survey and participate in a workshop discussion with Council officers on Tuesday 6 September 2016. There was an excellent response from the clubs with 12 of the 15 clubs completing the survey, and 9 participating in the workshop, many with multiple representatives attending.

The clubs who completed the survey were:

Central Park St Brendan's Cricket Club	Toolamba Cricket Club
Dookie Cricket Club	Undera Cricket Club
Mooroopna Cricket Club	Old Students Cricket Club
Murchison Cricket Club	Katandra Cricket Club
Northerners Cricket Club	Karramomous Cricket Club
Shepparton and Youth Club United Cricket Club	Tatura Cricket Club

The clubs who participated in the workshop were:

Central Park St Brendan's Cricket Club	Toolamba Cricket Club
Dookie Cricket Club	Undera Cricket Club
Mooroopna Cricket Club	Pine Lodge Cricket Club
Murchison Cricket Club	Northerners Cricket Club
Shepparton and Youth Club United Cricket Club	

This document provides the notes from the workshop along with a summary of the key information gathered from the survey of clubs.

## 2.0 Notes from Workshop

The workshop with the cricket clubs was held on Tuesday 6 September 2016. The focus of the workshop was twofold. The first was on informing the clubs about the process for developing the Whole of Sport Plan and sharing some of the findings from the research completed to date, including the results from the survey. The second focus was on exploring in more detail some of the information gathered through the survey, in particular:

- The governance arrangements and capacity of committees within clubs
- The challenge of maintaining and increasing participation
- Developing a criterion to guide decision making for infrastructure priorities for cricket.

### 2.1 Governance and Club Committees

The survey results suggest that clubs see the makeup and capacity of their committees and the governance arrangements as a strength. The discussion centred on identifying why this was a strength and what else could be done to strengthen these areas further.

#### Reasons why committees and governance arrangements are a strength

- The committee has a mix of people involved – retired players, current players, youth and non-players. Having a diversity of opinions, skills and experience is critical.
- Subcommittee structures helps to encourage participation, share decision making, responsibility and the workload. Participation in subcommittees by non-committee members is also encouraged.
- Active participation is encouraged for all players, not just the committee members.
- Tapping people on the shoulder to encourage them to step into administrative and leadership roles in the club has been a key strategy for identifying good people.
- Balancing the number of people on committees. If they are too big, then they become unwieldy but if they are too small then the load is carried by only a small number of people.
- Meeting dates are set and the details are made available for everyone.
- Where a club has a history of good governance then this places them in a strong position for maintaining strong governance arrangements.
- Where clubs have a focus on planning for the future. This has been particularly important for a couple of smaller clubs facing challenging circumstances including declining player numbers, and poor financial management.

- Clubs taking a stand on bad behaviour and not tolerating it on or off the field. Setting a good example in all parts of the club, especially if clubs want to encourage junior participation.
- Having a clear set of policies and procedures to guide decision making.

### **Ideas for strengthening the capacity of committees and approach to governance**

- Committees empowering members to get involved, especially younger members and giving them specific tasks rather than a role on the committee (which can scare people off).
- Workshop sessions like tonight help to improve the capacity of committees.
- Help in grant writing and pursuing funding opportunities.
- Ensuring that Cricket Shepparton and Cricket Victoria have a focus on all grades of cricket rather than just those clubs playing in higher grades.
- Clubs would like to know exactly what Cricket Shepparton's role is and how they can help the clubs.
- To develop a promotion and media strategy with relevant stakeholders, including Cricket Shepparton, Council, Cricket Vic, major events.....to increase the profile of the sport, attract interest in playing and volunteering.
- Developing a better understanding of the role of Cricket Victoria. Currently the clubs have little or no interaction with Cricket Victoria and do not understand their role or the support they can provide.
- Encouraging clubs to work together.
- Working more closely with bodies such as Northern Rivers. Northern Rivers is the name of the region that Cricket Shepparton falls into. There are eight metropolitan and eight country regions that are represented in every pathway program meaning players can participate in pathway programs irrespective of where in Victoria they live.
- Increase volunteers outside the committee.
- Strategic administrators from outside the club reviewing the clubs and providing advice about how they are run.
- Focus on mentoring junior participants to become future leaders and administrators of the club.
- Develop strategies for succession planning. When long term volunteers leave a club it can leave a big gap, as can the quick turn over of volunteers, especially in administrative / leadership roles.

## 2.2 Changing Participation

Survey results suggest that many of the clubs are experiencing difficulties with declining or stagnating participation, particularly junior participation, youth and young adults. They also have a desire to increase participation for girls, juniors, youth and people from different cultural backgrounds.

### Ideas for helping to increase or strengthen participation

Programming opportunities identified included:

- The Milo in2Cricket Program. It is very effective and allows clubs to have a focus on the bottom of their participation pyramid as wide as possible to ensure the strength of the club through all ages and stages.
- Conducting come and try days at schools.
- School holiday cricket programs, although clubs have found there has been a limited response to these programs.
- Cricket Shepparton to examine options for offering cricket on different days and at night time, as well as traditional times and days.
- Cricket clinics being held as part of multicultural week in Shepparton.
- Conducting a second standalone mid-week competition.
- Developing an over 40's / past player's competition.
- Encouraging culturally diverse groups and communities to play cricket and become a part of clubs. This might include approaching individuals in the community and inviting them to try cricket with a particular club or clubs. If we can encourage a handful of participants this will encourage others to become involved. Both clubs and Cricket Shepparton have a key role in encouraging more culturally diverse participants. Cricket Victoria can also provide support in this space.
- Promoting female participation and developing female competitions. On field and off field facilities, opportunities and support are needed.
- Involving partners and families in the club eg: female only functions or family friendly events.

Administrative, leadership and facility suggestions included:

- Encourage retiring players to become umpires.
- Implementing a professional marketing program with co-operation from the clubs, Cricket Shepparton, Cricket Victoria and Council. Focus on increasing the profile of cricket for example:
  - Bringing better cricketers to the region to promote the game eg: district / state level games, high level women's matches or Big Bash players visiting rural areas
  - Hosting pre-season matches eg: Afghanistan Cup
  - Developing a publication like the Cricket NSW Albury Teams Magazine.
- Making participation more affordable.
- Changing the approach to insurance for players. Currently players pay insurance multiple times to be involved in more than one sport.
- Consider interclub participation ie: where players could play for multiple clubs, particularly to assist clubs who have difficulty fielding sides.
- Improving grounds and facilities. Better facilities will encourage greater participation.

As part of the discussion about participation, the issue of why participation is stagnating or declining was explored. A number of factors were identified including:

- Players leaving the area for work or tertiary education.
- Clubs competing against each other for participants.
- Work, home, life, shops, all compete with cricket.
- The facilities available to smaller clubs because of the small number of participants. For example, encouraging female participation is challenging in smaller clubs without appropriate facilities, but if a club has only one or two female participants it is difficult to justify building female change rooms.
- There is little to encourage females to become involved in cricket.

In addition, there were a number of factors identified that impact upon the viability of clubs:

- Clubs being required to hold \$10 million public liability insurance to conduct a sausage sizzle at Bunnings.
- The cost of participating in cricket is high for individuals and clubs. Many clubs are charging players below cost and making up the shortfall with bar sales and sponsorship.



- Not having access to grounds during September. Access could allow clubs to host exhibition matches, clubs from Melbourne etc.

### 2.3 Criteria for Prioritising Infrastructure Works

The survey results show that every club has different priorities for improvements or changes to their facilities depending upon their condition and what their plans for the future are. This discussion focused on identifying what clubs believe should be included in a criterion or considered as part of developing a criterion, to prioritise improvements or changes to cricket infrastructure. Specific criteria identified included:

- Encourage multipurpose / multi-use facilities for cricket / football / tennis / netball.
- The size of the club or community should not dictate facilities provided. There should be a baseline of facilities provided for all clubs – usable, safe, presentable and attractive for participants.
- The importance and value of sporting infrastructure in strengthening local communities, especially in smaller rural communities.
- Participation, different age groups, parts of the community and levels of participation.
- Catchment areas – what is the catchment area the club supports or draws upon.

Other factors or consideration identified included:

- Cricket is always second fiddle to AFL.
- Facilities are not our own - This impacts on the social side of clubs with a lack of access to facilities / club rooms.
- Smaller clubs really struggle. They understand they won't have access to the same standard of facilities as larger clubs, but would like to be included in the discussion.
- Lighting to host mid-week / night time competitions.
- Provision of change room facilities, particularly female change facilities.
- Is there a need for a home of cricket on cricket in Greater Shepparton?

### 3.0 Summary of Survey Results

Outline below is the information in the workshop with cricket clubs about the results from the survey of clubs.

<b>What are the strengths of your club?</b>	<b>Total Response</b>	<b>% of Responses</b>	<b>Total Respondents</b>
Club on field facilities e.g. oval, cricket nets	6	50.0%	12
Club off field facilities e.g. club rooms, amenities	4	33.3%	12
The makeup and capacity of the committee	10	83.3%	12
The approach to governance of the club	7	58.3%	12
Support volunteers e.g. coaches, parent involvement	9	75.0%	12
Stable or growing participation	5	41.7%	12
Financial stability of the club	6	50.0%	12
Capacity and willingness to run other programs e.g. Into cricket, Milo cricket, female participation	9	75.0%	12
Other strengths (comment)	Strong coaching and learning environment		

Table 3.1: Strengths of Shepparton Cricket Clubs, August 2016

<b>What are things that limit your club?</b>	<b>Total Responses</b>	<b>% of Responses</b>	<b>Total Respondents</b>
Club on field facilities e.g. oval, cricket nets	6	50.0%	12
Club off field facilities e.g. club rooms, amenities	7	58.3%	12
The makeup and capacity of the committee	0	0.0%	12
The approach to governance of the club	1	8.3%	12
Support volunteers e.g. coaches, parent involvement	4	33.3%	12
Declining participation	9	75.0%	12
Financial stability of the club	4	33.3%	12
Capacity and willingness to run other programs e.g. Milo In2Cricket, female participation	0	0.0%	12
Other Weakness (comment)	<p>Our physical location</p> <p>Ongoing costs outweigh our subscription charge as we aim to maintain the game affordable for our members.</p> <p>18 - 22 year old participation</p> <p>Off field facilities - ground surrounding maintenance.</p>		

Table 3.2: Factors that limit Shepparton Cricket Clubs, August 2016

## **What would Clubs like to do if they could?**

### Participation and Capacity

- Increase participation across all age groups, but especially youth and young adults.
- Increased marketing and promotion of clubs and cricket.
- Increase volunteer involvement.

### Facilities

- A wide range of issues were raised reflecting differing condition, scale and suitability of facilities.
- Some clubs identified the poor condition and provision of facilities as being critical to their viability - lack of club rooms, no change rooms or toilet facilities for females and the poor condition of practice nets and pitches.

## **Club Priorities**

### Next 2 Years

- Addressing the condition of pitches, centre wicket area, cricket nets or practice facilities – raised 10 times.
- Increased or stabilised participation including volunteer participation – raised 10 times.
- Storage or equipment improvements – raised 4 times.
- Shelter or shade – raised 2 times.

### Next 5 Years

- Improved facilities and equipment – raised 13 times.
- Increased or stabilised participation including volunteer participation – raised 7 times.
- Having on field success – raised 4 times.
- Achieving financial stability – raised 3 times.