



Princess Park Future Directions Plan



GREATER SHEPPARTON

Michelle Read
Planning for communities

t +61 424 239 850
e michelle@michelleread.com.au
w michelleread.com.au
abn 80 571 425 268

Contents	Page No.
Introduction	1
Princess Park	2
History	2
Current Management Arrangements	2
Current Use	3
Existing Infrastructure	3
Key Infrastructure Improvements	5
Planning and Policy Context	7
Local Context	7
State and National Context	7
Land Use Planning Context	8
Changing Community Needs	9
Community Profile	9
Participation Trends in Sport and Recreation	10
Implications for Princess Park	11
Consultation with Key Stakeholders	12
Clubs, Peak Sporting Associations and Organisations	12
Local Residents and Businesses	14
Key Themes	15
Planning for the Future	17
Vision	17
Guiding Principles	17
Actions and Priorities	18
Appendices	21
Appendix A: Aerial Photo of Princess Park with Existing Site Conditions	22
Appendix B: Princess Park Building Audit 2018 (provided as a separate attachment)	23
Appendix C: Detailed Information about the Planning and Policy Context	24
Appendix D: Demographic Profile Greater Shepparton Community	28
Appendix E: Detailed Consultation Results	32

Introduction

The Princess Park Future Directions Plan has been developed to provide Greater Shepparton City Council with a vision for supporting the future use, development, management, and maintenance of Princess Park which responds to current and future community need.

The Plan considers the needs and expectations of the local community, Council's priorities for improving the liveability of the Greater Shepparton community and condition and functionality of the Park.

It should also be noted that the financial implications of the recommended actions have been provided at a preliminary level. More affirmative costs will be developed in time and will therefore influence the priority and implementation timeframes. In this context preliminary costings of the recommendations is in the order of \$5.5m to \$7.5m. While some of the actions may be delivered by in kind work and others under existing funding arrangements, the larger components requiring capital investment will be subject to detailed design and cost estimation with implementation subject to funding.

In developing the Future Directions Plan for Princess Park the following research has been undertaken:

1. **A review of key planning documents** to understand the strategic priorities of Greater Shepparton City Council, State and Regional Sporting Associations, local Clubs and major event organisers
2. **An assessment of the current and future profile** of the Greater Shepparton community and an assessment of sport and recreation trends, to understand how demand for and use of Princess Park may change in the future
3. **Consultation with key stakeholders** including the user groups, neighbouring residents and businesses, Council officers, and State Sporting Associations
4. **An audit** of the existing buildings within Princess Park to understand their condition, functionality and likely lifespan.

The information gathered through this research has been used to:

1. **Analyse local participation demand**, to identify opportunities for servicing the needs of key sporting groups and events who require access to Princess Park
2. **Identify issues and opportunities** associated the high levels of use and demands for Princess Park.
3. **Develop guiding principles** to assist Council in making decisions and establishing priorities for the future use, development, management and maintenance of Princess Park.
4. **Identify and develop priority actions** for Princess Park.

Princess Park

Abutting the Shepparton central business district, Princess Park provides a unique and picturesque parcel of open space for the local community. Its location alongside the Goulburn River means that it is a popular area for walking and informal recreation pursuits, while its sporting infrastructure means that it plays an important role in meeting the organised sporting needs of the Greater Shepparton community. **See Appendix A** for an aerial photo of Princess Park which outlines the existing site conditions.

The Park is categorised as a 4-star rated facility under Greater Shepparton City Council's Parks Management system. This rating means the Park is considered to be a district level facility and is managed, maintained and developed to a high level.

History

The Park was named after Her Royal Highness Princess Elizabeth, now Her Majesty Queen Elizabeth II. Goyen Reserve was named after Arthur Thomas Bowden Goyen who was a councillor from the inception of the Borough in 1927 until his retirement in 1929.

Princess Park has been used for formal and informal recreation purposes for many decades. Formal activities such as cricket, AFL, netball, running and bocce have long occurred in the park and continue to this day. It is also well utilised for informal activities such as walking, particularly because of its proximity to the Goulburn River.

A draft layout plan was prepared in 2009 for the park to respond to the issues and challenges raised by user groups at the time. While this was not formalised, it has provided some guidance in relation to infrastructure improvements over the past decade.

Current Management Arrangements

The park is located on Crown land and Greater Shepparton City Council manages the land on behalf of the Department of Environment, Land, Water and Planning (DELWP). Council provides direct management and operations of the sportsgrounds, the surrounding informal open space, and some of the public infrastructure such as the public toilet facilities. This includes the maintenance, development, bookings and promotion of these spaces. Other infrastructure on the site is used and managed day to day by the sporting and community organisations associated with the site through lease or licence arrangements including:

- The main pavilion adjacent to the Riordan Oval which is managed by the Shepparton Swans Football Netball Club
- A smaller pavilion on the northern side of the Riordan Oval which is managed and used by the Shepparton Runners Club
- Change rooms located on the south eastern side of the Riordan Oval which are co-managed by the Shepparton and Youth Club United Cricket Club
- A large building located in the south eastern corner of the Park which is managed by the Shepparton Italian Social Club.

Council staff regularly interact with user group representatives on maintenance needs and priorities. Achievements over the past 20 years reflect the collaborative approach between the Council and the user groups.

Current Use

The Park supports a range of formal and informal uses with formal sporting uses centring upon AFL football, cricket, netball, running and bocce. The park is also used extensively by the broader community for informal activity, particularly walking through the park and along the levee bank areas that surrounds areas of the park.

The primary users of the formal sporting facilities at Princess Park are:

- Shepparton Swans Football Netball Club (including juniors)
- Shepparton Runners Club
- Shepparton and Youth Club United Cricket Club (including All Abilities team)
- Shepparton Junior Cricket Association
- Shepparton Italian Social Club.

Other semi regular users of the Reserve include:

- AFL Goulburn Valley Football League
- Greater Shepparton City Council
- Punjab Sports Club
- Rotary Club of Shepparton
- Shepparton and District Junior Football Association
- Shepparton Christian College
- Shepparton High school
- Cricket Shepparton
- Shepparton Primary School Sports Association
- Shepparton Relay for Life

Existing Infrastructure

Princess Park has a range of facilities which have changed little over recent years. Consistent with the type of use the Park receives, it has facilities to support cricket, football, netball, running and bocce. There are also extensive areas of informal parkland, some of which acts as overflow car parking during major events and during business hours to support the central business area.

Facilities include:

- Riordan Oval which is a large oval shaped playing surface suitable for Australian Rules Football and cricket

- Jim McGregor Oval, a smaller oval with a hard cricket wicket
- W.B Hunter pavilion located on the southern side of Riordan Oval
- Shepparton Runners Club pavilion located on the northern side of Riordan oval
- Shepparton Junior Cricket Association change rooms and facilities located on the south eastern side of Riordan oval
- Netball court (2)
- Cricket nets (2 sets of 3 pitches)
- Support infrastructure including, shelters, public accessible toilets, car parking including disabled parking bays, access roads, fencing, some storage
- Shepparton Italian Social Club facility including bocce courts
- Enclosed grandstand providing sheltered spectator seating
- Public toilet facilities (x2)
- Scoreboard (new electronic scoreboard will be installed shortly)
- Ticket boxes.

See Appendix A for an aerial photo of Princess Park which identifies all of the infrastructure on the site.

Council undertakes regular asset inspections on the infrastructure and buildings it has direct or indirect management and operational responsibility for. The assessment provides a tool for the planning of capital and major renewal investment. A condition audit of the building infrastructure at Princess Park indicates that:

- Overall, the buildings in the Park are generally in good condition externally.
- The spectator shelter and scoreboard are in poor condition internally but still functional.
- All other buildings are in good condition internally.

Regular inspections reveal the buildings are actively maintained by user groups however disabled access and facilities on the site are limited. This is understood to be because some of the infrastructure was constructed when different standards applied, and because there was a lack of smooth all-weather paths in the area enabling people to move from the carparks to the buildings. The variation in surface treatments remains an issue making it difficult for people with a disability or parents with prams to move easily around the site.

One notable observation from the inspections related to the change room facilities. While the showers and change rooms are ageing but still functional, they were not designed to accommodate women's sports. Typically, open showers are present, and men's urinals are situated close by.

See **Appendix B** for a copy of the most recent Princess Park Infrastructure Condition Audit.

As noted previously, Princess Park is designated as a 4-star rated facility under Greater Shepparton City Council's Parks Management system. The following table provides information about whether the infrastructure meets the required standards of a 4-star rated facility. It shows there are a number of areas where the park does not meet the expected standard.

Expected Standard		Comment
Sports field flood lighting to support evening and night time competition	X	Not sufficient for any night time competition because the lighting lux is not high enough (around 100 lux)
Turf sports fields are constructed and maintained to a high standard and include hard standing perimeter drainage and boundary fencing. Fully automated centrally controlled irrigation system with flow meters are installed	Partial	There is boundary fencing and automated centrally controlled irrigation but there is no perimeter drainage and no flow metres installed.
Pavilions are design and constructed to a high standard, with medium sized change rooms for males, females and officials	X	Pavilions are generally of a reasonable standard but change facilities do not accommodate use by females or people with a disability.
Spectator amenities that will include both terraced and grandstand type covered and uncovered seating	X	There is some shelter for spectators but without seating.
Dedicated car parking is available to accommodate small to medium events, and overflow parking areas are available.	√	
The site is landscaped and maintained at a high level and should include amenities such as BBQ'S and playgrounds to encourage family and group social activity	X	Landscaping is rudimentary, and the site does not include playground or BBQ facilities.
Access for all is a high priority all new and renewed infrastructure should be meet and where possible exceed access standards	X	Accessibility around the site is generally poor. There are limited accessible toilets and change rooms.
Lighting is available to encourage evening and night time use	√	Lighting is sufficient to support night time training.

Key Infrastructure Improvements

Princess Park has been developed over many years in response to community need and to take advantage of funding opportunities available. As noted previously, a draft layout plan was prepared in 2009 and has provided some guidance for improvement works in the Park, along with information gathered from consultation with user groups as specific opportunities or issues have arisen. These improvements have centred almost wholly on the formal sporting facilities in the Park.

Improvement projects that have been completed in the past decade include:

2008/2009 Netball Court upgrade

2008/2009	Cricket Nets
2009	Change room upgrade
2010	Ticket box
2010	Netball spectator shelter
2016	Ground floor upgrade of time keepers box – changing space for netball and cricket (including shower) *
2016	Hard wicket upgrade (Jim McGregor Oval) *
2017	Turf Cricket pitch upgrade *

* Works undertaken by the respective club

Other minor upgrade works have included:

- Toilet upgrade including gates and fittings
- New entrance and entrance road
- New gravel spectator mound in conjunction with carpark improvements
- New spectator shelter adjacent to Riordan Oval
- New traffic control bollards in carparks.

Planning and Policy Context

Understanding the existing local, state and national policy context helps to ensure the Future Directions Plan for Princess Park considers and reflects existing priorities and legislated requirements. A number of strategic plans and documents developed by Greater Shepparton City Council, the Victorian State Government and Federal Government have been reviewed to identify these priorities. In addition, the implications for the site from the Greater Shepparton Planning Scheme have been considered.

Local Context

A review of key strategic documents prepared by Council shows that Council has a focus upon building a resilient, inclusive and healthy community. Improved liveability is essential to this and will be achieved through building community capacity, providing quality community infrastructure and focusing on social inclusion. Princess Park is an important tool available to Council to improve the liveability and health and wellbeing of the Greater Shepparton community.

Priorities Council has that are relevant to Princess Park 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
- Valuing, supporting and encouraging volunteering, and improving community resilience
- 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.

Council's investment in facilities will be greater where these outcomes are occurring.

As noted above, a Master Plan has not previously been developed for Princess Park.

State and National Context

At a National and State level, governments have recognised the need to understand the environment in which sport and recreation functions, to support investment priorities and better support local communities to respond to change. Like Greater Shepparton, State and Federal governments advocate the need to plan and develop sustainable facilities by ensuring multi-use and maximum use, accessibility and inclusiveness and consideration of environmental sustainable practices. State and Federal government funding program criteria reflect the need for well-planned facilities.

Change being experienced that is supported by government research and data, includes:

- Changing patterns of participation in sport and recreation with decreasing participation by adults in organised competitive sport and increasing participation in activities with a social focus or that can be undertaken by oneself and at a time that suits the individual eg: walking and cycling. Sports participation by young people remains strong and female participation particularly is increasing at a rapid rate
- Increased competition between codes for members, volunteers and sponsorship dollars. Communities who work collaboratively are more likely receive support for funding compared with those don't.
- An increasing need to build the capacity of sports clubs and organisations to strengthen their ability to respond to changing participation trends, more competition accessing funding and higher expectations about the role of clubs and sport and recreation infrastructure in strengthening the health and wellbeing of communities.

Land Use Planning Context

Under the Greater Shepparton Planning Scheme, Princess Park is located in a Public Park and Recreation Zone and Urban Flood Zone. It is also subject to a Bushfire Management Overlay. These land use planning structures mean that development activity on the site is subject to a number of planning controls that may restrict what can be developed and the form or complexity of any development.

It is understood, the Swans Football Netball Club sought and were issued with a planning permit in 2013 to build a veranda and entrance canopy for the WB Hunter Pavilion. The requirements of the planning permit were extensive in relation to the Bushfire Management Overlay resulting in a substantial increase in the project cost. The original permit was amended and re-issued in March 2016, however works have not proceeded due to ongoing issues with meeting the permit requirements.

Any proposal to undertake redevelopment works on the site will need to carefully consider the requirements of the Urban Flood Zone and Bushfire Management Overlay.

See Appendix C for more detailed information about the planning and policy context.

Changing Community Needs

Community Profile

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 65,076 in 2016 to 83,234 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. 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 reasonable levels of growth, whereas those further away will experience minimal or very modest growth.

The age profile of the community is projected to remain very similar between 2016 and 2036 with one third of the population aged between 0 and 24 years and those aged 60 years or over accounting for just under one quarter of the population. This, combined with consistent population growth (the number of people aged 0 – 24 years will increase by between 6,500 and 7,000 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 are less likely to participate in traditional sport and recreation pursuits such as cricket, as are people from an indigenous background.

Greater Shepparton is characterised by:

- A similar proportion low and medium low household incomes compared with regional Victoria, but proportion of low and medium low household incomes has increased a small amount from 2006
- 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 Appendix D for more detailed information about the profile of the Greater Shepparton Community.

Participation Trends in Sport and Recreation

In the last two decades there have been significant changes in the leisure and recreation interests of the Australian community and in the types of leisure and recreation opportunities available. 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 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. This is not only impacting upon participation rates but is also impacting upon the levels of volunteer involvement in sport and recreation clubs.

The highest rates of participation for people aged 15 and over are for walking, followed by gym / fitness activities, swimming, cycling and running, all of which are predominantly undertaken as non-organised activities. 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.

Generally, organised sport has been limited in its ability to offer flexible participation options, however sporting codes have been actively working towards developing different ways to participate in traditional sporting activities such as 20 over cricket matches, AFL X, Rock Up Netball, and Cardio Tennis. In addition, there has been a significant focus upon increasing participation by females in organised sporting activities such as AFL and Cricket. At a national and state level, the growth in participation by women and girls in these sports has been significant over the past 3 years. At a local level female participation in cricket remains low, and Cricket Victoria is working with Cricket Shepparton and the local Clubs to change this. Locally, female participation in AFL is strong and continuing to grow.

Other key participation trends to understand are that participation in traditional Anglo Saxon sport and recreation pursuits such as AFL and netball is typically lower for people from culturally diverse backgrounds, and participation rates for children and young people are typically higher than for adults, particularly in organised sport. This means 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.

Implications for Princess Park

Declining levels of participation in organised sport, along with high levels of cultural diversity and low incomes in the Greater Shepparton community suggest demand for formal sporting infrastructure like that offered at Princess Park, may decline or stagnate. However, the steadily increasing population in Greater Shepparton, the consistently large proportions of children and young adults, the increasing levels of participation in AFL and cricket by females, and the informal recreation opportunities available at Princess Park, suggest demand for the park is likely to grow. Consultation with existing user groups also highlights a desire to increase participation to respond to changing demand, but this is being constrained by the existing infrastructure available in the Park. Redeveloped or new infrastructure may be needed to support participation in formal and informal sport and recreation by:

- *Adults and older members of the community.* The provision of informal recreation facilities such as walking paths, picnic and BBQ areas are likely to be attractive to older members of the community.
- *Women and girls.* The unprecedented increase in women and girls participating in sports that have traditionally been male dominated such as AFL and cricket means that infrastructure such as female change rooms will be required at Princess Park to support female participation and ensure equity of access for all members of the community. Clubs also need to be supported and encouraged to provide participation opportunities for females, and this should form a key part of future planning for Princess Park. Providing informal recreation opportunities in the Park is also likely to be attractive to females, particularly if safety considerations are addressed such as lighting and providing clear sightlines along walking paths.
- *Culturally diverse communities.* Like female participation, an opportunity exists to increase participation by people from culturally diverse backgrounds in sport and recreation activities in Greater Shepparton. The provision of appropriate infrastructure along with participation opportunities for people from culturally diverse backgrounds should form a key part of future planning for Princess Park.
- *Junior participants.* Locally there is strong junior participation occurring across cricket, AFL and netball. Facilities that support this such as shortened cricket pitches, lower netball rings, small sports fields are required. Consideration needs to be given to the role of Princess Park in supporting junior participation. In addition, informal recreation facilities such as walking and cycling paths will also support use of the park by children and families.

Importantly, programming and community development responses are just as critical as investment in infrastructure. Local clubs and associations making use of Princess Park must have a clear focus upon providing new and varied participation opportunities, in tandem with advocating for infrastructure improvements, and any infrastructure improvements must be based around providing equitable access for all members of the community.

Consultation with Key Stakeholders

Consultation with key stakeholders has formed an important part of developing the Princess Park Future Directions Plan. The following provides an outline of who was consulted with and how they were engaged:

- A survey of key user groups (clubs, associations and organisations) was conducted to develop an initial understanding what user groups believe are the strengths and limitations of the Park and their organisations, as well as their priorities both for the Park and their organisation in the next 2 – 5 years. A total of 6 organisations completed this survey.
- A workshop was held with user groups (clubs, associations and organisations) to understand their future aspirations for the Park and further explore strengths, constraints and opportunities for the Park
- Council officers were consulted through workshops and one on one discussions
- Peak sporting associations including Cricket, Netball and AFL were involved in workshops and one on one discussions
- Goulburn Broken Catchment Authority provided advice via email and through one on one discussions
- An online survey was made available to nearby residents and businesses. Over 400 flyers were distributed to properties within a three-block radius of Princess Park promoting the opportunity to participate in the survey. A total of six completed surveys were received.

Several attempts were made to consult the Italian Social Club who were invited to complete the survey and participate in discussions with Council officers. This was largely unsuccessful, so information about the facilities and needs of the Italian Social Club are largely unaccounted for in the Future Directions Plan.

Clubs, Peak Sporting Associations and Organisations

Information gathered through the survey of key clubs, peak sporting associations and organisations and the workshop identified:

- Key user groups have a vision for Princess Park as a vibrant, modern and attractive multipurpose sporting and community venue. They value its unique setting near the river and close to the CBD, and would like to see it operating as a hive of activity that supports club-based activities by AFL, Netball, Running and Cricket, with the capacity to host major cricket events, community activities such as markets, and informal recreation pursuits.
- User groups believe there is a clear opportunity to work more co-operatively and to develop shared infrastructure, and to enhance the informal recreation opportunities available on the site, and maximise the linkages to the CBD and broader river environment.
- User groups believe key strengths of the Park include the central location and close proximity to the CBD, its unique setting alongside the Goulburn River precinct, the good condition and maintenance of the main oval including the turf pitch, the continuous

involvement of sporting clubs with the site that have a strong profile in the local community, the mix of formal sporting activity that occurs on the site, Council having responsibility for managing the ovals and surrounds including bookings, the clubs having responsibility for managing the clubroom facilities and the major events held at the site.

- Key infrastructure challenges and constraints of the Park include the car parking and accessibility, the lack of infrastructure to support informal and passive recreation pursuits, drainage and flooding issues on the site, the limited amount of and poor condition of existing spectator facilities, the lack of female friendly change facilities, the age, condition and single use nature of some of the clubroom facilities eg: the Runners Club and Cricket facilities, the limited number of cricket nets, the poor and unsafe condition of the second netball court, the poor condition of the public toilet facilities, the fire and flood regulations for the site are extensive and costly to address.
- Key challenges and constraints for management and use of the site include there are no formal or regular meetings of user groups to collaborate in relation to the management, use and development of the Park, the small size of the second oval means that it can only be used for training purposes, the condition of the second netball courts means that it is of limited value even for training purposes, the lack of opportunity to increase participation (particularly junior and female participation) and reduce demand upon volunteers because the second oval is only suitable for training purposes.
- Key infrastructure opportunities identified by user groups and that they would like to see considered for the Park include:
 - Shifting the main oval to the west to provide enough room for second oval to be a full-size oval with lights
 - Construct two new netball courts and warmup space.
 - Create shared use trail loops off the levee bank
 - Replace all existing Club facilities, with an upgraded multi- purpose development servicing the two ovals and netball courts
 - Provide appropriate facilities to support female participation and access to the Park eg: change rooms, lighting
 - Increased shelter/shade and spectator viewing
 - Improve the change room facilities supporting cricket
 - Improve access and safety around ground eg. seal the surrounds
 - Fence the perimeter of the Park so that it can host major sporting events eg: AFL football finals
 - Provide water storage for re-use
 - Upgrade the irrigation system
 - Address the flooding issues associated with the site
 - Develop facilities catering for passive and informal community recreation use and events such as markets.

- Key management and use opportunities identified by user groups and that they would like to see considered include:
 - Contribute to the economic vibrancy of the region by hosting major events and entertainment opportunities in the Park
 - Establish a forum for user groups that meets regularly to work collaboratively in the planning and development of the reserve and its use.
 - Actively pursue opportunities for shared use of facilities by the various user groups
 - Increase use during the day eg use of meeting rooms and function facilities
 - Allow facilities and change rooms to be available to casual users encouraging maximum use
 - Increase volunteer training and support
 - Increase participation particularly by juniors, young people and females.

Local Residents and Businesses

While only a small number of responses were received to the online survey, the responses provided important insight about the needs and aspirations of users of Princess Park who are not necessarily connected with the formal sporting facilities. Key messages from the survey results were:

- The Park is particularly valued for its informal recreation spaces eg the walking track around the outside of the Park, its aesthetic character and natural environment, and its proximity to where local residents live
- Conversely some of these aspects are also viewed as challenges or limitations for the Park including the aesthetic and natural environment, and the informal recreation spaces. Other challenges or limitations identified included selected events and activities held at the site, the aging infrastructure, the close proximity to the central business area and the sport and recreation on field facilities
- There were a variety of views about what is important to include in a vision for the Park including community events, provision of informal recreation infrastructure such as off lead dog areas, improved sports infrastructure and support infrastructure. Other suggestions included that Princess Park be developed as a community hub to ensure it has a role distinct from the new sports precinct in Shepparton
- Specific improvements local residents and business would like to see occur are addressing the flooding that occurs on the site, ensuring the site is well lit and that lighting is maintained, improvements to change room and toilet facilities, improving the entrance to the Park, enhancing the natural aesthetics eg: more tree planting, resolving the car parking, addressing the condition of the Italian Social Club building,
- Management issues they would like to see addressed include the dumping of rubbish, people living on the site in campervans, cars accessing the river and motorbikes accessing the tracks and trails around the Park.

See Appendix E for more detailed results from consultation with key stakeholders about Princess Park.

Key Themes

The following section provides a summary of the key themes and findings from the background research. These themes provide the basis for developing the future vision, actions and priorities for Princess Park.

Working in Partnership: There is strong interest from the existing tenant clubs who make use of the Park to take a collaborative approach to developing and activating the Park. The tenant clubs have an aspiration to develop a single multipurpose shared clubroom facility that can cater for existing users and new users who may be attracted to the Park. This approach is consistent with Council priorities for investing in sporting facilities which emphasise strong partnerships, multiuse and shared facilities and would substantially reduce the number of separate buildings on the site. While taking this approach will require extensive investment, it has the potential to be a game changer for the site and for the clubs involved.

The existing user groups have also expressed a strong interest in holding regular meetings of all user groups to build relationships and to identify and pursue collaboration opportunities. These opportunities might be about infrastructure development, increasing participation or strengthening the capacity of the clubs. Council will need to consider its role in supporting this approach.

Improving Support Infrastructure: Much of the support infrastructure located in the Park is single purpose and does not meet contemporary standards for community infrastructure. It also does not meet the required standard for Council's existing rating of the site as a 4-star facility.

- There are 4 separate clubroom facilities (including the Italian Social Club) in the Park and while they have been assessed as generally being in good condition, 3 of the 4 are old and do not meet contemporary accessibility standards
- Three of the 4 clubrooms lack appropriate facilities to support participation in sport by females and with substantial growth in sports such as Cricket and AFL, this must be addressed as a priority
- The public toilet facilities throughout the site are in poor condition and are not accessible, both in relation to disability access and when they are open to the public ie: they are only open if an event or activity is occurring at the site. In addition, the paths of travel throughout the site have very poor accessibility for people with a disability and families with prams
- Spectator amenity facilities are poor, with minimal shelter and almost no seating.

Playing Facilities are Variable: Council's role in managing and maintaining the existing playing facilities and surrounding parkland to a high standard is clearly acknowledged by the tenant clubs. The main oval (the Riordan Oval) is generally considered to be in good condition and well maintained, although there are some issues in relation to drainage that may need to be addressed. The second oval is of very limited use because it is too small to be used to play matches and consequently is only used for training purposes. Ideally existing users of the site would like to see this oval redeveloped to a larger size and capable of supporting game day activities. Existing users of

the site have a strong interest in this because of growing demand from junior, youth and female participants.

There are two netball courts located in the Park, with only one meeting the required standards of Netball Victoria. The second court is not able to be used for playing purposes and has very limited use as a training court because of its poor condition. The court surface has been significantly damaged by tree roots and needs to be relocated. This is impacting upon the ability of user groups to effectively support participation in netball.

Enhance Informal Recreation Options and Aesthetic of the Park: The informal recreation options, the environmental aesthetic of the Park and surrounds, and the connection to the River are the aspects that are of greatest interest to residents and businesses close to the Park, and they are also highly valued by the groups who use the Park for more formal activity. While there are pathways around the Park and to the river, there is interest in improving these to ensure they are safe and accessible. There is also an aspiration to provide other informal recreation infrastructure such as a picnic and barbecue facilities. These facilities would also ensure the Park meets the 4-star rating Council has for the Park.

The overall aesthetic of the Park also needs to be improved. The piecemeal approach to infrastructure on the site, the age and condition of infrastructure and the poor entranceway to the Park all detract from the aesthetic of the Park. These aspects must be considered in future planning for the Park.

Building the Capacity of the Park: The location of the Park along the Goulburn River and in very close proximity to the CBD means that Princess Park is uniquely positioned to offer a venue and experience no other park in Greater Shepparton can. There is interest from existing user groups, residents and businesses in the Park being used more extensively for events and activities. This will strengthen its role as a place for community activity and has the potential to help build economic activity in the CBD. Consideration will need to be given to the infrastructure required to support community events and how event activity may impact upon formal sporting activity in the Park. One infrastructure change existing user groups would like to see implemented to build the Park's capacity as a venue for sporting events is the construction of a perimeter fence. While this may support formal sporting events such as AFL finals, it will impact upon the aesthetic and accessibility of the Park and both aspects must be carefully considered.

The role and accessibility of car parking also needs to be resolved for the Park. The location of the Park close to the CBD, means the site regularly provides overflow car parking for CBD related activities. While, this may be important for the CBD, it also impacts upon the aesthetic of the park and must be carefully considered.

Land Use Planning Conditions: With the Park located in an Urban Flood Zone and subject to a Bushfire Management Overlay, development on the site may be restricted and will be more complex. This may compromise what can be built and will most likely to increase development costs.

Planning for the Future

In planning for the future of Princess Park:

- A *vision* has been developed which values the role of Princess Park as a place for formal and informal sport, recreation and community use
- A series of *Guiding Principles* have been developed to assist Council and stakeholders in making decisions and establishing priorities for the Park, particularly when issues arise in the future which are outside those identified through this Future Directions Plan, and
- *Priority Actions* have been developed for the future management, use and development of the Park.

Vision

Princess Park, vibrant, attractive and valued by the community as a place for formal and informal sport, recreation and community activity.

Guiding Principles

The *Guiding Principles* have been developed in recognition that a clear policy framework is needed:

- To guide the development of priority actions for this Future Directions Plan
- To assist Council in making decisions about the future management, use and development of the Reserve.

While the priority actions outlined in this Future Directions Plan will provide specific guidance about the steps to be taken to improve the Park, it is recognised the Park is a dynamic environment, and that new issues will continue to emerge and need to be responded to by Council. The *Guiding Principles* will assist Council in determining the priorities for the Park as new issues and opportunities emerge. Each decision made in relation to the Park should be tested and compared against the *Guiding Principles* to ensure the decisions are consistent with the policy framework. The priority actions outlined have been developed giving careful consideration to the *Guiding Principles*.

The Guiding Principles are:

Collaboration: A partnership approach will underpin the management, use and development of Princess Park. Council will actively partner with facility users and other levels of government to share funding responsibility for the development of infrastructure.

Accessibility: Princess Park will be managed, used and developed to ensure safe, equitable, quality access for all members of the community.

Balancing Use and Quality: Decisions will seek to maximise use of the Park without compromising the quality of facilities, open spaces and user experiences.

Co-location and Multi-Use: The integration, joint use and sharing of facilities is essential and will be actively pursued and implemented.

Diversity of Use: The management, use and development of the Park will focus upon supporting a diversity of use eg: formal and informal, junior and senior, male and female, and culturally diverse use.

Primarily Open Space: Car parking and road access will be of secondary importance to the recreation, aesthetic and sporting value of the Park.

Strengthening Community Capacity: Support for the organisations who use Princess Park will focus upon strengthening the capacity of user groups to work collaboratively and provide opportunities for all members of the Greater Shepparton community to participate in sporting activities.

Actions and Priorities

Integral to the Future Directions Plan is identifying the actions required to help achieve the vision for Princess Park *as vibrant, attractive and valued by the community as a place for formal and informal sport, recreation and community activity.*

The following pages identify the Actions and Priorities for the Future Directions Plan including the organisation responsible for leading or implementing the action. It should be noted a responsible organisation has not been identified for all actions, as some are dependent upon the implementation of earlier actions.

The following priority rating has been applied:

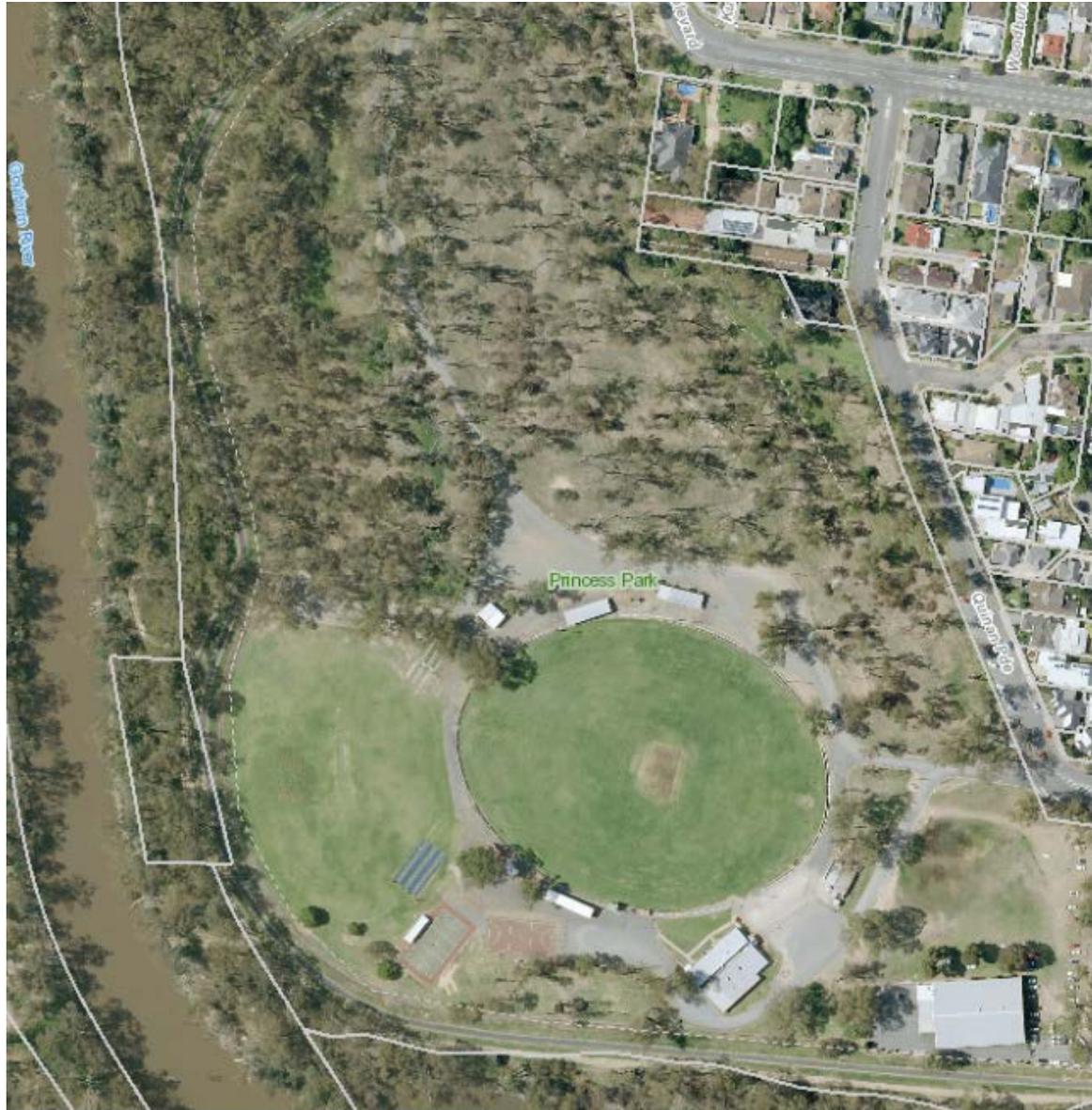
- Priority 1:** The highest priority with an anticipated timeframe for implementation of 1 – 2 years.
- Priority 2:** A medium level priority with an anticipated timeframe for implementation of 3 – 5 years.
- Priority 3:** A longer term priority with an anticipated timeframe for implementation of 5 – 10 years.
- Ongoing:** Those actions which are currently being implemented and / or will continue to be implemented on an ongoing basis.

Area	Action	Who	Priority
Working in Partnership	Assess the feasibility of developing a multipurpose shared clubroom facility that can support the activities of Football, Netball, Cricket and Running.	Greater Shepparton City Council and Princess Park User Groups	1
	Implement a program of regular joint meetings of groups who use Princess Park to build relationships between groups and to identify and pursue opportunities to work in partnership to share facilities, increase participation and strengthen the viability of the groups.	Greater Shepparton City Council and Princess Park User Groups	1
Improve the Support Infrastructure	Develop change room facilities to support participation by females in sporting activities occurring in Princess Park. The change room facilities should be fully integrated with other clubroom facilities to ensure gender equity.	Greater Shepparton City Council	1
	Assess the feasibility of upgrading or replacing the public toilet facilities ensuring they meet contemporary standards of universal accessibility.	Greater Shepparton City Council	3
	Improve the accessibility of paths of travel throughout the Park, striving to achieve contemporary standards of universal accessibility.	Greater Shepparton City Council	2
	Improve spectator amenities, particularly shelter and seating that supports current and future use of the Park as a place for local and regional sporting activity.	Greater Shepparton City Council	2
Improve Playing Facilities	Assess the feasibility of increasing the size and capacity of the second oval (the Jim McGregor Oval) so that it can be used to play AFL and Cricket matches. This is likely to require realignment of the main oval (the Riordan Oval) with both ovals having lighting.	Greater Shepparton City Council	2
	Relocate and replace the netball court affected by tree root damage, ensuring the new court is fully compliant with Netball Victoria standards.	Greater Shepparton City Council	2
Enhance Informal Recreation Options and Aesthetics of the Park	Pursue the development of picnic and barbecue facilities along the southern side of the main oval (the Riordan Oval), and consider developing a dog park at the northern end of the main oval.	Greater Shepparton City Council	3

	Provide safe and accessible pathways connecting the Park to the CBD and to the Eastbank Lake Project. Consideration should be given to upgrading the existing pathways to make them universally accessible including improving signage and lighting.	Greater Shepparton City Council	2
	Upgrade the Park entranceway to more appropriately reflect the aesthetic and significance of the Park.	Greater Shepparton City Council	3
Build the Capacity of the Park	Assess the feasibility and impact of providing perimeter fencing. Care and consideration must be given to the impact perimeter fencing will have upon the aesthetic of the Park and the accessibility for informal recreation pursuits.	Greater Shepparton City Council	2
	Explore opportunities to increase the use of Princess Park for community events and activities such as markets. As part of this examine the infrastructure that would be required in the Park to support this type of activity.	Greater Shepparton City Council	3
	Formalise car parking around the Park and explore options for use of the Italian Social Club car park minimising any impact on Goyen Reserve.	Greater Shepparton City Council	1

Appendices

Appendix A - Aerial Photo of Princess Park with Existing Site Conditions



Appendix B

Princess Park Building Audit 2018

Provided as a separate attachment

Appendix C

Detailed Information about the Planning and Policy Context

State/Federal Government

Strategy	Relevance to Princess Park Future Directions Plan
<p>Australia Sports Commission – Megatrends shaping the sports sector over the coming decades</p>	<p>The Australian Sports Commission Mega Trends report clearly articulates that sport will look very different in future years (with changes already taking place) ie. social, economic and environmental conditions that will redefine sport over the next 30 years:</p> <ol style="list-style-type: none"> 1. A perfect fit 2. From extreme to mainstream 3. More than sport 4. Everybody’s game 5. New wealth, new talent 6. Tracksuits to business suits <p>The landscape will look considerably different in the medium to long term future, with increasing female sports participation, continuing strength of junior participation, decline in adult participation and demand from other sectors of the community for inclusive participation opportunities.</p> <p>Health rather than competition is becoming a major driver for participation in sport. Therefore, both local council and community sport need to carefully consider how participation opportunities will be accessible for all community members into the future.</p>
<p>Sport and Recreation Victoria – Active Victoria</p>	<p>Active Victoria highlights sport and active recreation as an integral part of our state. It is essential to our health and wellbeing. Our sense of belonging. Our connection to our community. A more active Victoria is a stronger, healthier, better Victoria, therefore supporting sport and recreation is a high priority for the Victorian Government.</p> <p>Recognising the significant benefits of sport and recreation, Active Victoria provides a framework for stakeholders to work together with a coordinated approach to boost participation and ensure every Victorian has the chance to be involved,</p> <p>Vision – A strong and connected sport and active recreation system that helps make Victorians Healthier, creates economic growth and jobs, builds community cohesion and contributes to our liveability. Sport and Recreation in Victoria will be:</p> <ol style="list-style-type: none"> 1. More Active 2. More diverse and inclusive 3. Robust, flexible, sustainable and affordable 4. Broad based and connected

	<p>5. Collaborative</p> <p>The six key strategic directions outlined are:</p> <ol style="list-style-type: none"> 1. Meeting demand (increase capacity, flexible participation options and investment) 2. Broader more inclusive participation (inclusion, affordable options, meet needs of various population groups) 3. Additional focus on active recreation (support non organised and unstructured physical activity and infrastructure) 4. Build system resilience and capacity (support volunteers, good governance, evidenced based analysis, address risk) 5. Connect investment in events, high performance and infrastructure 6. Work together for shared outcomes (agreed priorities and complimentary investment)
--	--

Greater Shepparton City Council

Strategy	Relevance to Princess Park Future Directions Plan
Greater Shepparton Council Plan 2017 – 2021	<p>The key areas of relevance to the Princess Park Future Directions Plan are the Social and Economic pillars.</p> <ul style="list-style-type: none"> • Social: Develop resilient, inclusive, healthy communities that make Greater Shepparton a safe and harmonious place to live, work, learn and play • Economic: Build a thriving, resilient economy where Greater Shepparton is recognised as a competitive place to invest and grow business. <p>Relevant Social Objectives are:</p> <ul style="list-style-type: none"> • Our community is supported to achieve and sustain physical, emotional and spiritual health and wellbeing • Volunteering is promoted and encouraged along with measures to improve community resilience • Public places, open space and community facilities are safe and accessible for all and presented to a high quality. • Council demonstrates strong regional and local partnerships efforts across health and wellbeing <p>The relevant Economic objective is: Greater Shepparton is a major destination for events and tourism.</p>
Greater Shepparton 2030 Plan	<p>Council’s 2030 Plan identifies the broader community long term need to “improve liveability through social and recreational opportunities, a range of inclusive community services and activities, and valuing our diversity”.</p> <p>Settlement and Housing - A priority on an active community with walking and cycle networks linked to major attractions as a major consideration.</p>
Greater Shepparton Municipal Health and Wellbeing Plan	<p>Health and wellbeing matters for the Greater Shepparton community have been integrated as part of the Council Plan, with a separate Health and Wellbeing Implementation Plan developed to measure progress. The health and wellbeing priority area relevant to the Princess Park Future Directions plan is physical activity. This is one of 16 priority areas.</p>

	As outlined in the Council Plan, the key factor underpinning all aspects of health and wellbeing in the Greater Shepparton community is liveability. 'A liveable place is one that is safe, attractive, socially cohesive and inclusive and environmentally sustainable; with affordable and diverse housing linked to employment, education, public open space, local shops, health and community services, and leisure and cultural opportunities; via convenient public transport, walking and cycling infrastructure.' Places such as Princess Park are an important tool available to Council to improve the liveability and therefore the health and wellbeing of the community.
Greater Shepparton Environmental Sustainability Strategy 2014 - 2030	To improve Council's environmental sustainability performance by embedding environmental sustainability considerations into Council's decision-making processes and operational activities. Council aims to support community groups and local businesses to monitor and improve environmental sustainability. Where there is opportunity for Princess Park to take a lead role in environmental sustainability, Council will provide support where possible, for example: funding applications and partnerships, sustainable water practices, decrease greenhouse gas, decrease financial cost of energy use, decreasing waste going to landfill, utilise IDM to achieve best practice planning and design and projects and procurement activities that include environmental sustainability considerations.
Greater Shepparton Sport 2050 Strategy	Responding to general changes in sport. A key change occurring in sport is the increasing proportion of people participating in unorganised sports and physical activity and "pay as you play" sport, and a subsequent decrease in club-based participation. In support of issues and opportunities identified in the consultation for Council's Sport 2050 Plan, a recommendation is made for a greenfield site development at Congupna to be planned for as a replacement for Princess Park.
Greater Shepparton Sports Facilities Star Ratings	Star Rating 1 – 5 Categories 1 – Undeveloped Parks 2 – Local Parks 3 – Community Parks 4 – District Parks 5 – Regional – Highest level of development and service level making a profound positive statement about the community. Standard for access should exceed minimum standards. Council has adopted a 5 star rating program to guide the development and maintenance of sports reserves and open space.
Greater Shepparton Cricket Whole of Sport Plan	The Cricket Whole of Sport Plan considers the needs and expectations of the local cricket community, the vision Cricket Victoria (CV) have 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.
Greater Shepparton Urban Design Manual	The UDM is cited in the Planning Scheme and provides the minimum development standards for all development in Greater Shepparton.
Planning plus Shepparton North and South East Precinct	Residential Growth is taking place around the city of Shepparton, to the north, west, south and south west. Demand will increase rapidly for shared paths connecting from residences to public facilities, key locations and open space areas. The opportunity to ride and walk to destinations from the outer reaches into Shepparton will also likely increase.

Structure Plans	In addition to quantitative standards, the PSP guidelines also outline access/distribution standards for open space – 95% of residents within a 400m of a park and 95% of residents within 1km of an active sports reserve.
-----------------	---

Appendix D

Demographic Profile Greater Shepparton Community

Population Size and Growth

	2011	2016	2026	2036	Change 2016 - 2036	
					No.	%
Greater Shepparton	61,759	65,076	74,476	83,234	18,158	27.9%
Urban Centre	30,293	38,701	46,109	52,722	14,021	36.2%
Kialla Urban	4,878	5,744	8,241	10,027	4,283	74.6%
Mooroopna	7,939	8,018	9,016	9,931	1,913	23.9%
Rural East	1,105	1,137	1,152	1,198	61	5.4%
Rural North	1,790	1,815	1,795	1,849	34	1.9%
Rural North West	3,033	3,091	2,962	3,045	-46	-1.5%
Rural South	2,733	2,755	2,909	3,049	294	10.7%
Shepparton Central	2,244	2,435	2,723	2,898	463	19.0%
Shepparton North Central	5,502	5,535	5,872	6,092	557	10.1%
Shepparton North East	4,552	4,964	6,813	9,201	4,237	85.4%
Shepparton North West	5,619	6,510	7,209	7,278	768	11.8%
Shepparton South	7,013	6,757	6,959	7,057	300	4.4%
Shepparton South East	5,882	6,767	8,291	10,168	3,401	50.3%
Shepparton Surrounds East	3,348	3,153	3,291	3,405	252	8.0%
Shepparton Surrounds South	1,715	1,874	1,780	1,937	63	3.4%
Tatura	4,405	4,799	5,464	6,097	1,298	27.0%

Table E.1: Actual and Projected Population, City of Greater Shepparton, Urban Centre and Small Areas, 2011 – 2036

Source: Greater Shepparton Community Profile and Population Forecast. Accessed 27 February 2018

Population Age Profile

Greater Shepparton	2011		2016		2026		2036		Change 2016 - 2036	
	No.	%	No.	%	No.	%	No.	%	No.	%
Babies and pre-schoolers (0 to 4)	4,307	7.1	4,218	6.6%	5,354	7.2%	5,851	7.0%	1,633	38.7%
Primary schoolers (5 to 11)	5,877	9.7	6,036	9.5%	7,462	10.0%	8,248	9.9%	2,212	37.6%
Secondary schoolers (12 to 17)	5,545	9.2	5,161	8.1%	5,848	7.9%	6,615	7.9%	1,454	26.2%
Tertiary education and independence (18 to 24)	5,060	8.4	5,187	8.1%	5,818	7.8%	6,572	7.9%	1,385	27.4%
Young workforce (25 to 34)	7,067	11.7	7,850	12.3%	9,265	12.4%	9,953	12.0%	2,103	29.8%
Parents and homebuilders (35 to 49)	12,411	20.5	12,030	18.8%	14,265	19.2%	16,098	19.3%	4,068	32.8%
Older workers and pre-retirees (50 to 59)	7,812	12.9	8,408	13.2%	8,638	11.6%	9,477	11.4%	1,069	13.7%
Empty nesters and retirees (60 to 69)	6,009	9.9	7,317	11.5%	7,627	10.2%	8,119	9.8%	802	13.3%
Seniors (70 to 84)	5,103	8.4	6,151	9.6%	8,189	11.0%	9,535	11.5%	3,384	66.3%
Elderly aged (85 and over)	1,251	2.1	1,484	2.3%	2,009	2.7%	2,768	3.3%	1,284	102.6%
Total	60,442	100	63,842	100.0%	74,475	100.0%	83,236	100.0%	19,394	32.1%

Table E.2: Actual and Projected Population Age Profile, City of Greater Shepparton, 2011 – 2036

Source: Greater Shepparton Community Profile and Population Forecast. Accessed 27 February 2018

Shepparton Urban Centre	2011		2016		2026		2036		Change 2016 - 2036	
	No.	%	No.	%	No.	%	No.	%	No.	%
Babies and pre-schoolers (0 to 4)	2,593	7.4%	2,748	7.3%	3,462	7.5%	3,848	7.3%	1,100	40.0%
Primary schoolers (5 to 11)	3,377	9.7%	3,676	9.7%	4,673	10.1%	5,216	9.9%	1,540	41.9%
Secondary schoolers (12 to 17)	3,089	8.9%	3,056	8.1%	3,661	7.9%	4,167	7.9%	1,111	36.4%
Tertiary education and independence (18 to 24)	3,258	9.4%	3,201	8.5%	3,977	8.6%	4,519	8.6%	1,318	41.2%
Young workforce (25 to 34)	4,525	13.0%	5,193	13.7%	6,243	13.5%	6,855	13.0%	1,662	32.0%
Parents and homebuilders (35 to 49)	6,957	20.0%	7,024	18.6%	8,821	19.1%	10,158	19.3%	3,134	44.6%
Older workers and pre-retirees (50 to 59)	4,137	11.9%	4,524	12.0%	5,062	11.0%	5,724	10.9%	1,200	26.5%
Empty nesters and retirees (60 to 69)	3,038	8.7%	3,852	10.2%	4,144	9.0%	4,781	9.1%	929	24.1%
Seniors (70 to 84)	3,061	8.8%	3,578	9.5%	4,706	10.2%	5,574	10.6%	1,996	55.8%
Elderly aged (85 and over)	784	2.3%	994	2.6%	1,360	2.9%	1,880	3.6%	886	89.1%
Total	34,819	100	37,846	100.0%	46,109	100.0%	52,722	100.0%	14,876	39.3%

Table E.3: Actual and Projected Population Age Profile, Urban Centre of Greater Shepparton, 2011 – 2036

Source: Greater Shepparton Community Profile and Population Forecast. Accessed 27 February 2018

Household Income Profile

		2006	2011	2016
Greater Shepparton	Lowest Quartile	28.2	30.2	30.4
	Medium Lowest Quartile	28.2	29.7	29.3
	Medium Highest Quartile	16.5	24.8	24
	Highest Quartile	17.1	15.4	16.3
Urban Centre	Lowest Quartile	29	30.8	30.7
	Medium Lowest Quartile	28.6	29.3	29.7
	Medium Highest Quartile	25.2	24	24
	Highest Quartile	17.2	15.9	16.3
Regional Victoria	Lowest Quartile			31.9
	Medium Lowest Quartile			29.0
	Medium Highest Quartile			23.0
	Highest Quartile			16.1

Table E.4: Household Income Profile, City of Greater Shepparton, Urban Centre of Greater Shepparton, and Regional Victoria, 2016 – 2016

Source: Greater Shepparton Community Profile. Accessed 27 February 2018

Education Levels

		2006	2011	2016
Greater Shepparton	Completed Year 12 or Equivalent	29.6	32.9	36.1
	Vocational Training	14.6	18.6	19.9
	Advanced Diploma or Diploma	5.5	6.3	7.7
	Bachelor or Higher Degree	9.9	10.5	12.2
Urban Centre	Completed Year 12 or Equivalent	31.1	34.6	38.1
	Vocational Training	16.3	18.1	18.9
	Advanced Diploma or Diploma	5.4	6.4	7.6
	Bachelor or Higher Degree	9.9	10.8	13.5
Regional Victoria	Completed Year 12 or Equivalent			38.9
	Vocational Training			22.0
	Advanced Diploma or Diploma			8.5
	Bachelor or Higher Degree			14.5

Table E.5: Education Levels, City of Greater Shepparton, Urban Centre of Greater Shepparton, and Regional Victoria, 2006 – 2016

Source: Greater Shepparton Community Profile. Accessed 27 February 2018

Diversity

		2006	2011	2016
Greater Shepparton	Born overseas	10.8	13.1	14.8
	Non-English-speaking background	7.7	9.9	11.5
	Arrived within the last 5 years	13.4	27	25.8
	Identify as Aboriginal or Torres Strait Islander	3.2	3.5	3.4
Urban Centre	Born overseas	12.4	16.1	17.2
	Non-English-speaking background	9.4	12.8	13.8
	Arrived within the last 5 years	15.8	33.2	29.6
	Identify as Aboriginal or Torres Strait Islander			3.5
Regional Victoria	Born overseas			11
	Non-English-speaking background			6.1
	Arrived within the last 5 years			14.9
	Identify as Aboriginal or Torres Strait Islander			1.6

Table E.6: Education Levels, City of Greater Shepparton, Urban Centre of Greater Shepparton, and Regional Victoria, 2006 – 2016

Source: Greater Shepparton Community Profile. Accessed 27 February 2018

Appendix E

Detailed Consultation Results

Princess Park Future Directions Plan

Results from Survey of Clubs, Associations and Organisations

In total only 6 organisations completed the survey, with 2 surveys being received two different departments from the City of Greater Shepparton. The surveys were completed by:

- Shepparton Primary Schools Sports Association
- Greater Shepparton City Council
- AFL Goulburn Murray
- Shepparton Runners Club
- Shepparton Swans Football Netball Club
- Shepparton and Youth United Cricket Club.

Key questions asked were:

- What are the strengths of Princess Park
- What are the limitations of Princess Park
- What are the strengths of your club
- What are the limitations of your club
- What would your club, association or organisation like to do if it could
- What are the priorities for your club in the next 2 years and 5 years
- What does your organisation believe should be the priorities for Princess Park in the next 2 and 5 years

Clubs were also invited to provide any additional information or comments.

Note: the number beside each response denotes the number of times this response was selected.

Strengths of Princess Park

- Player off-field facilities eg change rooms, clubrooms 1
- Sport on-field facilities eg. oval surface, netball courts, cricket pitch 5
- Major events held at the Park 3
- Relationship with Council land owner and manager 3
- Availability of facilities to service event needs at Princess Park 2
- Other – central location to CBD 1

Limitations of Princess Park

- Player off-field facilities eg change rooms, clubrooms 6
- Sport on-field facilities eg. oval surface, netball courts, cricket pitch 1
- Major events held at the Reserve 2
- Relationship with Council land owner and manager 1
- Availability of facilities to service event needs at Princess Park 3
- Other - Only one Netball Victoria approved Netball court 1 and Visitor changerooms (cricket rooms) need a major upgrade. The back field (McGregor) needs to be reconfigured to allow for more use 1.

Strengths of Your Club / Association / Organisation

- The makeup and capacity of the Club committee 3
- Governance of your Club 2
- Support volunteers eg coaches, parent involvement 1
- Player participation 2
- Financial stability of the club 3
- Capacity and willingness to run other programs eg female participation, juniors 4
- Other - Providing support to the users 1

Limitations of Your Club / association / Organisation

- Support volunteers eg coaches, parent involvement 2
- Player participation 3
- Financial stability of the club 1
- Other - Usage of buildings by other users. Currently the Football club have rights to the large building giving the cricket club no room to expand their operations 1

What would your club / association / organisation like to do if it could in relation to participation, capacity and facilities

Participation

- Hold more events
- Increase opportunities for participation in football by having the ability to use both ovals, this would allow 2 games to be played at the same time cutting down on the need to find other venues and limiting the number of volunteers to run canteen etc.,
- recruit more junior and senior players and volunteers
- Limited ground space, second field upgrade
- Lighting on McGregor oval would increase participation
- develop a Youth Girls football team

Capacity

- We can't cater for a large number of participants
- The club would like to have the ability to hold more major events at Princess Park for example Mad Cow Mud run, Car Shows and Finals Football, these types of events assist the clubs in being sustainable and without them make fund raising more difficult.
- current change rooms in need of replacing as not big enough and of rundown condition Practice nets need expanding to accommodate current numbers
- Making the back field bigger for hosting higher quality events
- No capacity to hold football finals due to the area not being fenced off
- Host GVL finals

Facilities

- Old club rooms
- The club would like to have a multi user function center that could cater for up to 250 people, complete with kitchen, bar and toilet facilities upstairs while down stairs would include separate male and female change facilities, canteen and bar outlets a
- little or no facilities prevent female participation. Current male players unwilling to bring partners to facilities
- Raw water connection – Budget
- Multi-Purpose building available to the public for different uses.
- Fence the perimeter to allow the venue to host finals. This is a big deterrent for the club and always has the venue being 'second fiddle' to Deakin Reserve and other venues in GSCC

Club / Association / Organisation Priorities

	Next 2 Years	Next 5 Years
Priority 1	<ul style="list-style-type: none"> – More members. – Woman’s football team, starting with an under 18 team before working into other levels and age groups as competitions grow in the region. This will give girls in Shepparton an opportunity to play this fast-growing sport. – Of equal priority - replace change rooms and have a designated kitchen area for afternoon tea / expand practice nets. – Upgrade visitor (cricket) changerooms. – Community Club Sustainability Program - player points and salary cap. 	<ul style="list-style-type: none"> – Increase members, – The Clubs long term sustainability for the benefit of the whole community by utilizing a modern facility that can attract major events and functions to the town while providing an opportunity for males and females to play Football and Netball. – Change rooms for all user groups Expand training nets, as above for 2 years. – Upgrade visitor (cricket) changerooms of build a multi-use facility with change rooms. – Club sustainability - financially, volunteer driven and player numbers.
Priority 2	<ul style="list-style-type: none"> – Improve facilities. – To have the ability to play football on the back oval, this will allow the club to play multiple games whether it be junior football, woman’s football or host large events that require the two ovals. – Revamp McGregor oval to make level and improve drainage. – Set up a user group for the site. – Club facility grants program 	<ul style="list-style-type: none"> – Improve facilities. – Have the ability to host football finals which will help the club continue to compete in the GVL, a league that brings thousands of visitors to the town each year. – Encourage more local residents to get active in cricket in any form and expand our club at all ages /gender/ability. – Reconfigure McGregor oval to make it more user friendly. – Increasing volunteer training programs and support.
Priority 3	<ul style="list-style-type: none"> – Promoting the club. – An under 15s GVL netball team, this is in line with the GVLs plans to expand the current competition possible as soon as 2018. This would present some challenges as there is only one court that meets Netball Victoria standards. – Sightscreens to aid safety for players as trees 	<ul style="list-style-type: none"> – Be in a better financial position – Provide an outlet for people of all walks of life to come together in a club environment that demonstrates and encourages young people how to become fine members of the community through inclusion and involvement in a Football Netball club. – As participation increases to confine costs to

	<p>around perimeter of oval sometimes make ball hard to see.</p> <ul style="list-style-type: none"> - Fencing the facility. - Club sustainability - junior development and player numbers. 	<p>a min so community can be involved in activity in centre of Shepparton.</p> <ul style="list-style-type: none"> - Upgrade irrigation system. - Facility audits and a strategy for all venues
--	--	--

Priorities for Princess Park

	Next 2 Years	Next 5 Years
Priority 1	<ul style="list-style-type: none"> - Modernise facilities. - Completion of fencing around Princess Park, currently there are large areas that are not fenced meaning we have no control over who can enter the ground during and event. It is for this reason the GVL will not allow us to host any finals at Princess Park. - Multi user building to cater for female and male and all ability players, juniors and seniors incorporating change /storage/medical and social areas. - Irrigation System Renewal - Improve and reconnect to the Raw water source. - Upgrade visitor (cricket) changerooms of build a multi-use facility with change rooms. - Fence the venue. 	<ul style="list-style-type: none"> - Improve facilities. - A modern sporting and community facility incorporating Multi user club rooms/function centre, male and female change rooms, canteen and bar facilities. A children's playground facility, two functional ovals with a quality surface for all sports, two Netball courts. - McGregor Oval upgrade. - Upgrade visitor (cricket) changerooms of build a multi-use facility with change rooms. - Fence the venue.
Priority 2	<ul style="list-style-type: none"> - Control flooding - A new multi user community facility that could cater for up to 250 people, complete with kitchen, bar and toilet facilities upstairs while down stairs would include separate male and female change facilities, canteen and bar outlets as well as public toilets. - Revamp McGregor oval to make level and suitable for cricket and football and other sports use. - Visitor change room - Cricket Club room - Upgrade - Doesn't meet standard. - User group for the site. - Netball courts. 	<ul style="list-style-type: none"> - Control flooding - Sealed car parking area for princess park uses but also for the use of the general public during the week taking the strain off the CBD parking and catering for the overflow that is already taking its toll on the grassed area to the east of the main oval. - McGregor oval revamp. - Roadway surfaces. - Reconfigure McGregor oval to make it more user friendly. - Resurface the netball courts.
Priority 3	<ul style="list-style-type: none"> - Improve roads. - Realignment of the Netball and cricket practice wickets so the back oval can be used for football and cricket again. In doing this the netball courts could be set up so they have direct access to the new change rooms and the upstairs facility looked over - Lighting of Riordan oval to make use of evening times for football and cricket and other sports events. 	<ul style="list-style-type: none"> - Improve roads. - Incorporate the upgrade of the backwater of the Goulburn river (Jaycee Park) into the Princess Park plan so the two come together and provide a modern multiuser space for the whole community including current and future tenants of princess park. - Overall drainage improvement plan. - Continued spectator improvements. - Fencing the facility.

	<ul style="list-style-type: none">- Lighting - Upgrade, Possible lighting on the second field.- Upgrade irrigation system.- Update scoreboard to decrease volunteer workload.- Improved car parking.	<ul style="list-style-type: none">- Provide a suitable alternative to Deakin Reserve as a major facility in GSCC.
--	---	---

Princess Park Future Directions Plan – Workshop Notes

Workshop held 9 August 2017

Activity 1 - Aspirations

Participants were asked to identify the words or phrases that best describe their future aspiration or vision for Princess Park Reserve. The following was identified:

1. Maintain and improve the current status as a vibrant modern and attractive multi-purpose sporting and community venue in a unique setting with links to the wider river and CBD precinct. With a hive of activity, the venue will provide for Club level activity, particularly for AFL, Netball, Running and Cricket, host of major cricket events, and a destination for other community activity eg: markets and informal and passive recreation.
2. Use and development of the site:
 - Maximise the development of complimentary and shared use infrastructure and opportunities on the site
 - Maximise use of the site's broader environment increasing community passive and active recreation use, with links to the CBD and broader river network

Activity 2 – Strengths, Constraints and Opportunities

INFRASTRUCTURE			
	Strengths	Constraints	Opportunities
Profile	<ul style="list-style-type: none"> – Centrally located in the Shepparton CBD. – The Reserve is located in a unique natural setting along-side the Goulburn River Precinct. 	<ul style="list-style-type: none"> – Parking and accessibility is limited. – The site facilities do not adequately cater for increasing passive and informal recreation needs of the community as part of the wider river precinct. 	<ul style="list-style-type: none"> – Develop as a Regional community facility catering for local sports events including finals, major cricket events, community events and informal and passive recreation.
Facilities	<ul style="list-style-type: none"> – Condition of main oval (which receives regular maintenance by Council). – Turf pitches. 	<ul style="list-style-type: none"> – Both ovals have drainage issues near timekeeper’s box. – Spectator facilities limited, not up to an acceptable standard and spectators on the south side look into the sun. – Only 1 netball court, with a second aged warm up court affected by tree roots. – Not sufficient cricket nets – No female friendly facilities (including change rooms and umpire rooms) – The site has several single use older facilities. – Public toilets – poor amenity and condition. – Current infrastructure looking tired and outdated. 	<ul style="list-style-type: none"> – Shift main oval to the west providing enough room for development of the second oval to full size with lights. – Construct new netball courts at the northern end of the Reserve. – Create shared use trail loops off the levee bank. – Replace all existing Club facilities, with a new multi- purpose development at the northern end of the main oval servicing the two ovals and netball courts. – Allow facilities and change rooms to be available to casual users encouraging maximum use. – Increased shelter/shade and spectator viewing. – Consider public toilets as part of the redevelopment plan for facilities at the reserve.

	Strengths	Constraints	Opportunities
Surrounds	<ul style="list-style-type: none"> – Unique natural environment setting. – Links to the broader Goulburn River Precinct and CBD. 	<ul style="list-style-type: none"> – No facilities or spaces catering for increasing demand for informal and passive recreation. 	<ul style="list-style-type: none"> – Improve access and safety around ground eg. Seal surrounds. – Water storage for re-use. – Develop facilities catering for passive and informal community recreation use and events such as markets.
MANAGEMENT AND USE			
Profile	<ul style="list-style-type: none"> – Council maintaining as a 4-star venue. – Better situated than most regional competitors' due to reserve being located within the CBD and river Precinct. – Strong history with Club presence at the Reserve. 		<ul style="list-style-type: none"> – Major events and entertainment opportunities providing economic development for the region.
Governance	<ul style="list-style-type: none"> – Council manage ovals and surrounds. – Occupants manage clubroom facilities and sports facilities such as netball courts and cricket nets/wickets. 		<ul style="list-style-type: none"> – Establish a user group that meets regularly to work collaboratively in the planning and development of the reserve and its use. – User groups being more actively involved in managing the site through a structure such as an advisory group.
Use	<ul style="list-style-type: none"> – Four user groups, football, netball, cricket and running. – Clubs have strong identities within the community and as key users of the site. 	<ul style="list-style-type: none"> – Need ability to generate own income which is partly limited to available facilities. 	<ul style="list-style-type: none"> – Increase use during the day eg use of meeting rooms and function facilities. – Increase informal and passive recreation use. – Increase the ability for shared use of facilities.

	Strengths	Constraints	Opportunities
Facilities	<ul style="list-style-type: none"> – Council undertaking turf management and looking after the surface of both ovals. – Council manage maintenance of surrounds. – Clubs manage facilities and support infrastructure specific to their use. – Some sharing of facilities where possible between user groups and outside use. 	<ul style="list-style-type: none"> – Second oval too small to use for anything except training. – One netball court for training limits use as second netball court not safe due to tree root damage. – Runners Club required to use streets for some events. – Fire and flood regulations required to be fulfilled in any future development which will be costly. 	<ul style="list-style-type: none"> – Plan the reserve to better cater for the needs of sporting users, informal and passive recreation and broader community use such as markets and day time use. – Redevelop facilities with a planned approach that establishes the reserve as an active and vibrant facility within the CBD.

Princess Park Future Directions Plan Discussion with the Italian Social Club

Discussions were held with the Italian Social Club to understand their aspirations for the facility they use in Princess Park. The following information was gathered about the Club through this discussion:

- They been at the current location for about 54 years
- They have approximately 80-100 members and offer free memberships to elderly pensioners who cannot afford the fee
- Their members range from 18 year olds to 90 year olds
- They are experiencing some challenges generating interest from young members in bocce and are thinking of other options for the use of the bocce runs, possibly indoor bowls
- They are quite an active social club with regular events and also offer meals at discounted rates
- They currently have a User Agreement for the space with no end date and Council have been unable to move them onto a lease because DELWP will only offer at 21 year lease. The Italian Social Club own the building and the land is DELWP owned/Council managed land.

As part of the discussions the notion of Council potentially using part of their fenced off carpark area for additional full access carparks was explored. The Club is willing to explore this further as they experience some difficulties with people jumping the fence to avoid paying on AFL game days and damaging the current fence.

Princess Park Future Directions Plan Resident and Business Survey Results

Home occupiers and businesses within a 3 block radius of Princess Park were invited to complete a survey to share their views and aspirations for the Park. The response to this survey was very low with only 6 surveys completed.

Key questions asked through the survey were:

- What do you value most about Princess Park?
- What are the challenges or limitations of Princess Park?
- What is important to include in a vision for Princess Park
- What would you like to see changed or improved at PP in the next 5 – 10 years

In relation to the question what do you value most about Princess Park, survey residents were provided with a drop-down list to select from, but could also provide additional comments under other. The results were:

- 4 survey respondents selected informal recreation spaces
- 3 survey respondents selected location close to my home
- 3 survey respondents selected aesthetic and natural environment
- 2 survey respondents selected the formal sport and recreation on-field facilities
- 1 survey respondents selected activities and events held at Princess Park
- 1 survey respondent identified under other, walking tracks around the outside of the park, with the lights.

In relation to the question what are the challenges or limitations of Princess Park, survey residents were provided with a drop-down list to select from, but could also provide additional comments under other. The results were:

- 2 survey respondents selected aesthetic and natural environment
- 2 survey respondents selected activities and events held at Princess Park
- 1 survey respondent selected aging infrastructure
- 1 survey respondent selected informal recreation spaces
- 1 survey respondent selected the location is close to the central business area
- 1 survey respondents selected the formal sport and recreation on-field facilities
- 1 survey respondent identified under other, sometimes the football club lock the gate at the back and forget to unlock it and we walk the same route everyday with our dogs and this causes issues and as a female I feel that if it is locked I am somewhat trapped if anyone tries to attack me, my exit is locked

In relation to the question what is important to include in a vision for Princess Park, the following responses were received:

- Community events: While I think it's important to maintain formal sporting events, I think it would be great to see more community events, not all necessarily focussed on sport. I also think the state of some of the facilities needs to be closely looked at.
- Community events, informal recreation infrastructure, and support infrastructure: Princess Park is in an ideal location to host community events, close to town and surrounded by a natural environment. Support infrastructure such as modern toilet facilities, signage and shelter structures would enhance this area and is necessary for community events.
- Sports infrastructure: Better looking club and change room facilities.
- This area will now compete with the new sports precinct and devolve to simply a football/netball club with occasional sporting events. It needs to be transformed into a community hub and several issues need resolving; flooding of lower oval, flooding behind Italian Social Club, car parking behind Italian Social Club needs to be resolved formally, and the under-utilisation of the Italian Social Club needs a transformation
- Informal recreation infrastructure / spaces: Off lead dog park?? as it is away from major roads and loads of parking, make sure the lights are always in working order, maybe paint a line down the middle of the walking track to try and remind people to keep left!

In relation to the question, what would you like to see changed or improved at Princess Park in the next 5 – 10 years, the following feedback was received:

- Upgraded / additional infrastructure
- Upgrade of existing facilities
- Off road tracks for cyclists and hikers in the surrounding area maintained
- The entrance area to the park is unattractive and could be greatly improved
- Advantage should be taken of the natural resources such as bushland and native wildlife, to create a themed parkland
- Improve and increase the back oval for better usage
- Car parking for Weekday people when the grounds are not used
- Resolve car parking
- Fix the flooding
- Turn the Italian Social Club into a community hub - lease negotiations
- Fix the issue of people living there in campervans
- More trees planting, I notice that has happened but even more - great work!
- More police checking the area, kids on motor bikes nearly run me down on the walking track
- Maybe demolish the toilets, clean up the area
- Try and stop people dumping rubbish down there
- Stop cars going down the back of the river.

Survey respondents were also able to provide any additional comments or suggestions they may have about Princess Park and the following was received:

- Any facilities/upgrades should complement the natural environment of this area. Princess Park is well used and appreciated by non-sporting members of the community, e.g bike riders, joggers, walkers and dog owners. The park flows naturally from the town centre, while having such close proximity to the CBD it is also a wonderful habitat for our native plants and wild life.
- Development of a multicultural sporting precinct - clubrooms in the area behind the Italian Social Club
- Do not make it a car park!
- We need a massive multi deck in the town for all the all-day parking people, they will need to pay for this, like other big towns, and all other parks to be 1-2 hours.
- In Marungi street, please make some street parking 1 or 2 hours, People find it very difficult to visit me during council hours, as there is nowhere to park, if our gate is shut.
- Also, the parks in the middle of the road half way down need to be stepped back so that you can see oncoming cars when you are doing a u turn, which I have to do every day to get out of our street and go towards the town and I have nearly been wiped out numerous times as you have to get half your car out to see what is coming.
- Hoons are a major problem around the area, maybe council could put speed humps down Marungi and Quinnan Parade to slow people down.