



SHEPPARTON SPORTS & EVENT CENTRE

REDEVELOPMENT



As a well-recognised sporting capital of regional Australia, Greater Shepparton is committed to the redevelopment of the existing indoor sports stadium.

The creation of a multipurpose sports and entertainment centre, which will service northern Victoria and beyond, would mark the completion of the Shepparton Sports City Precinct, will also accommodate the planned Munarra Centre for Regional Excellence (MCRE), a national state-of-the-art facility celebrating Aboriginal culture, comprising an Indigenous Academy (offering VCE and VCAL); a Regional Sports Academy; cultural facilities; and a cultural knowledge centre.

Greater Shepparton is experiencing a sustained period of population growth, with the city's total population forecast to reach 83,200 residents, or an additional 18,000 people by 2036. Greater Shepparton also serves as a major service centre for north-central Victoria and parts of southern New South Wales, a catchment area with a population in excess of 170,000 and forecast to increase to 200,000 by 2036.

This anticipated growth has necessitated strategic planning for transformational projects that will ensure long-term economic and social benefits to the city of Greater Shepparton. The project to re-develop the Shepparton Sports Stadium will require an investment of \$37 million and aims to achieve three key outcomes for the city:

1. Improved health and wellbeing for Greater Shepparton community and surrounding regions, in particular increased community participation in physical activities.
2. Enhancement of Shepparton's appeal and reputation as a regional sporting capital, including ability to retain and attract state and national competition level sporting events.
3. A greater contribution to the Victorian economy, including an estimated five-fold increase in visitor numbers, leading to an economic contribution of \$6.8 million per year.

The case for redevelopment and investment

Thanks to a recently completed \$21 million upgrade, Shepparton Sports City Precinct boasts an excellent network of modern outdoor sports facilities, catering for a variety of sports including athletics, netball, hockey, tennis, BMX and soccer. These facilities have been integral to Shepparton's recent success in attracting significant state and national level tournaments, sporting events, and competitions, including:

- 2018 Victorian State Netball titles;
- 2018 Little Athletics Victoria Region Track and Field Championships;
- 2017 and 2018 A-League soccer pre-season friendly between Melbourne City FC and Western Sydney Wanderers;
- 2015 to 2016 Victorian Teachers Games;
- Victorian Regional Country Soccer Championships;
- 2014 BMX Australia National and Oceania Championships; and
- 2014 to 2018 Australian International Football Championships.

Shepparton has also secured the BMX Australia National Championships for 2019 and the 2020 UCI BMX Supercross World Cup.

These events are important to the local region, providing substantial direct and indirect economic benefits, as well as encouraging participation in a wide range of sports. The high quality of outdoor sporting infrastructure has been key to Greater Shepparton's success in securing these events.

By contrast, indoor sporting facilities within Shepparton are generally out-dated and lack modern amenity. Shepparton Sports Stadium, owned and managed by Council, was built in 1972 (two courts), then expanded 20 years later in 1992 with the addition of two multi-purpose courts and a multipurpose room. In summary, the facilities currently include:

- Four indoor courts
- Multipurpose room
- Amenities
- Administration space
- Four small change room facilities

"Shepparton has been a great host of recent BVC events and we're thrilled to announce it will host a Country Championships event in 2019," Basketball Victoria Country General Manager David Huxtable said.

Other indoor sports venues in Greater Shepparton are mainly owned and managed by local schools. As a result, their availability is dictated, and limited, by school terms.

Whilst Council maintains the current Sports Stadium to a high standard with regular investment, the current four court configuration severely limits court availability for growing associations, spectator seating and multi-use capability. Of particular concern is the lack of a contemporary show court with sufficient spectator capacity to accommodate significant indoor sporting events. As a result, Greater Shepparton is unable to compete with other regional cities (in Victoria and elsewhere) for significant sporting events, such as state and national championships.

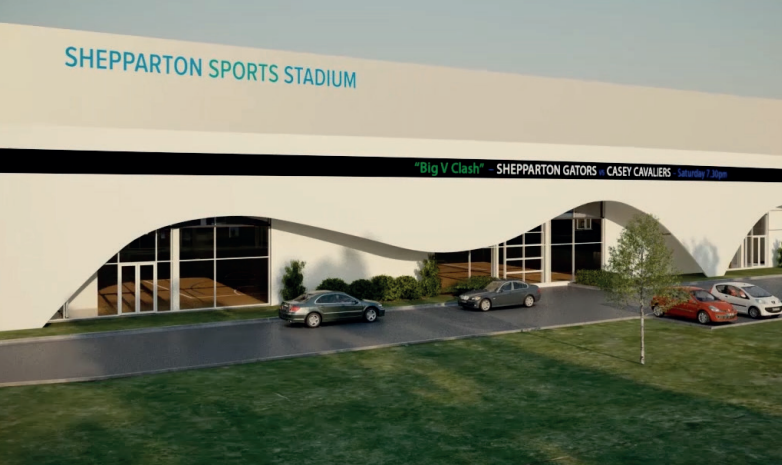
Unmet Demand

Although Shepparton has proven its ability to host major national and state level outdoor sporting events, the dated facilities at Shepparton Sports Stadium, the uncertain availability of alternative venues in the city, and increased competition from other Victorian regional venues are limiting Greater Shepparton's ability to attract significant indoor sporting events and competitions. Importantly, while the stadium does meet the technical and safety standards of most local-level competitions, the stadium's facilities do not meet the higher competition level event requirements of key indoor sports.

Local Demand

Increasing local demand is limiting stadium availability and putting pressure on already outdated facilities.

- Over the five years to 2016/17, annual stadium booking hours have increased by 1,129 hours or by 17 per cent.
- Basketball is the biggest user of the stadium, consuming 41 per cent of booked hours in 2016/17.
- Growth in demand for basketball court hours is strong, increasing by 54 per cent over the five years to 2016/17.
- Stadium Programs run by Greater Shepparton City Council (including Active for Life) consumed 23 per cent of stadium hours in 2016/17, and also grew strongly in the same five-year period.
- While badminton used only 10 per cent of stadium hours in 2016/17, the sport experienced an 82 per cent growth in booked hours between 2012/13 and 2016/17.
- While general bookings (including for volleyball and futsal), and bookings by schools declined by 550 hours over the period, this decline was more than offset by substantial increases in demand from basketball and badminton.



“For Shepparton to continually look to attract events to the Sports Stadium, serious consideration needs to be given to updating the ageing facilities and adding additional courts,” he said.

“When you look at what regional cities, such as Bendigo, Ballarat and Traralgon are doing, Shepparton will be left behind in this space.”

<http://bvcc.net.au/2019-basketball-victoria-country-junior-championships-venues-announced/>

Shepparton’s relative lack of competitiveness in attracting major indoor sports events is exacerbated by larger and more modern indoor sports venues in other Victorian and Australian regional cities. For example, Bendigo Stadium has recently been substantially upgraded.

A \$25 million investment has increased Bendigo Stadium’s total number of indoor courts to 10. Ballarat is expanding the Ballarat Sports and Events Centre from two courts to eight, including a 3,000 seat show court. The nearby Ballarat Minerdome already accommodates four courts and 1,500 seat show court.

Improved Asset Utilisation

At present, the largest indoor event space in the municipality is the Eastbank Centre, with a seating capacity of 827, although up to 1,200 patrons could be seated in a ‘flat form’ setting. A range of other smaller facilities are located in schools and other community spaces.

The potential exists for an expanded indoor sports facility to also accommodate non-sporting events, such as regional conferences, concerts, and exhibitions. An enhanced indoor sporting facility that could also accommodate non-sporting related indoor events would have facility design and cost implications. Operational complexity will also increase, including managing scheduling conflicts between sporting and non-sporting events.

Nonetheless, the use of indoor sports infrastructure for non-sporting related events is relatively common for large regional facilities and would add a further utilisation benefit to this proposal.



The Redevelopment & Expansion

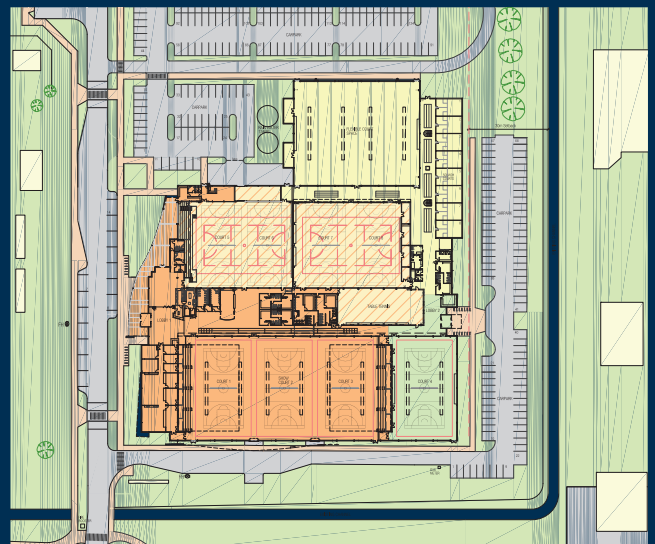
It is proposed to not only upgrade existing facilities at the stadium, but also to create a regionally significant sporting, entertainment and events complex that caters for a multitude of users.

Stage One of the redevelopment of Shepparton Sports Stadium is estimated at \$37 million, comprising:

- External works including improved access to the Shepparton Sports City precinct, upgrades to internal road network, car parking, car park lighting, pedestrian footpaths, bus drop-offs and crossovers, landscaping, drainage and intersection works.
- Demolition of the front portion of the existing stadium.
- Building three new standard courts, compliant with high level international basketball and netball requirements and suitable for many other sports such as volleyball, badminton, futsal and table tennis.
- Installing two banks of retractable seating (3,000 seats in total) to convert the middle court of the three new courts to a high capacity show court capable of hosting major sporting events and other events.
- New facade, signage, front entrance, foyer, reception, storage and common areas.
- Alterations and additions to wet areas and change rooms with the capacity and flexibility to cater for both male, female and gender fluid sporting players/teams.
- Family friendly and accessible (including “Changing Places”) change rooms for visitors with mobility and special needs.
- Change rooms for umpires and officials.
- A café with servery, kitchen and storage and adjoining seating and outdoor terraces.
- Sports house administration area and meeting space capable of accommodating a wide variety of uses and other sporting users.

Greater Shepparton City Council has currently committed \$3 million for this project in its 10 year Capital Plan.

Please [click here](#) to view the Shepparton Sports & Event Centre Redevelopment Fly Through.



Estimated investment required:

Federal Government	\$18.5M
State Government	\$15.5M
Greater Shepparton City Council	\$3M
Basketball Victoria Country (private)	TBC
Total	\$37M



Outcomes

Addressing the current deficiencies in indoor sports infrastructure within Greater Shepparton would yield three measurable benefits:

1. Improved Health and Wellbeing

Regular exercise need not be sports based nor require indoor facilities. However, Council's Stadium Programs such as Active for Life present accessible and affordable group activities that are popular with older members of the community. As noted above, demand for these programs is exceeding stadium capacity, which means that some members of the community are missing the opportunity to participate in activities that offer both social and physical benefits.

Improving the indoor sporting facilities in Shepparton will allow for greater community engagement in physical activities, resulting in improved health and wellbeing for participants.

2. Enhancement of Shepparton's Appeal and Reputation

The economic importance of sport in Greater Shepparton was most recently measured in the 14118 [Economic Analysis](#) of Sport and Recreation report completed by Essential Economics in June 2014. Benefits arise from a combination of:

- Direct economic output (wages, operational expenditures, etc.)
- Household spending
- Volunteerism
- Private sponsorship
- Health benefits
- Visitor spending.

The study concludes that the sport and recreation sector contributed an economic value of \$112m to the local economy in 2013/14. In addition, the sector directly supported 140 FTE jobs and indirectly supported 210 FTE jobs.

3. Strengthen Contribution To The Victorian economy.

There would also be a significant boost to Shepparton's visitor economy. The 2014 Essential Economics report found that the redevelopment and upgrade of the Shepparton Sports Stadium would result in a five-fold increase in the number of indoor sporting events that could be hosted, leading to a similar increase in the number of visitors, and almost seven-fold increase in the number of bed nights in the city (players and spectators). These additional visitors would directly inject \$8.6m per year (2023 values) into the local and Victorian economy.

The employment effects of visitor spending will also be significant. The economy.id model estimates that new visitor spending generated by the Stadium expansion would support around 89 FTE jobs (direct and indirect) per year. This injection of spending into the Greater Shepparton and broader Victorian economy through increased visitation would add to the output by approximately \$12.3M per year, comprising:

- \$6.8M direct impact
- \$3.8M industrial impact, and
- \$1.7M consumption impact.

The benefits accruing to the Greater Shepparton economy through increased attendances at indoor events in the expanded Stadium would be significant and ongoing.

Finally, the redeveloped stadium will assist the Victorian State Government to deliver on the following strategies:

- Victorian Public Health and Wellbeing Plan 2015 - 2019
- VicHealth Mental Wellbeing Strategy 2015 - 2019
- Victoria's Regional Statement (2015)
- Victorian Visitor Economy Strategy (2015)
- Hume Regional Growth Plan (2014)



