



# **STATE FACILITIES CONTEXTUAL PLAN**



## BACKGROUND

Athletics West developed a refreshed Strategy Plan in 2021 that spans through to 2024. A central value embedded within this strategy is innovation with the intention to continually evolve the sport. A key identified driver to deliver this is the development of improved organisational sustainability. The AW State Athletics Facility Plan has been produced with 2 primary purposes;

- Understand the relationship of where demand is located and the localised demographic participant profiles and the corresponding supply of centres, clubs and facilities
- Organise resources to optimise efforts to capitalise on the opportunities for all West Australians to have the opportunity to engage in Athletics.



KINETICA



# REPORT CONTENTS

Section	Page Number
1. Context for the Athletics West State facilities plan	4
2. Executive Summary	5
3. Data Sources Used for the Fact Base	7
4. The Western Australian Operating Context	10
5. Strategic Athletics West Facilities Plan & Recommendation	18
<b>Supporting Documentation</b>	
A Deep Dive Into Athletics Participation in Western Australia	37
Supply – Athletics Clubs and Centres in WA	43
Demand – Athletics West Participation and Membership	61
Assessment of Supply and Demand (bringing everything together)	68
Report Appendices – Club / Centre Survey Information	73

# CONTEXT FOR ATHLETICS WEST STATE FACILITIES PLAN

## READER NOTES

- This document provides the contextual background and an executive summary that supports the detailed Athletics West (AW) State Facilities Plan.
- There are references within this executive summary that enables the reader to source additional information within the detailed FINAL report.

## AW STATE FACILITIES PLAN OBJECTIVES

1. To size and understand our total addressable market, through the existing participation base. Participation means; current membership & people participating in Athletics that are not members
2. Understand our current supply network in terms of participation geography related to, access (equipment, facilities, and offers), and the quality of equipment and facilities
3. Identify where demand is located (defined as interest to try) and how this correlates to supply and the capacity of facilities, clubs, and centres to capture this demand.

Kinetica (independent expert sports data intelligence consultancy) was engaged to deliver;

- (1) A detailed analysis of the supply and demand dynamics of Athletics Track and Field in Western Australia to create a State Facilities Plan, and
- (2) Produce a minimum facility guidelines document for adoption by clubs / centres.



# FACILITIES WILL PLAY A SIGNIFICANT ROLE TO SUSTAIN AND GROW THE SPORT THROUGH POSITIVE EXPERIENCES WITH CLUBS AND CENTRES

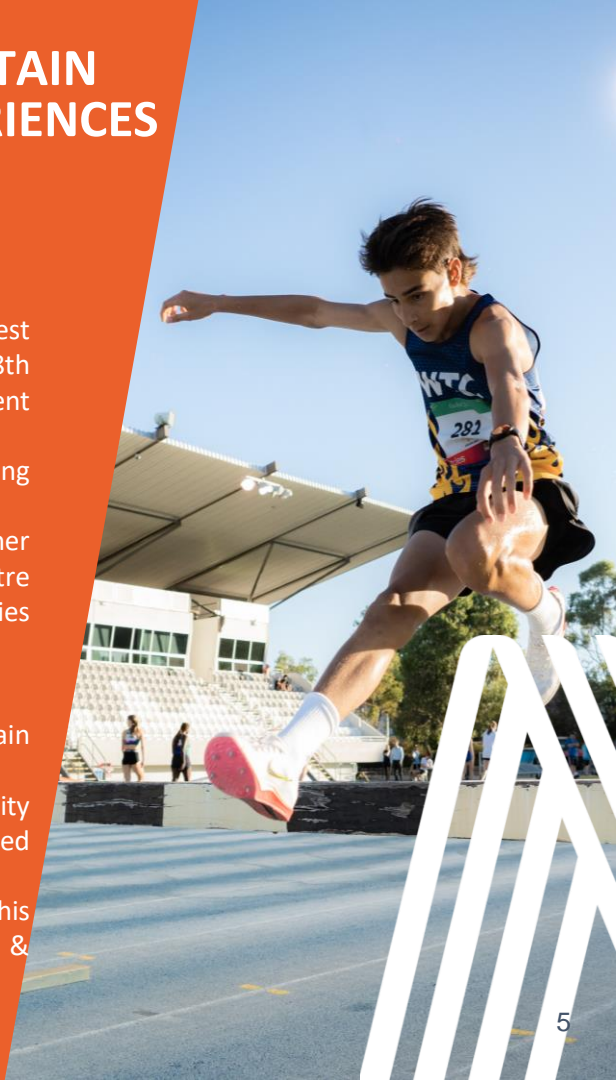
## THE CRITICAL INSIGHTS

### THE SPORT

- Athletics is a significant sport within the WA broader activity space. It is the 8th highest participation sport in WA (Adults and Children), and 5th highest interest to try. Athletics is the 8th highest participation sport for Children in WA of all sports and activities and 5th most prevalent organised children's sport, ahead of Cricket, Tennis, and Aussie Rules.
- Athletics delivers significant value to the health and wellbeing of WA residents with a strong alignment to State Government objectives.
- Athletics has traditionally been considered a 'poor' cousin by some community Clubs to higher profile sports. This is evidenced by local Government discussions through the Club / Centre survey. 91% of AW Clubs share facilities with other sports, where 55% of Clubs share their facilities with Soccer, followed by Cricket and Aussie Rules.

### FACILITIES AND AMENITIES

- There is a variety of available Athletics opportunities with 95% of Clubs / Centres offering the main disciplines
- Athletics equipment at Clubs / Centres is rated reasonable quality however, the access and quality of amenities and facilities is considered below benchmark across the network. If left unaddressed this will restrict growth.
- Turf running tracks are self-rated the lowest quality where 53% of Clubs / Centres use this solution. This coupled with shared facilities may pose a significant challenge to capture growth & satisfy Athletics participation without improvements and investment.



# FACILITIES WILL PLAY A SIGNIFICANT ROLE TO SUSTAIN & GROW ATHLETICS

## THE CRITICAL INSIGHTS

### CLUBS AND CENTRES

- Most Clubs are planning for increases over the next 3 years.
- Whilst 66% said their current facilities meet their needs, the qualitative survey commentary in conjunction with the self-ratings, has revealed that the greatest needs are for improvement are the quality of facilities and amenities to capture and meet future demand.
- The top two needs as identified by Clubs / Centres is facilities and equipment funding.

### SUPPLY AND DEMAND

- There is adequate supply of Athletics facilities and Clubs to meet existing participation. However, the ability to meet future demand, particularly in identified high demand regions will require facility and amenities investment. The Northern and Southern regions of metropolitan Perth are high priority, where investment should flow due to population growth, strong participation, and high latent demand.

### PARTNERSHIPS

- There is a need to strengthen relationships with shared facilities / other sports Clubs to ensure a united and strong advocacy voice to profile the funding needs to local councils.
- It's recommended the key insights and investment program for the high priority regions are presented to State Government orientated to future demand and alignment to State health and activity objectives.



# RANGE OF DATASETS USED TO PROVIDE A DEPTH OF INSIGHT INTO ATHLETICS WEST FOR THIS REPORT

- 1. Athletics Club / Centre Locations** – provided by Athletics West, information about the Clubs includes
  - Geographic location (the LGA and SA2)
  - Club member numbers
- 2. Club / Centre Survey** – Over 50% of Clubs responded to the survey. Any reference to survey's refers to the primary research conducted for this report and informs the State Facilities Plan.
- 3. Athletics West Membership** – gender, age, club, and geographic location of registered members
- 4. Aura Localised Data (Kinetica)** – Kinetica data intelligence datasets provide
  - Participation (beyond membership) insight into sport and recreation participation, Athletics specific participation in WA at the local suburb level
  - Demand for Athletics at the local suburb level
  - Catchment analysis using geospatial analysis and mapping. This includes
    - Demographic profiles of the localities serviced by the club network for Athletics participants compared to national and state averages
    - Profiling includes elements such as income, education, country of birth, employment

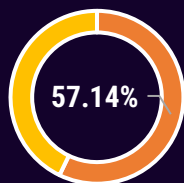
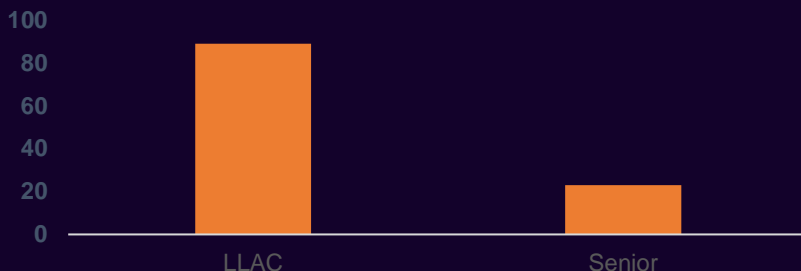
Note - all information presented spatially is based on location information collected and Kinetica intelligence product (Aura).



# AN ATHLETICS IN WA CLUB & CENTRE FACILITIES AND SERVICES AUDIT WAS CONDUCTED

As a part of the Stakeholder Engagement Program Athletics conducted a facilities and services audit. The survey was sent to all 112 Clubs / Centres.

## Sample Size of Senior and Junior Clubs Surveyed



### RESPONSE RATE AND REPRESENTATION

A high response rate (57%) was returned that was representative across metropolitan, regional and rural Western Australia. And critically, all Centres which have dedicated Athletics facilities responded to the survey.

### SURVEY PURPOSE

To understand both the field of play (the disciplines) and the Operations, meaning amenities and functional requirements to deliver the activities needed within the network.

### SURVEY OBJECTIVES

- To capture and understand;
1. Supply of disciplines available
  2. Minimum requirements
  3. Quality of the network

### SURVEY STRUCTURE

1. About the Club / Centre
2. Infrastructure and Equipment (Access and Quality)
3. Quality Ratings by Category
4. Club/ Centre Needs and Verbatim Commentary

# REPORT DEFINITIONS

**The below definition meanings are applied through this report.**

1. Clubs – Athletics West Junior & Senior Clubs
2. Centres – Athletics centres that have all Athletics facilities available
3. Demand – Interest to try Athletics (adults & children)
4. LLAC – Little Athletics Centres
5. LGA – Local Government Authority
6. Local – Localised Area Analysis
7. Membership – existing registered members (senior & junior) of Athletics Clubs
8. Network – The geographical supply of clubs / centres in Western Australia
9. Participation – Adults & Children participating in Athletics at least once pa
10. Supply – Includes club / centre locations, facilities, equipment, and amenities
11. SA2 – Local suburb areas





**THE WESTERN AUSTRALIAN OPERATING CONTEXT**

## **WESTERN AUSTRALIANS ARE INCREASINGLY EXPERIENCING POORER HEALTH OUTCOMES AS A RESULT OF LOWER PHYSICAL ACTIVITY**

The past 50 years have seen a shift from the general population broadly leading physically active lives, to predominantly sedentary lifestyles today. Australians are increasingly inactive, sedentary, overweight and obese. Sport, recreation and physical activity play a key role in fostering healthy communities. There is extensive literature detailing the myriad of benefits which increased physical activity can achieve for both an individual's health and wellbeing and at the broader social and economic level. Insufficient physical activity is not only a health and quality of life risk for individuals; it also impacts society through the costs it generates. Physical inactivity costs the Australian economy an estimated \$13.8 billion a year and results in an estimated 16,178 premature deaths annually.

There are a multitude of ways in which people can be physically active. The diagram below details the spectrum in which activity can occur, from activities involved in everyday living through to people participating in highly skilled, competitive sporting environments. It is important to understand the differences in which this activity can occur, and thereby the role and potential influence sport can play in encouraging and enhancing physical activity.

# WESTERN AUSTRALIANS ARE INCREASINGLY EXPERIENCING POORER HEALTH OUTCOMES AS A RESULT OF LOWER PHYSICAL INACTIVITY

## Physical Activity



# THE CURRENT STATE OF PLAY FOR ATHLETICS IN WA

Athletics has a sizeable, loyal and passionate participant base, predominantly within junior participation. The sport is primarily conducted using outdoor existing public infrastructure / spaces, shared with others for training and practice purposes. Whilst competitions are generally held at one of the 5 Athletic venues, athletics participation mirrors the population density in Western Australia. Most activity is predominantly conducted within 60 mins North and South of Perth CBD and 30 minutes East, however, this will expand further in the coming decade.

## SUPPLY NETWORK

- In WA there are 112 operating Clubs (89 LLAC and 23 Senior) with 6,782 junior members and 1,040 adult members
- Approximately 80% of Clubs and 82% of members are metropolitan located
- Most members are located in the Northern region of Perth, with 25% in the Stirling and Wanneroo LGA's



# THE CURRENT STATE OF PLAY FOR ATHLETICS IN WA

## DEMAND (PARTICIPATION – TRAINING AND COMPETITION)

- Athletics is the 8th highest participation sport in WA (Adults and Children), and 5th highest sport / activity people are interested to try.
- There is c.7% Adult and 11% Children Participation in WA populations
- Athletics is the 8th highest participation sport for Children in WA of all sports and activities and 5th highest organised children's sport. Placing Athletics ahead of Cricket, Tennis, and Aussie Rules.

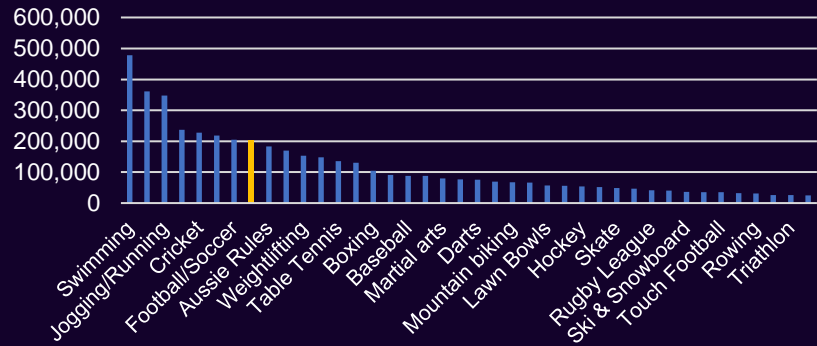
## THE OPPORTUNITY TO GROW IS REAL AND SIGNIFICANT

- There is a variety of available Athletics facilities where 95% of Clubs / Centres offer the main Athletics disciplines
- There is adequate supply of Athletics facilities and Clubs to connect with to meet existing demand.
- c.2% of Adults and 6% of children have demonstrated an interest to try Athletics. This equates to 87,000 people and ranks 7<sup>th</sup> of all sports and activities and 4<sup>th</sup> of the main organised sports, behind Soccer, Cycling and Basketball. Whilst not every individual who expresses an interest to try an activity will convert, this represents a strong % of people interested when benchmarked against the state average against other activities.
- Capturing this demand will place a strain on existing supply (clubs / centres / capacity) and facilities.

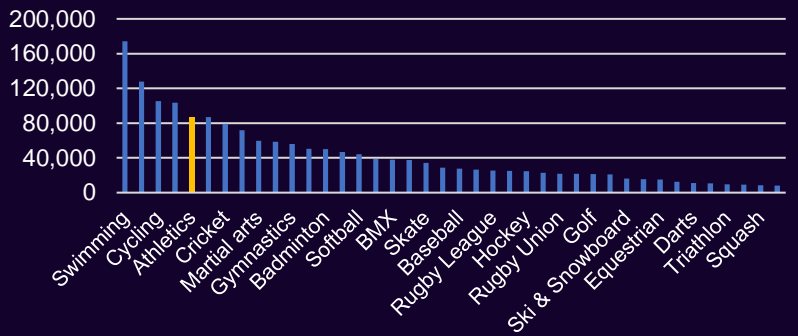


# WESTERN AUSTRALIAN SPORT | THE ATHLETICS CHARTS THAT DEMONSTRATE IT'S INFLUENCE AND PROMINENCE

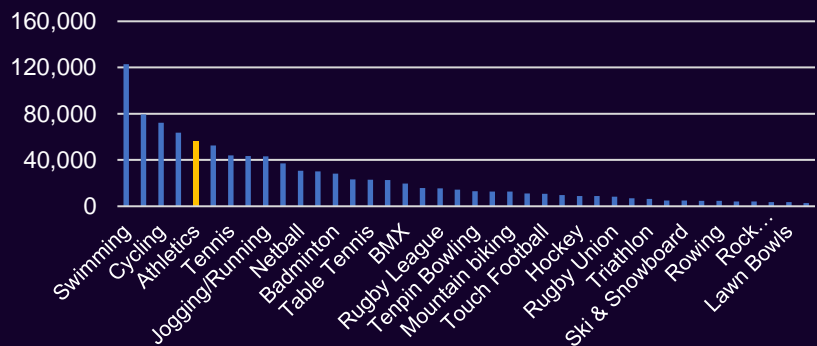
**ORGANISED SPORT PARTICIPATION | ADULTS AND CHILDREN**



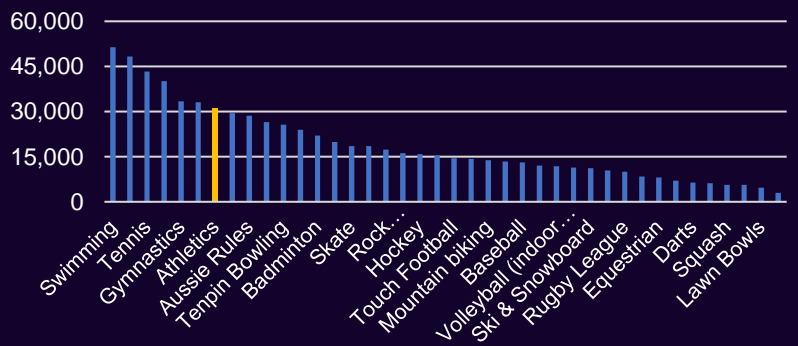
**ORGANISED SPORT INTEREST TO TRY | ADULTS AND CHILDREN**



**ORGANISED SPORT PARTICIPATION | CHILDREN**

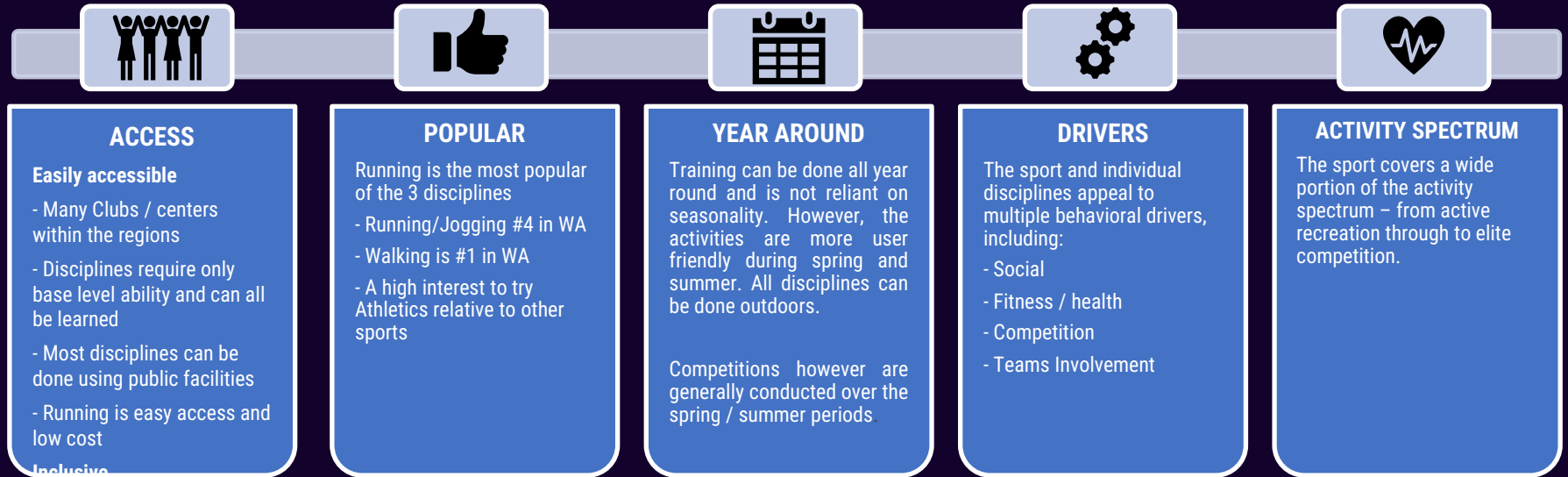


**ORGANISED SPORT INTEREST TO TRY | CHILDREN**



# THERE ARE SOME KEY ATTRIBUTES THAT PRODUCES THE UNIQUE PROPOSITION THAT IS ATHLETICS

Athletics have 5 key attributes that combine disciplines, which make it an appealing sport to both participants, particularly Children and potentially the community more broadly.

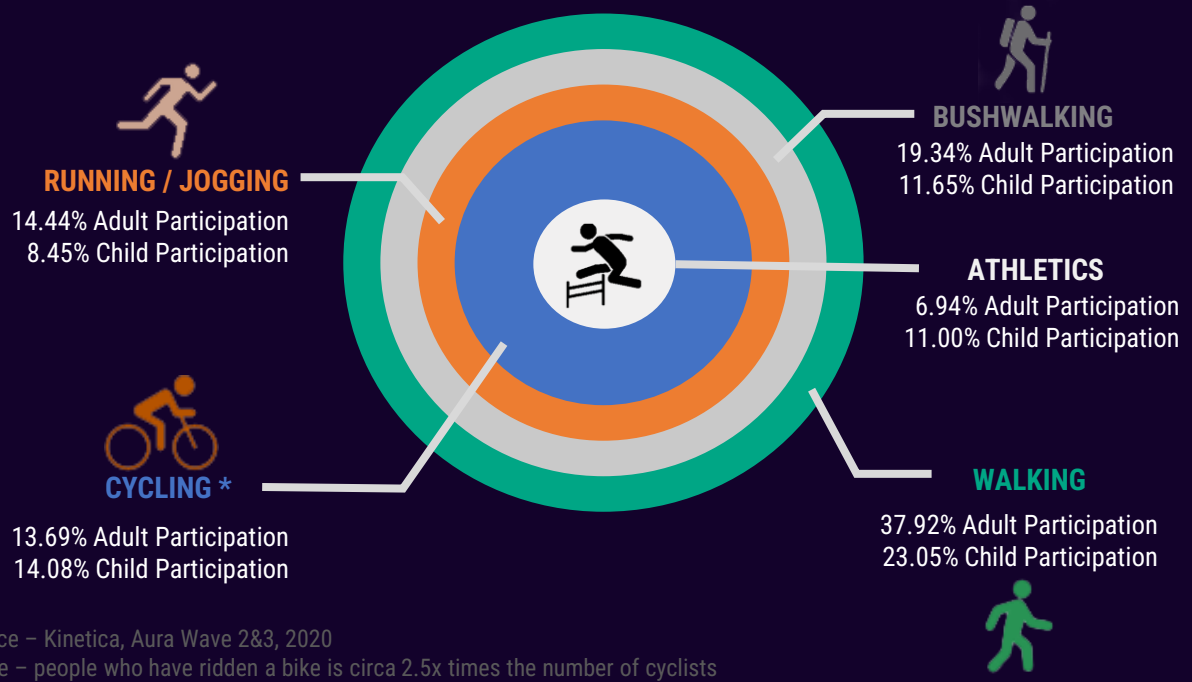


Across age, gender, ability

In isolation, none of these attributes are unique to Athletics; many other sports can lay claim to a selection of these. However, the combination of these attributes creates a unique proposition. Athletics' opportunity to aggregate and leverage these attributes, provides a unique platform in which to holistically address the health, social, and community issues identified previously.

# THERE ARE SOME KEY ATTRIBUTES THAT PRODUCES THE UNIQUE PROPOSITION THAT IS ATHLETICS

## The hierarchy of the related disciplines Adults and Children Participation (Last 12 months) Western Australia



### Insights

- Children’s participation in Athletics over indexes relative to other sports, like swimming.
- Whilst cycling is not an athletics discipline, many who cycle also run /jog
- The ranking of these activities for Western Australian participation is as follows;

Discipline/Sports Only	Rank /42
Walking	1
Bushwalking	2
Cycling	3
Running / Jogging	4
Athletics	8



Source – Kinetica, Aura Wave 2&3, 2020  
 \*Note – people who have ridden a bike is circa 2.5x times the number of cyclists



**STRATEGIC WA STATE FACILITIES PLAN &  
RECOMMENDATIONS**

# THE ATHLETICS WEST STRATEGIC FRAMEWORK 2021-2024 DIRECTLY ALIGNS TO THE WA STATE GOVERNMENT (DLGSC) PRIORITIES

STRATEGIC PRIORITY	PRIORITY EXPLANATION	ATHLETICS WEST ALIGNMENT TO DLGSPOLICY FRAMEWORK
1. <b>VALUE</b>	<p>The ability to understand quantify and articulate the social, economic, health and environmental benefits derived from sport and recreation. <b>Priorities</b></p> <ul style="list-style-type: none"> <li>capture and evaluate structured and unstructured participation data</li> <li>quantify, communicate, and advocate for the benefits that sport and recreation provides to both individuals and the wider community.</li> </ul>	<p>Through the <b>INNOVATION</b> pillar to embrace technology and drive digital, new, and recreational engagement with existing and new participants.</p>
2. <b>PEOPLE</b>	<p>The people involved in the delivery of sport and recreation have well developed capabilities, aligned to the needs of the industry. <b>Priorities</b></p> <ul style="list-style-type: none"> <li>attract, support and maintain the volunteer base undertaking the delivery of sport and recreation</li> <li>effectively support paid staff to enter employment within the industry, be retained in the industry and progress along employment pathways</li> <li>provide pathways and development opportunities for coaches, officials, program leaders and instructors. Build inclusion into the system - provide affordable participation options</li> </ul>	<p>Through the <b>PARTICIPATION AND PEOPLE &amp; CULTURE</b> pillars to increase and upskill, reward and support officials and volunteers.</p> <p>Critically this includes pathways and development frameworks for staff and the Athletics network.</p>
3. <b>STRUCTURE AND SYSTEMS</b>	<p>The structures and systems that support the sport and recreation industry are fit-for-purpose and operate efficiently and effectively. <b>Priorities</b></p> <ul style="list-style-type: none"> <li>adopt governance/operational models and structures relevant to their needs - including size, activity and membership base</li> <li>effectively collaborate/partner/engage with stakeholders to achieve common goals and objectives</li> <li>effectively use technology to support the administration and delivery of sport and recreation;</li> <li>ensure systems and structures are representative of the Western Australian community including</li> <li>diversity in age, culture, ability, gender and location. Create a model that supports the structure and needs of active recreation</li> </ul>	<p>Through the <b>ORGANISATIONAL SUSTAINABILITY AND SPORT DELIVERY</b> pillars. Specifically, best practice management, governance, team leadership, and sustainable revenue development. Deliverables include, one sport competition and event frameworks and a State Facilities Plan. .</p>
4. <b>ENVIRONMENT</b>	<p>The places and spaces in which sport and recreation occurs are accessible, safe and available into the future. <b>Priorities</b></p> <ul style="list-style-type: none"> <li>understand the impact of policy and legislation on different settings, self-represent and inform</li> <li>decisions impacting industry operations and structures</li> <li>ensure the settings in which activity takes place are accessible, protected and available into the future</li> <li>provide safe environments for participants.</li> </ul>	<p>Through the <b>INCLUSIVITY</b> pillar which enshrines a community where everyone feels respected, safe, included, and accepted, demonstrating true sportsmanship. .</p>
5. <b>OPPORTUNITY</b>	<p>Participants are attracted, retained and able to transition from entry level to elite. <b>Priorities</b></p> <ul style="list-style-type: none"> <li>provide opportunities for participants to develop their skills, and experience progressively greater levels of competition</li> <li>provide information, education and entry level participation opportunities for those new to an activity</li> <li>understand the unique locations, demographics and differences within the Western Australian community and consider differing needs during product/program development</li> <li>reduce/minimise barriers to participation.</li> </ul>	<p>A number of initiatives have been implemented and are being developed by Athletics West, including;</p> <ol style="list-style-type: none"> <li>Engaging recreational participants through digital solutions</li> <li>Physical, Mental and Wellbeing solutions</li> <li>New product development catered for participant time and interest needs</li> </ol>

# THE ATHLETICS WEST STRATEGIC FRAMEWORK 2021-2024 DIRECTLY ALIGNS TO THE WA STATE GOVERNMENT (DLGSC) PRIORITIES

The insights derived from this report and subsequent recommendations align with the Athletics West Strategy and the broader participation and health and wellbeing outcomes from the WA Government's Industry Priorities. The specific alignment between this report's recommendations, the strategic pillars and the objectives are highlighted in the **green boxes below** underneath each strategic pillar. The State Facilities Plan is the focus of this report.



# THE ATHLETICS WEST STRATEGIC FRAMEWORK 2021-2024 DIRECTLY ALIGNS TO THE WA STATE GOVERNMENT (DLGSC) PRIORITIES

	<b>OUR MISSION</b> <i>To create opportunities for all West Australians to engage in Athletics through connected communities for their physical, emotional, and mental wellbeing.</i>		<b>OUR VISION</b> <i>One sport bringing a great athletics experience to all</i>	
<b>Values</b>	<b>Inclusivity</b> -This is Our Community-	<b>Integrity</b> -Be real on and off the Track-	<b>Accountability</b> -This is our Sport-	<b>Innovation</b> -Boldly evolve our Sport-
	<b>Participation</b>	<b>Sport Delivery</b>	<b>People and culture</b>	<b>Organisational Sustainability</b>
<b>Objectives aligned to project deliverables</b>	<ul style="list-style-type: none"> <li>- Increased Membership</li> <li>- Increased Participation Opportunities</li> <li>- Increase in regular volunteer base</li> </ul>	<ul style="list-style-type: none"> <li>- One sport competition and events framework</li> <li>- Streamline event delivery</li> <li>- Engage and assist Centres and Clubs to work towards a one sport development plan</li> </ul>	<p><i>This project was not reviewing the people &amp; culture elements of Athletics West</i></p>	<ul style="list-style-type: none"> <li>- Develop and Implement a state facilities plan</li> <li>- Good Governance Framework</li> </ul>
<b>Project key deliverables</b>	<ul style="list-style-type: none"> <li>Data intelligence to;</li> <li>- Assist / identify growth opportunities</li> <li>- Understand participant demo and psychographic insights</li> <li>- Understand athletics regions of interest based on demand</li> </ul>	<ul style="list-style-type: none"> <li>- Guidelines and classifications to deliver club /centre enhancements</li> <li>- Matching the supply network to existing and interested participants</li> </ul>	<p><i>This project was not reviewing the people &amp; culture elements of Athletics West</i></p>	<ul style="list-style-type: none"> <li>- Facility audit to drive recommendations for access and quality of facilities and equipment</li> <li>- Facility Guidelines</li> <li>- State Facilities Plan</li> </ul>

## THE FOUR CRITICAL INSIGHTS

**1. The network quality requires investment to cater for identified priority areas.**

**2. Prioritising high demand Athletics regions and population growth**

**3. Enhanced relationships with our consistent shared sports and facilities to present a united and strong advocacy voice to State Government and Local Councils for common needs**

**4. Facility investments to improve the shared club spaces and community utilisation**

## 5 PRINCIPLES FORM THE CORE OF THE STATE FACILITIES PLAN

PRINCIPLE 1 ACCESS & SAFETY	PRINCIPLE 2 QUALITY	PRINCIPLE 3 DEMAND	PRINCIPLE 4 COLLABORATION	PRINCIPLE 5 PRIORITY REGIONS
<p><b>OBJECTIVES</b></p> <ol style="list-style-type: none"> <li>Equitable access for all</li> <li>Key amenities are available for every club</li> <li>Everyone who wants to do or try Athletics, can</li> </ol>	<p><b>OBJECTIVES</b></p> <ol style="list-style-type: none"> <li>Every club meets the minimum standard for equipment and amenities guidelines</li> <li>Every participant is physically safe and can enjoy the experience without impediment</li> </ol>	<p><b>OBJECTIVES</b></p> <ol style="list-style-type: none"> <li>Prioritise resource and investment to cater for demand</li> <li>Scale up club / centre capabilities in regions of high demand</li> <li>Delivering increased participation opportunities</li> </ol>	<p><b>OBJECTIVES</b></p> <ol style="list-style-type: none"> <li>Assist clubs in collaborating further with their co-tenants and shared facilities to improve the quality of their relationships and approach to servicing the community needs/demand</li> </ol>	<p><b>OBJECTIVES</b></p> <ol style="list-style-type: none"> <li>Targeted investment in amenities and facilities within these regions for clubs / centres</li> <li>Increase localised competitions &amp; events to cater for activity</li> </ol>
<p><b>KEY TASKS</b></p> <ol style="list-style-type: none"> <li>Improvement in equity of access, particularly in high demand regions</li> <li>The facilities and amenities are safe for all participants to engage</li> </ol>	<p><b>KEY TASKS</b></p> <ol style="list-style-type: none"> <li>Significant focus and investment on the amenities and operational facilities that rank lowest throughout the network</li> <li>Minimum operating guidelines standards deployed</li> </ol>	<p><b>KEY TASKS</b></p> <ol style="list-style-type: none"> <li>Identify the additional capabilities and expertise the club / centres require</li> <li>Assist in developing and delivering targeted marketing plans</li> <li>Product development for existing and new participants</li> </ol>	<p><b>KEY TASKS</b></p> <ol style="list-style-type: none"> <li>Assist clubs in coordinating investment &amp; business cases for aggregating amenities and facilities investment for sharing space.</li> <li>Develop a shared understanding template</li> </ol>	<p><b>KEY TASKS</b></p> <ol style="list-style-type: none"> <li>Prioritise focus regions</li> <li>Define the future needs for equipment, amenities, &amp; facilities based on population profiles</li> <li>Work with the clubs to increase competitions / events</li> </ol>

# PRINCIPLE 1 - ACCESS & SAFETY IS CRITICAL TO ENCOURAGE INCREASED PARTICIPATION, SO ALL WEST AUSTRALIANS CAN ENGAGE WITH ATHLETICS WHEN THEY WANT TO

**Network Supply** - The club network supply currently supports the high participation regions adequately through metropolitan North and Southern regions of Perth in terms of space, club, and athletics equipment. Broadly these regions cater for most members and participation requirements. There is however a supply gap immediately below Melville (through the Fremantle to Cockburn region), south from Mandurah to Rockingham and further South to Margaret River. There is anticipated significant population growth over the next 5-10 years in these regions, where this is a critical amenities challenge across < 50% of the club network to be solved.

**THE AMENITIES CHALLENGE** – There are some critical amenities not offered which will hold back participation growth & good experiences with the sport

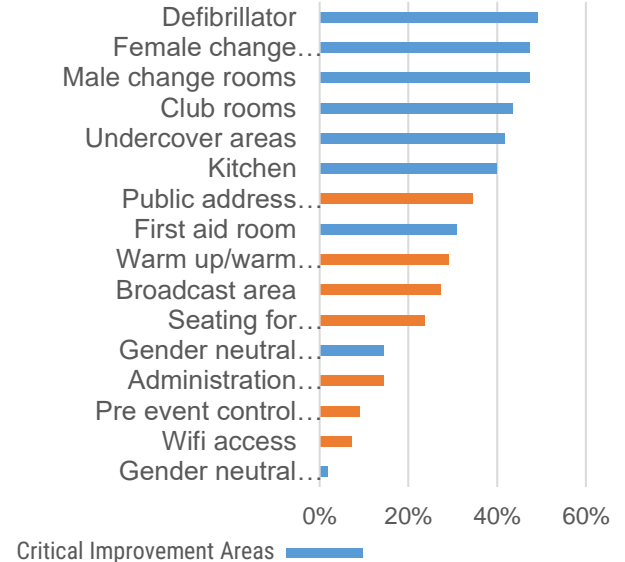
**The Focus** – To ensure all clubs have access to critical amenities to support participation, safety, and local activity experience, which is presently not the case. These elements ranked in order are;

1. **Gender appropriate bathrooms, Male, Female, Neutral**
2. **Clubrooms / Space to congregate**
3. **First Aid Access**
4. **Undercover / shade**
5. **Lighting.** Only 56% of clubs say they access to adequate flood lighting.

**The Proposed Solutions** – implement an investment program where funds are directed to these critical areas. Specific actions should include;

1. Lobby State Government for critical infrastructure improvements that will benefit multiple sports / clubs & communities
2. Provide funding templates supported with direct community impacts that clubs / centres can direct to their local Government contacts.

**Club Network's Amenities & Facilities >50% Access**



# PRINCIPLE 1 - ACCESS & SAFETY IS CRITICAL TO ENCOURAGE INCREASED PARTICIPATION, SO ALL WEST AUSTRALIANS CAN ENGAGE WITH ATHLETICS WHEN THEY WANT TO

**Infrastructure Supply** – Running is the most prevalent Athletics discipline and the 4<sup>th</sup> highest activity by residents in WA. However, with 50% of tracks being conducted on open public space, this creates a challenge and issue not only for Athletics disciplines and participant safety, but also the other shared sports / activities. These challenges are

1. High utilisation by multiple disciplines
2. Access difficulties when needed
3. Reduction in safety through significant use
4. Additional cost and logistics requirements for track and field markings

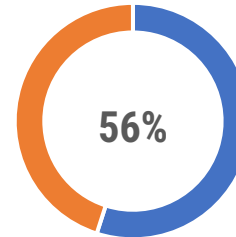
## THE INFRASTRUCTURE CHALLENGE – How can greater access be provided for peak periods

**The Focus** – Ensure clubs, members and participants can enjoy their Athletics participation as intended, without interruption, and safely.

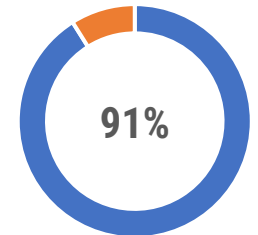
**The Proposed Solution** – implement a club / centre focus program directed to these critical areas. Specific actions should include;

1. Field Marketing Equipment Program. (This is ultimately a cost recovery component and should be rolled into the investment funding plan).
2. Shared Access Plans with their sporting shared partners for safe and sole use when required

**Athletics clubs that practice and train at a public open space with track facilities**



**Athletics Clubs that Share Space with Others**



# PRINCIPLE 2 – THE QUALITY OF FACILITIES AND AMENITIES IS CRITICAL TO ENSURE GREAT EXPERIENCES, CONTINUED PARTICIPATION, AND SAFETY

**Network Quality** – Our research indicates the quality of Clubs and Centres operations, facilities, and equipment is considered reasonable (see below chart). Most (61%) of Clubs / Centres rate their overall quality just above 7 (from a scale of 10), however amenities rate lower than operational and participation facilities. The operational and amenities access are the lowest quality which correlates with the same amenities that aren't provided. Club rooms are rated the lowest quality which is concerning for Athletics and the shared sports in terms of the functional and social aspects of club and social connection. Grass / turf tracks are rated the lowest Athletics quality provision at an average of 5.5 / 10 across all clubs, which is similarly concerning as running is the highest Athletics offer and engagement with the sport.

**THE QUALITY CHALLENGE** – Improving the key elements of Athletics Participation, satisfaction, and safety experiences at the local level.

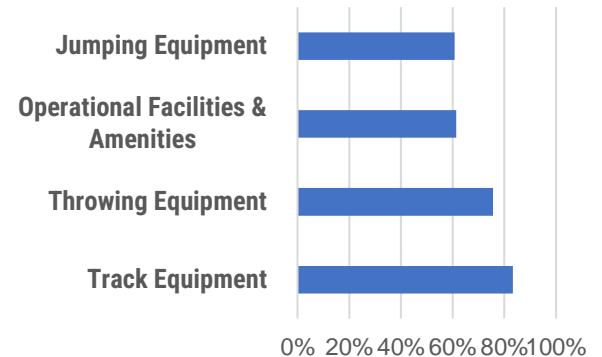
**The Focus** – To ensure the meeting and training spaces provide safe, satisfied and quality Athletics experiences for participants. The critical elements ranked in order are;

- **Gender appropriate bathrooms, Male, Female, Neutral | Clubroom | Undercover / shade | Kitchen / Canteens | Grass Running Tracks**

**The Proposed Solution** – integrate quality product and program design into the club / centre investment and shared help programs from principle 1.

1. Create a collaborative program with the top 3 sports who share facilities (Soccer, Cricket, AFL) for investment and quality planning that benefits all parties. Including an investment template for local councils for shared input.
2. Consider implementing separated sections within the shared open club spaces for running (where feasible). This could be designed to benefit all shared partners from a warm up / training perspective. Work with local Government through the maintenance / repair schedule.
3. Implement the minimum guidelines for club classifications and competitions / events.

Quality ratings of all facilities and equipment



Rankings are out of 10 for every element, and aggregated for the categories represented above.

# PRINCIPLE 2 – THE QUALITY OF FACILITIES AND AMENITIES IS CRITICAL TO ENSURE GREAT EXPERIENCES, CONTINUED PARTICIPATION, AND SAFETY

**Demand** – Population growth within Western Australia is forecasted to present in the Northern Metro and Southern Regions. The Southern Regions from Rockingham through to Margaret River will likely provide significant population growth. The Northern regions being Wanneroo, Joondalup, and Stirling are the highest Athletics participation regions, followed by metro and Southern metro Perth and are well catered for from an access and club perspective, although quality improvements are needed. Rockingham and Cockburn however have less adequate facilities and club access where both are within the top 5 (as a % of population) for Athletics existing participation. Similarly, the South regions of Rockingham and Mandurah and inland further East are presenting in desperate need of new facilities.

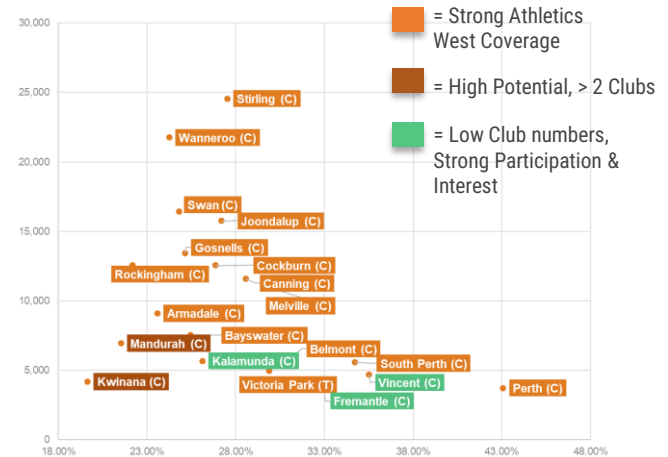
**THE DEMAND CHALLENGE** – Ensuring Athletics has appropriate facilities to capture the significant demand presenting. This requires a dual strategy

**The Focus** – To quarantine investment through a dual strategy of (1) upgrade / maintain and (2) new / refurbished centres to capture and cater for the demand in Athletics.

**The Proposed Solution** –

1. Upgrade / Maintain – Whilst there are many regions where upgrades could be delivered, we have recommended 3 priority regions for facility development, primarily for track surfaces. However, a facility maintenance plan and templates for clubs and centres to work with their local LGA's for funding opportunities will be developed (principle 2).
2. New / Refurbished – We have proposed there are 3 priority regions where new developments are needed and recommended to capture increased participation interest, existing demand and benefit the regions through increased events and competitions.

**Athletics Participation and Interest ADULTS AND CHILDREN (the Top 20 LGA's)**



# PRINCIPLE 3 – 5 LOCATIONS HAVE BEEN IDENTIFIED FOR POTENTIAL DEVELOPMENT BASED ON NEEDS AND DEMAND FOR ATHLETICS

*The five locations are outlined over pages 28-31 with the first being Athletics West below in the City of Cambridge.*

## ATHLETICS WEST

**Location – The City of Cambridge**

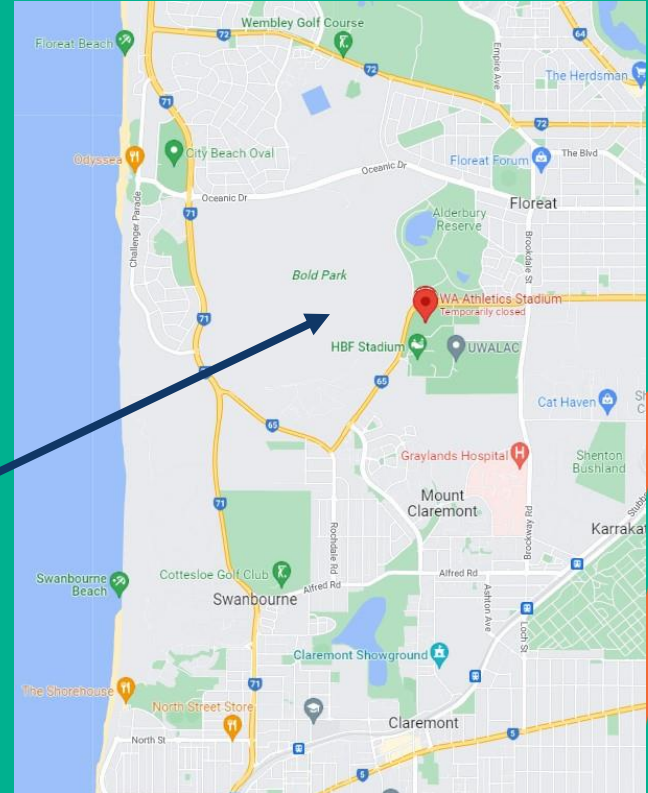
**Requirement –** New build for Warm Up Tracks / Areas

**Rationale –** (1) warm up and warm down quality facilities are a specific requirement for holding national and internal events. (2) provides additional capacity during state and regional events

**Capability –** The facility when upgraded serves two primary purposes (1) Additional and improved training facilities for WA emerging and high performing Athletes, and (2) To attract and hold national & international Athletics events.

**The Value Drivers for WA**

- The home of Athletics WA
- Incremental economic activity for WA, through attraction of
- Development proposed is within a broader sports complex



# PRINCIPLE 3 - 5 LOCATIONS HAVE BEEN IDENTIFIED FOR POTENTIAL DEVELOPMENT BASED ON NEEDS AND DEMAND FOR ATHLETICS

## ERN CLARK ATHLETICS CENTRE

**Location** – The City of Canning

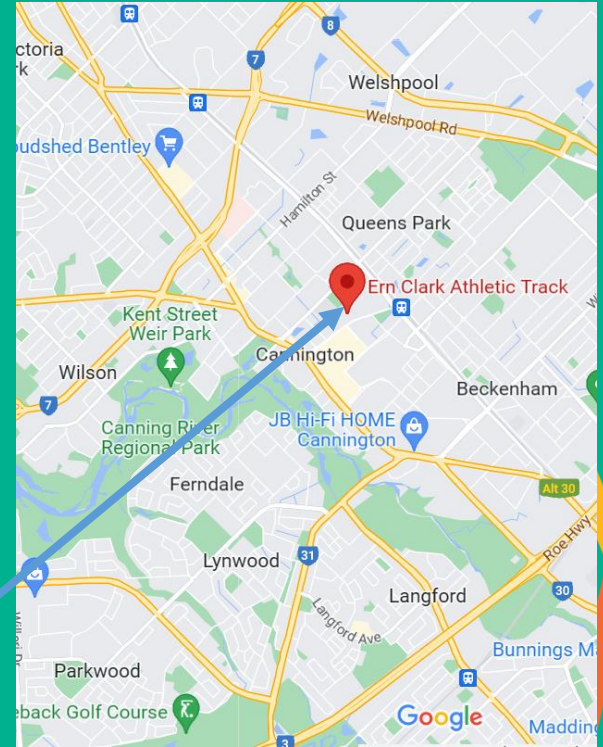
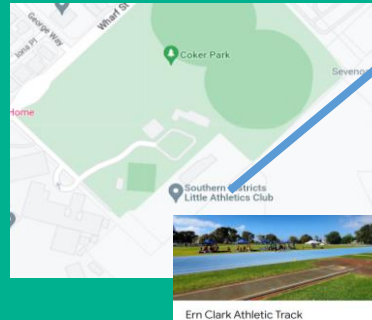
**Requirement** – Identification of suitable land within Canning Vale for a new Athletics Track

**Rationale** – (1) the existing Athletics track is being demolished. (2) the existing club has high utilisation through weekly use from the Southern Districts LAC and the Masters WA Club.

**Capability** – The facility when built represents an opportunity to attract primarily more Children into the sport, and (2) Supports a higher participation and interest to try region than the WA State Ave for Athletics.

## The Value Drivers for WA

- A significant Athletics facility with high community utilisation
- Incremental economic activity for the City of Canning
- Supports a high demand for Athletics South of Perth.



# PRINCIPLE 3 - 5 LOCATIONS HAVE BEEN IDENTIFIED FOR POTENTIAL DEVELOPMENT BASED ON NEEDS AND DEMAND FOR ATHLETICS

## THE CITY OF WANNEROO

### Location – Specific area to be determined

It is proposed that a facility upgrade will also capture the growth into the Clarkson, Quinn's Rocks, Butler regions & Yanchep regions.

Capability – The region represents an opportunity to capture growth whilst enabling the ability to hold regional events & competitions.

## THE CITY OF SWAN

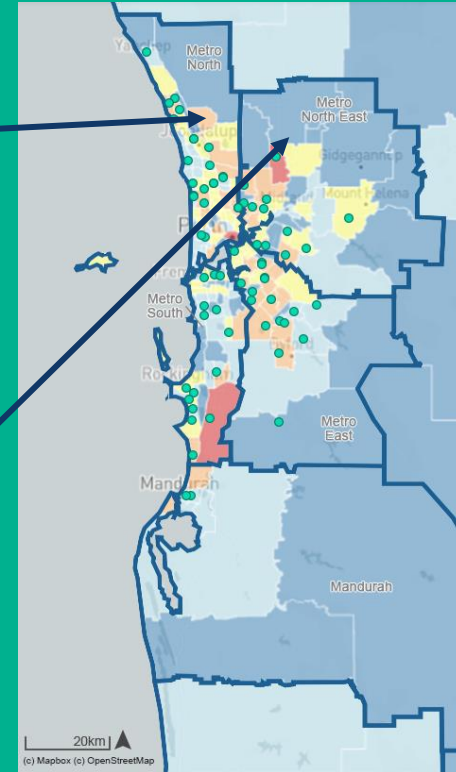
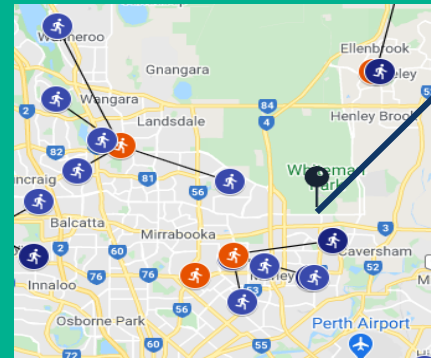
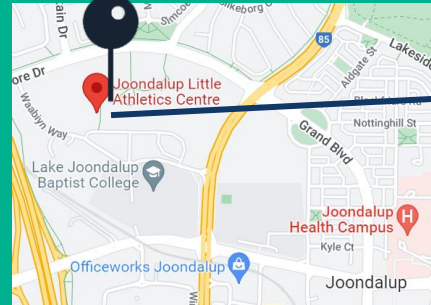
### Location – Marshall & Lord Street Whiteman Park

Area for Athletics Facilities Development (within a broader sports complex)

Rationale – The location is a Gateway from the South, North, and North East regions, with approximately 14 clubs in close proximity.

Capability – The region represents an opportunity to capture growth with new facility provision, which will also enable the ability to hold regional events & competitions.

3rd highest aggregate WA population of children interested to try Athletics



# 5 LOCATIONS HAVE BEEN IDENTIFIED FOR POTENTIAL DEVELOPMENT BASED ON NEEDS AND DEMAND FOR ATHLETICS

## THE CITY OF MANDURAH

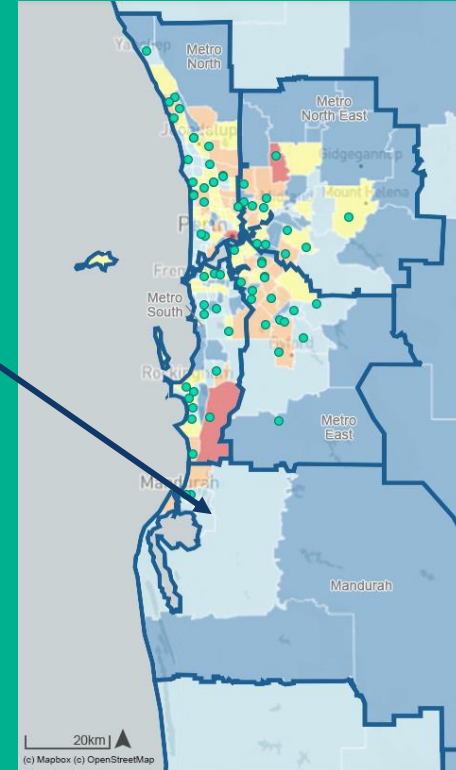
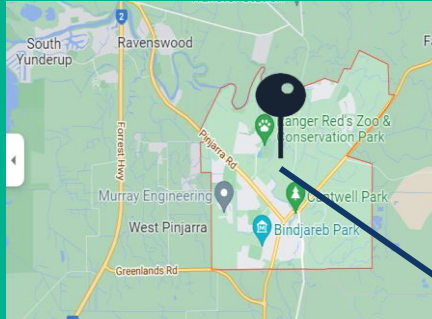
**Location** – Greenfield site in the Pinjarra or West Pinjarra Regions

**Rationale** – This location represents strong Athletics Participation and Interest. There is an undersupply of clubs in the region.

**Capability** – Selecting a location in conjunction with the Council and other sporting clubs / activities will serve the needs of a significant growth population

### Requirements for locations 2-4 primarily include;

- Synthetic Athletics Track
- Athletics grass & Field Areas
- Throwing / Jumping Facilities
- Shade spaces



# PRINCIPLE 4- THE ABILITY TO DEVELOP NEW STRATEGIC OPPORTUNITIES THROUGH LOCAL SPORTING PARTNERSHIPS AND SHARED SERVICES TO CREATE ENHANCED INVESTMENT AND IMPROVED RELATIONSHIPS

**Collaboration** – means mining and sourcing newly developed strategic partnerships with similar individual disciplines to provide additional participation opportunities. Additionally working closer and collegiately with the co-shared sports and other activities designed to enhance investment, facility, and utilisation outcomes. Our research indicates there has been a limited proactive approach to profile Athletics and needs to the local councils. 100 clubs (91%) share their facilities with other clubs, where Soccer is the most prevalent. Only 50% however, rate their relationship with the other clubs > 6 out of 10.

**THE PARTNERSHIP CHALLENGE** – to secure mutually beneficial and growth orientated partnerships over the long term.

**The Focus** – Implement a twofold concurrent approach to, (1) create and present a unified approach with the 3 sports whom facilities are most shared to Government (2) develop new collaborative partnerships with like disciplines to share and create new participation opportunities.

**The Proposed Solution** –

1. State Sports Partnership - Form a state-wide facility partnership with Soccer, Cricket, & AFL to produce a state-wide needs assessment. It's recommended the primary scope is, a 10 year equipment and facility needs assessment. Present a unified business case to State Government to access a research funding grant as the major organised sports in WA to complete the study.
2. Local Governance and Advocacy Assistance - Assist the Clubs / Centres to deploy the localised athletics profile reports to the LGA's to curate a regular and proactive relationship.
3. New Partnership Collaborations - Consider partnerships with mass participation events (primarily running and walking) and other providers such as Walking and Running Groups to cross promote new opportunities.

The Main Organised Participation Sports in WA



Rank	Adults & Children	Children
1	Swimming	Swimming
2	Cycling	Soccer
3	Running	Cycling
4	Basketball	Basketball
5	Cricket	<b>Athletics</b>
6	Badminton	Cricket
7	Soccer	Tennis
8	<b>Athletics</b>	Aussie Rules
9	Aussie Rules	Running
10	Tennis	Softball

# PRINCIPLE 5 – PRIORITY REGIONS HAVE BEEN IDENTIFIED AND ARE IN LINE WITH WA POPULATION GROWTH FORECASTS

**Priority Regions** – following on from the demand priority is the ability to plan and cater for this growth. 6 priority and 3 opportunity regions have been identified which takes into account the following factors;

- Population forecasts
- Demographic profiling
- Existing supply and quality of amenities
- Demand for Athletics, primarily orientated to <15 (Children) from a Little Athletics perspective

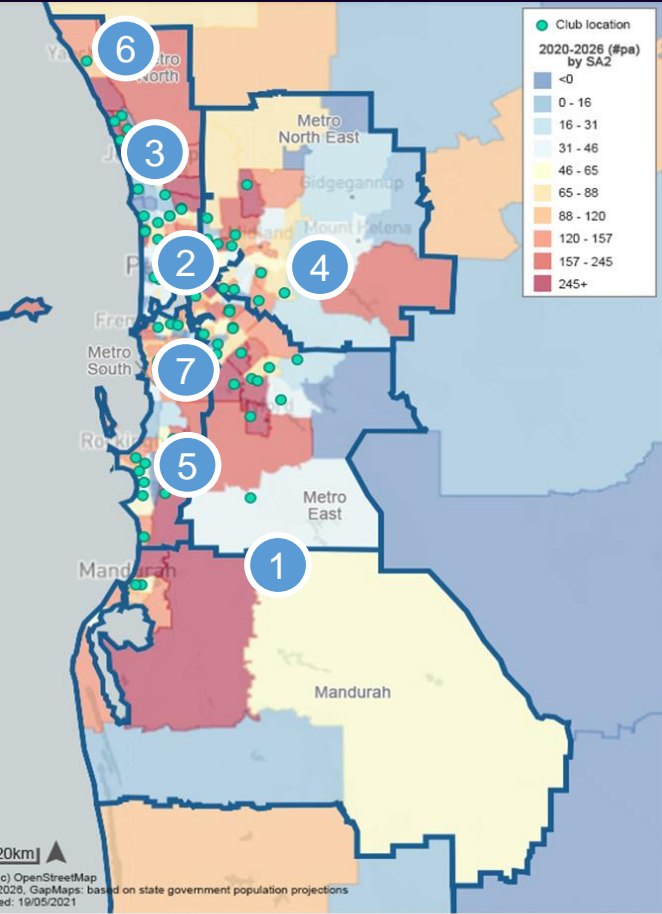
**THE PARTNERSHIP CHALLENGE – to secure mutually beneficial and growth orientated partnerships over the long term.**

**The Focus** – To work with each of these regions to conduct a deep dive assessment on exactly what elements are needed, anchored an Athletics catchment analysis that incorporates the above factors and existing member needs. These priority regions are detailed on the following pages.

**The Proposed Solution** –

1. Local Council Profile Plans – Introduce, profile and work with each local council regarding Athletics participation and demand. Various templates can be produced, that;
  1. Understand each local council's capital works budgets and their alignment to sporting space and Athletics. It's intended these plans will benefit the multi use sporting partner clubs given their depth and breadth about the activities conducted within the local regions and demographic profiling.
2. Introduce Athletics – Introduce the power and relevance of Athletics compared to other sports and activities. This will include the health benefits to local residents.
3. Events / Competitions – Provide the data and forecasts for what events and localised competitions can be held within the local regions, that continues to bind communities together and potentially deliver in bound activity and investment.

# 7 PRIORITY REGIONS HAVE BEEN IDENTIFIED WHERE INVESTMENT, FOCUS AND RESOURCE SHOULD BE DIRECTED OVER THE LONGER TERM



## 1. THE CITY OF MANDURAH

- The region has a strong current Athletics participation and high interest to try
- Strong growth region
- There is an under supply of clubs in the region
- Strong potential for Greenfield Development

## 2. THE CITY OF STIRLING

- Largest LGA in WA
- +1% higher than state average participation & interest to try Athletics (Adults & Children)
- Metro Northern Perth is the highest WA growth region
- Strong network (supply) coverage

## 3. THE CITY OF WANNEROO

- 2<sup>nd</sup> largest WA LGA
- +0.2% higher than state average participation & interest to try Athletics Adults
- It's the largest LGA for < 15 and the % interest to try Athletics is +1% above the state average
- Strong network (supply) coverage

## 4. THE CITY OF SWAN

- Significant North East metro region
- Above the state average for existing participation & interest to try Athletics (Adults & Children)
- Reasonable network (supply) coverage
- 3<sup>rd</sup> highest aggregate participation & demand

## 5. THE CITY OF ROCKINGHAM

- Significant pop growth over the next decade
- Over representation of clubs with a lower average overall quality of facilities and amenities
- Kwinana has high adult interest and participation rates with only 1 LLAC club available

## 6. THE CITY OF JOONDALUP

- Significant Northern region
- +3% higher participation >15 than state average
- +1.2% higher demand >15 than state average
- Reasonable network (supply) coverage

## 7. THE CITY OF COCKBURN

- Significant pop growth over next decade
- Above the state average participation and interest to try for both Adults & Children
- Under-represented network coverage for existing high participation and demand (particularly Adults).

# PRINCIPLE 5 - 3 ADDITIONAL PRIORITY REGIONS HAVE BEEN IDENTIFIED THAT HAVE HIGH DEMAND AND ARE SUPPLY DEFICIENT

**A targeted approach to these regions may yield an increase in participation and engaged membership**

Coupled with coordinated localised schools and marketing campaigns, additional facilities and accessible locations in these areas will likely drive incremental Athletics participation, particularly at the junior level.

- There is a significant over indexation in Children’s participation in Vincent & Fremantle & above the state average in Kalamunda
- A significant aggregate population across these regions
- Whilst there are clubs in the Metro South regions, there appears a need for additional space to play and or clubs within these regions given the current participation and interest to try Athletics. Proximity remains a factor for capturing local sports participation.

## POPULATION

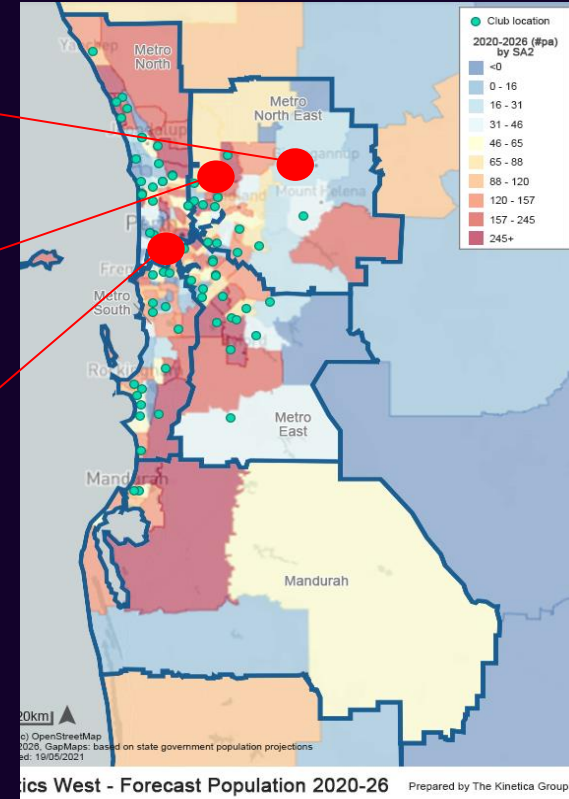
Adults 47,300  
Children 11,500

Adults 31,500  
Children 5,300

Adults 26,400  
Children 4,600

- The City of Kalamunda**
- The City of Vincent**
- The City of Fremantle**

+ or - Index from the State Average						
Cohorts	P12 (Participation)		Interest to Try		Members	Clubs
	Adults	Children	Adults	Children		
Areas						
Kalamunda	-0.79	1.38	-0.02	1.88	225	3
Vincent	1.49	6.49	0.95	2.93	192	0
Fremantle	2.15	4.65	0.28	2.19	21	0



# ATHLETICS WEST WILL ADOPT A LEAD ROLE TO COORDINATE THE STATE FACILITIES PLAN AND ENSURE ALIGNMENT TO THE NEW STRATEGY

## STATE GOVERNMENT

Provide the key insights and observations to DLGSC. Importantly;

- The depth and breadth of Athletics, particularly at the junior level.
- Look to form a unified partnership with Soccer, AFL, and Cricket to present a joint facilities plan.
- The identified priority regions and requisite investment sought

## LOCAL GOVERNMENT

Facilitate and profile the sports positive impact on local communities and residents. Key themes include;

1. The importance of Athletics and Little Aths to communities and children's physical literacy & wellbeing
2. Multi-Use and shared facilities needs
3. The key needs for Athletics facilities in the near and longer term

## GROWTH

Development of templates to enable clubs / centres to grow with their community needs. Including;

1. Business Funding Templates - to enable the easy completion of documents to apply for grants & funding
2. Governance & administration assistance to ease the burden of club / centre management
3. Marketing resources allied to product opportunities and new audiences

## TRANSPARENCY

Sharing of localised data intelligence to support the clubs / centres, including;

- Local athletics participation, interest, & demographics data
- Common issues and requirements for similar clubs and centres
- Good practices for overcoming challenges and capitalising on opportunities

## CLUB FACILITY GUIDELINES

Develop and distribute the categorised club and facility guidelines.

- This is critical for clubs and centres to adhere to and understand the minimum guidelines to provide for training, practice, and competitions.



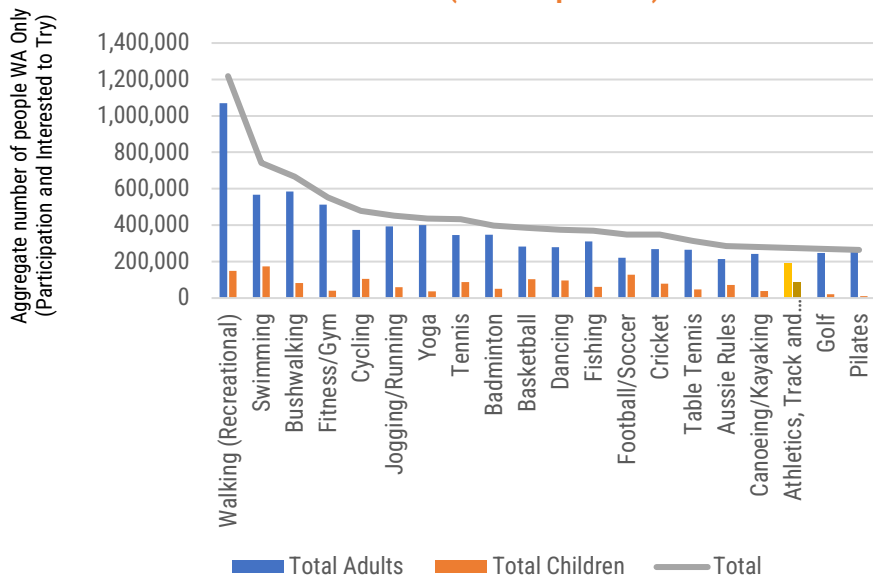
**WA STRATEGIC STATE FACILITIES PLAN  
SUPPORTING DOCUMENTATION**



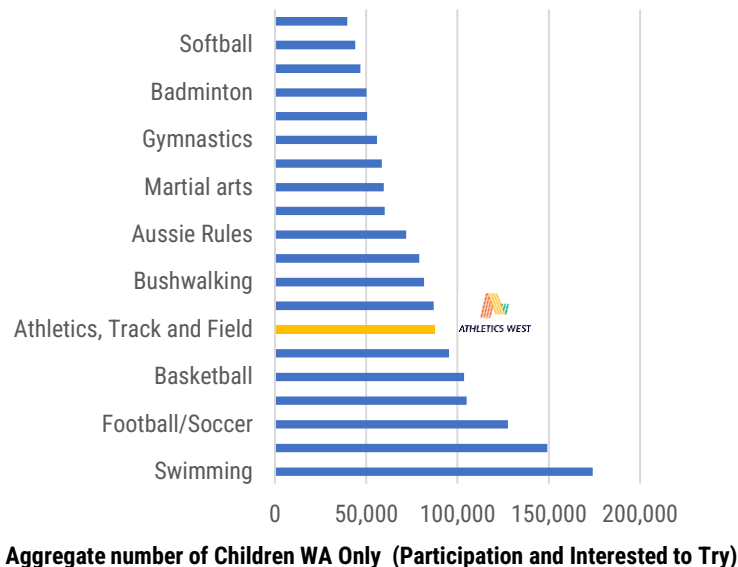
**A DEEP DIVE INTO ATHLETICS PARTICIPATION IN WESTERN AUSTRALIA**

# ATHLETICS RANKS 18<sup>TH</sup> AMONGST 49 SPORTS AND ACTIVITIES FOR ALL, BUT 7<sup>TH</sup> WITH CHILDREN (<15) IN WA

Top 20 Sports / Active Recreation Participation and Interest | Adults and Children (Total Population)



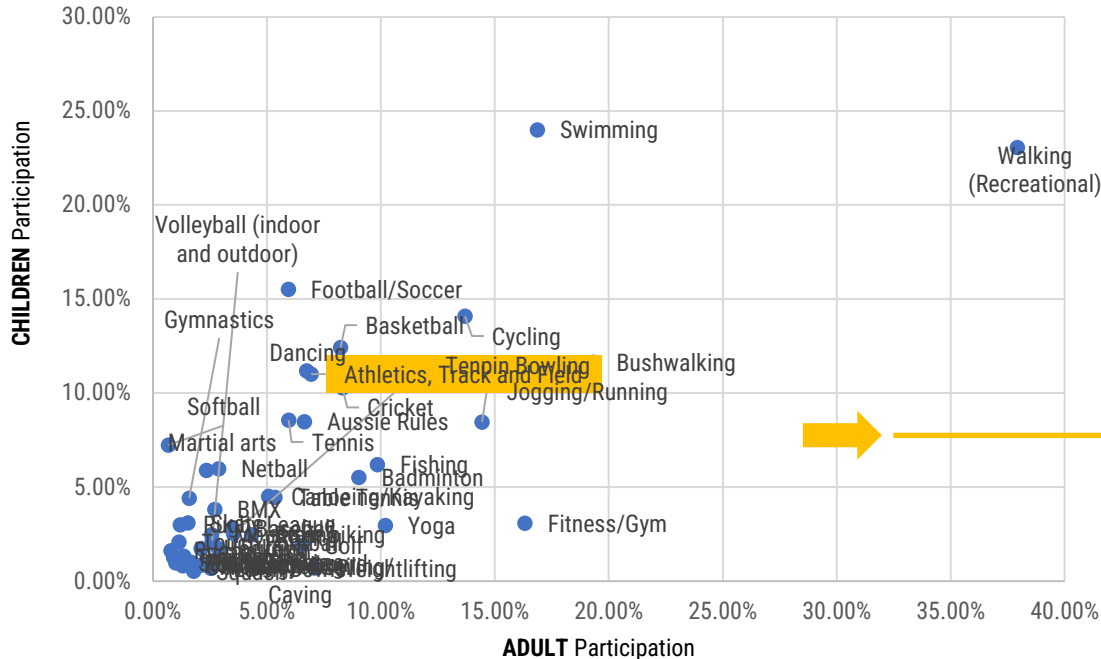
Top 20 Sports / Active Recreation Participation and Interest | Children (Total Population)



“ Athletics is a high participation sport / activity within Children in WA with some 87,000 participating.”

# ALL SPORTS / ACTIVE RECREATION PARTICIPATION L12M – THE WA CONTEXT

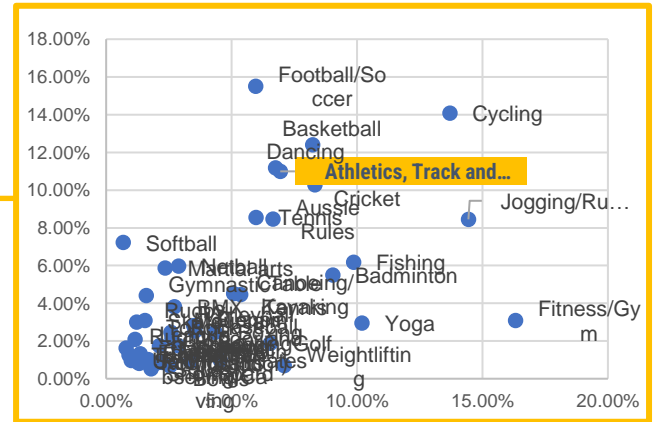
## ALL Sports / Active Recreation WA Participation Adults and Children



## WA Observations

- Athletics ranks 13<sup>th</sup> of all sports and active recreation activities and 8<sup>th</sup> for organised sports
- 6.94% of Adults 15+ in WA participate in Athletics
- 11% of Children are <15 participate in Athletics
- Athletics ranks in the top 12 organised sport activities. This is dominated by Little Athletics.

## A perspective excluding Walking and Swimming





# ATHLETICS PARTICIPATION AND INTEREST (ADULTS AND CHILDREN) BY TOP 20 LGA'S, RANKED BY SIZE OF THE LGA TOTAL POPULATION

Region (LGA)	POPULATION			PARTICIPATION (EXISTING)				INTEREST TO TRY (DEMAND)			
	pop<15	Pop15+	Total	P12 Adult	P12 Adult	P12 Children	P12 Children	Adult	Adult	Children	Children
NAT Average				7.05%		13.25%		2.06%		4.94%	
WA State Average				6.94%		11.00%		1.94%		6.07%	
Stirling (C)	37,835	183,622	221,457	7.63%	14,010	11.95%	4,521	2.08%	3,810	5.87%	2,219
Wanneroo (C)	46,877	161,297	208,173	6.98%	11,255	8.89%	4,165	2.11%	3,401	6.28%	2,944
Swan (C)	32,392	115,011	147,403	7.98%	9,179	9.10%	2,949	2.19%	2,516	5.53%	1,792
Joondalup (C)	30,918	128,970	159,888	5.34%	6,892	13.05%	4,034	2.14%	2,765	6.65%	2,055
Gosnells (C)	26,260	97,821	124,081	7.40%	7,236	8.96%	2,354	2.14%	2,092	6.64%	1,744
Rockingham (C)	30,187	105,746	135,933	5.95%	6,292	9.02%	2,723	1.83%	1,933	5.37%	1,620
Cockburn (C)	22,844	91,406	114,250	7.02%	6,416	11.61%	2,653	2.34%	2,138	5.88%	1,344
Canning (C)	16,818	76,135	92,953	9.00%	6,852	10.55%	1,774	2.43%	1,847	6.60%	1,110
Melville (C)	17,873	84,458	102,331	6.37%	5,383	13.32%	2,381	2.23%	1,886	7.67%	1,371
Armadale (C)	21,227	69,570	90,797	6.02%	4,187	10.02%	2,127	2.43%	1,691	5.11%	1,084
Bayswater (C)	10,898	57,516	68,414	8.04%	4,622	9.93%	1,082	2.13%	1,226	5.35%	584
Mandurah (C)	15,815	70,483	86,298	5.35%	3,771	8.25%	1,304	1.10%	773	6.84%	1,082
Kalamunda (C)	11,546	47,377	58,923	5.83%	2,762	11.52%	1,330	1.55%	734	7.21%	833
South Perth (C)	6,332	37,432	43,764	8.86%	3,317	17.53%	1,110	1.97%	739	6.35%	402
Belmont (C)	6,915	35,176	42,091	9.37%	3,295	12.38%	856	2.19%	771	6.75%	466
Victoria Park (T)	5,000	32,004	37,003	10.89%	3,484	9.61%	480	1.85%	593	7.54%	377
Vincent (C)	5,348	31,572	36,921	8.11%	2,561	16.63%	889	2.52%	794	8.26%	442
Kwinana (C)	10,259	34,833	45,092	6.37%	2,219	6.92%	710	2.37%	827	3.97%	407
Fremantle (C)	4,625	26,398	31,023	8.77%	2,314	14.79%	684	1.85%	489	7.52%	348
Perth (C)	2,053	26,360	28,413	8.80%	2,320	22.28%	457	2.80%	739	9.18%	188
TOTAL	511,799	2,109,690	2,621,489	7.50%	108,369	11.81%	38,583	2.11%	31,764	6.53%	22,411





**SUPPLY - ATHLETICS CLUBS & CENTRES IN WESTERN AUSTRALIA**

# ATHLETICS CLUBS / CENTRES SUPPLY OVERVIEW

## GEOGRAPHIC AND POPULATION SUPPLY SUMMARY

There appears to be adequate supply of Athletics Clubs / Centres both geographically in high density areas, and high participation areas to meet existing participation rates. This supply mirrors the population in Western Australia. The athletics club network is primarily located around Perth and the coastal stretch from Yanchep in the North to Rockingham in the South.

- The Clubs and Centers are evenly spread approximately 90 minutes North and South of the central Perth region
- There is a more condensed focus of Clubs immediately south of Perth, stretching South to the Rockingham region
- Most members however are in the Northern region of Perth, with 25% residing in the Stirling and Wanneroo LGA's



# ATHLETICS CLUBS / CENTRES SUPPLY OVERVIEW

## SUPPLY ACCESS SUMMARY

- Over 50% of the Athletics West Clubs practice and train in public open spaces with some amenities / facilities, with 88% on Government owned / controlled land
- Nearly all Athletics West Clubs compete at the WA athletics stadium, however intra club is generally at other local locations with available facilities and amenities
- 91% of Athletics West Clubs share facilities with other sports Centres or Clubs and 54% rate their relationship strength with other sports Clubs and Centres at 7 (out of 10) or better
- Nearly all Clubs / Centres offer the main athletics disciplines, 95% of all Clubs offer the primary running, jumping, and throwing disciplines.
- Most Clubs also offer some form of training, coaching, and competitions
- 93% of Clubs / Centres have equipment and storage facilities on site and 75% of Clubs / Centres rate their facilities as accessible
- There is a wide variety of operational, logistics, and facilities available. However, most Clubs / Centres have access to facilities and equipment that cater for their participants needs.
- The Clubs / Centres operational and onsite amenities available rank the equal lowest with jumping equipment. The operational and amenities infrastructure represents the greatest opportunity for Athletics West and the Clubs / Centres consideration.
- The lowest quality rankings are Bathrooms, Shaded Areas, Kitchens, Club Rooms and Grass / Turf Running Tracks, all of which are considered important for experience and participants.

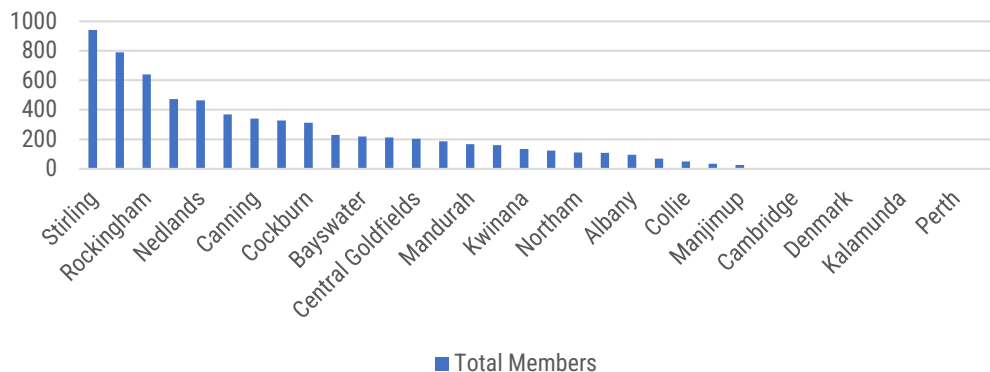
# ATHLETICS CLUBS AND MEMBERS BY REGION IN WA

Region	Clubs				LLAC Members		Senior Members	
	Little Athletics	Senior Athletics	All	% Total	No.	% Total	No.	% Total
Metropolitan	77	15	91	83%	5,762	85%		
Regional	10	2	12	11%	961	14%		
Virtual Club/ Interstate Member	1	5	6	6%	59	1%		
<b>Total</b>	<b>87</b>	<b>22</b>	<b>109</b>	<b>100%</b>	<b>6,782</b>	<b>100%</b>	<b>1,039</b>	<b>100%</b>

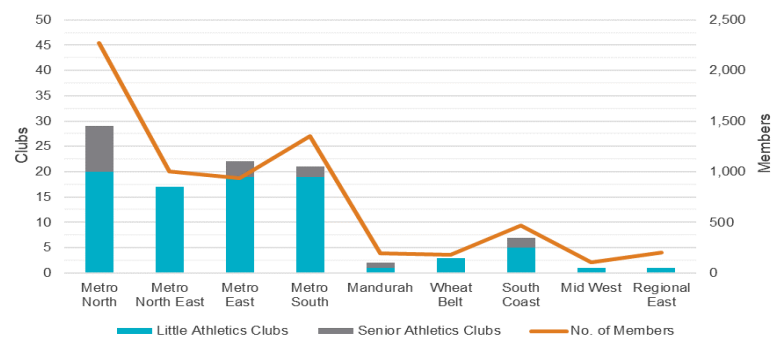
## OBSERVATIONS

- The top 10 LGA's by members account for 72%
- The current 'new member' rate suggests a 38% churn rate
- The Stirling and Wanneroo LGA's account for 25% of all members
- There are 15 LLAC in Stirling and Wanneroo accounting for 51% of all Clubs with members
- Senior Members account for 13% of the total Membership

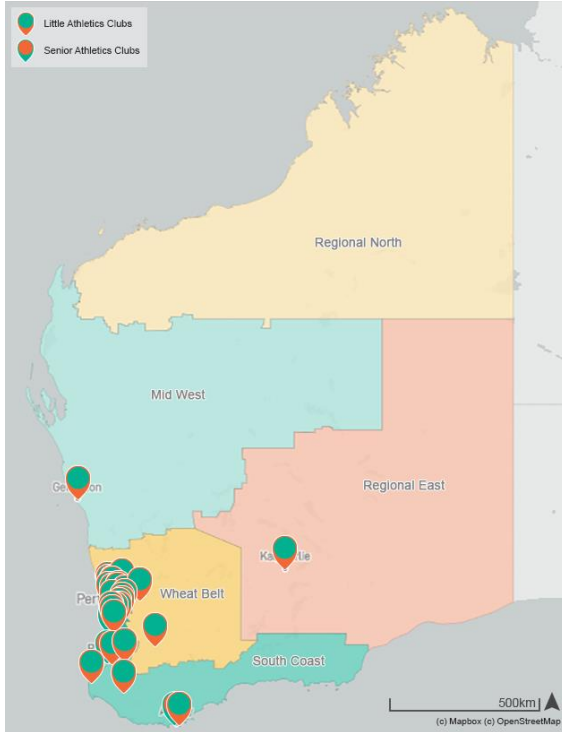
Athletics (LLAC) Members by LGA



Athletics Clubs and Club Members by Regions

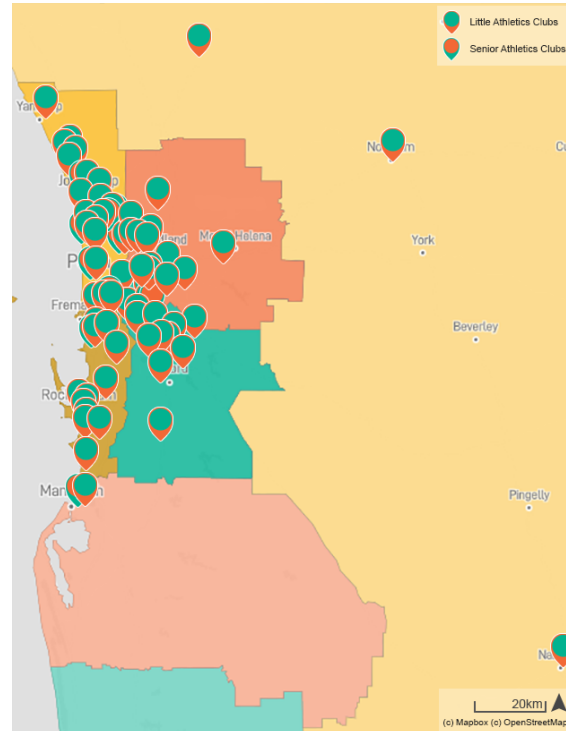


# THE ATHLETICS WEST CLUB NETWORK IS PRIMARILY LOCATED IN PERTH AND OTHER MAJOR POPULATION HUBS



Athletics West - All Club Locations  
Source: Athletics West

Prepared by The Kinetica Group



Athletics West - Metropolitan Perth Locations

Prepared by The Kinetica Group

The maps show the locations of Athletics West Clubs overlaid on the ten geographical Athletics regions.

The Southwest region of Western Australia is primarily where most of the existing Athletic participants are located, which aligns to much of the WA population.

Athletics Regions	Clubs	
	Little Athletics (LLAC)	Senior Athletics
Metro North	20	9
Metro North East	17	0
Metro East	19	3
Metro South	19	2
Mandurah	1	1
Wheat Belt	3	0
South Coast	5	2
Mid West	1	0
Regional East	1	0
Regional North	0	0

# THE ATHLETICS CLUB NETWORK IN WA REGIONS - CLUBS ARE CLUSTERED IN AND AROUND CENTRAL PERTH AND TO THE NORTH

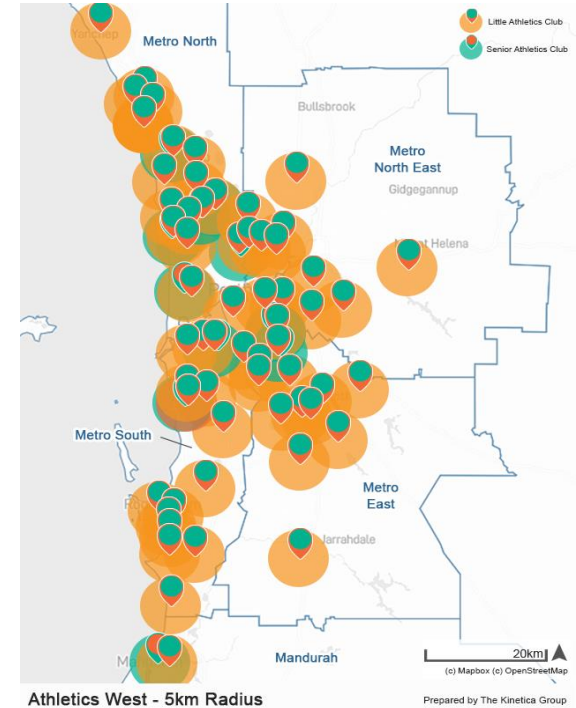
## Athletics West MEMBERS BY REGION

Member Region	Club Region										
	Metro North	Metro North East	Metro East	Metro South	Mandurah	South Coast	Wheat Belt	Mid West	Regional East	Regional North	Unknown
Metro North	2,235	32	1	1							
Metro North East	198	779	20	1		6			1		
Metro East	6	78	769	85							
Metro South	23	2	13	1,305	9						
Mandurah			1	39	156	1	1				
Wheat Belt	2	9				166					
South Coast			1		1	2	466				
Mid West								106			
Regional East									200		
Regional North	5		3								
Unknown	26	9	14	4	1		1	2	2		

### OBSERVATIONS

- c.80% of Clubs and 82% of members are metropolitan located
- Most members are in the Northern region of Perth, with 25% in the Stirling and Wanneroo LGA's

## Athletics West Clubs



# 80% OF WESTERN AUSTRALIA'S POPULATION LIVE WITHIN THE FIVE ATHLETICS METROPOLITAN REGIONS

The tables below provides an insight into the different demographic profile of each Athletics West Region. Figures highlighted in **blue** show a higher than average number for the variable for the region, while the **yellow** shows a lower than average number.

Region	Population (2020)	% pop <15	% pop 15-34	% pop 35-64	% pop >65	Est Median Weekly HH \$ Income	% high income	% low income	% Aus born	% English only lang	No. Athletics West Clubs	No. Athletics West Members
Western Australia	2,663,261	19.3%	27.9%	38.9%	14.0%	\$1,595	39.6%	13.9%	65.2%	81.0%	106	6,782
Metro North	766,128	18.7%	29.2%	38.5%	13.6%	\$1,752	44.7%	12.3%	59.2%	78.5%	29	2,269
Metro North East	377,798	19.0%	28.5%	39.0%	13.6%	\$1,544	38.4%	13.4%	64.4%	78.7%	17	1,005
Metro East	429,517	19.3%	31.3%	37.0%	12.4%	\$1,551	38.2%	13.7%	56.5%	70.2%	23	938
Metro South	446,025	19.8%	27.6%	38.8%	13.8%	\$1,643	41.6%	13.6%	64.6%	83.0%	22	1,352
Mandurah	112,129	18.2%	21.9%	37.6%	22.3%	\$1,315	29.1%	18.9%	72.6%	93.5%	2	198
Wheat Belt	73,690	18.5%	19.8%	41.8%	19.9%	\$1,279	27.6%	19.4%	81.8%	95.2%	3	177
South Coast	258,884	20.0%	21.8%	40.4%	17.9%	\$1,337	30.0%	16.8%	79.9%	93.4%	8	470
Mid West	62,062	19.8%	23.5%	41.0%	15.6%	\$1,342	30.7%	18.4%	83.6%	92.3%	1	106
Regional East	38,164	22.2%	30.7%	40.0%	7.2%	\$1,797	49.5%	11.5%	75.1%	84.0%	1	200
Regional North	98,864	21.8%	32.4%	42.0%	3.9%	\$2,015	56.5%	9.5%	78.8%	81.1%	0	8

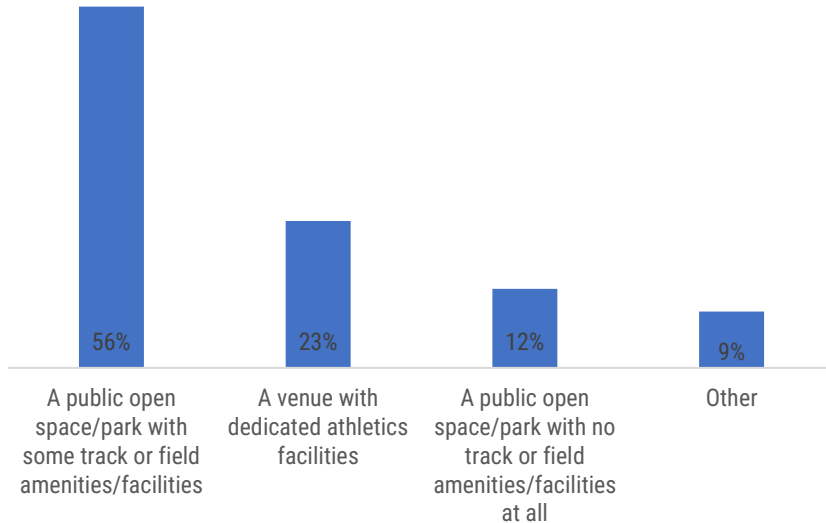
# 80% OF WESTERN AUSTRALIA'S POPULATION LIVE WITHIN THE FIVE ATHLETICS METROPOLITAN REGIONS

The tables below provides an insight into the different demographic profile of each region. Figures highlighted in **yellow** show a higher than average number of this variable for the region while the **blue** shows a lower than average number.

Region	LGA Population (2020)	Children Population	Adults Population	Adult Participation and Demand %	Children Participation and Demand %	Members within the LGA	% Indigenous	% AUS Born	% Disability	% English only lang	% High Income	% Unemployed
Australia							2.52%	71.70%	5.77%	77.75%	35.24%	6.87%
Western Australia				8.02%	21.21%		2.95%	65.17%	5.49%	81.04%	39.64%	7.80%
Stirling (C)	221,457	37,835	183,622	9.71%	17.82%	518	0.96%	59.91%	6.54%	71.71%	40.30%	7.22%
Wanneroo (C)	208,173	46,877	161,297	9.09%	15.17%	580	1.30%	56.37%	5.84%	79.36%	42.37%	8.43%
Swan (C)	147,403	32,392	115,011	10.17%	14.63%	353	2.50%	65.03%	5.34%	79.85%	39.42%	8.14%
Joondalup (C)	159,888	30,918	128,970	7.49%	19.69%	634	0.60%	60.41%	6.30%	88.61%	49.46%	6.84%
Gosnells (C)	124,081	26,260	97,821	9.54%	15.61%	280	2.25%	54.21%	5.21%	65.97%	36.19%	9.83%
Rockingham (C)	135,933	30,187	105,746	7.78%	14.39%	546	1.93%	65.54%	4.88%	91.58%	38.99%	9.77%
Cockburn (C)	114,250	22,844	91,406	9.36%	17.49%	296	1.35%	63.65%	6.44%	78.40%	44.91%	7.44%
Canning (C)	92,953	16,818	76,135	11.43%	17.14%	143	0.93%	48.75%	5.94%	60.79%	39.51%	9.99%
Melville (C)	102,331	17,873	84,458	8.61%	20.99%	256	0.67%	63.74%	6.38%	79.13%	46.83%	6.84%
Armadale (C)	90,797	21,227	69,570	8.45%	15.13%	252	2.38%	62.56%	5.77%	79.55%	37.16%	9.29%
Total	1,397,266	282,231	1,114,036			3,858						

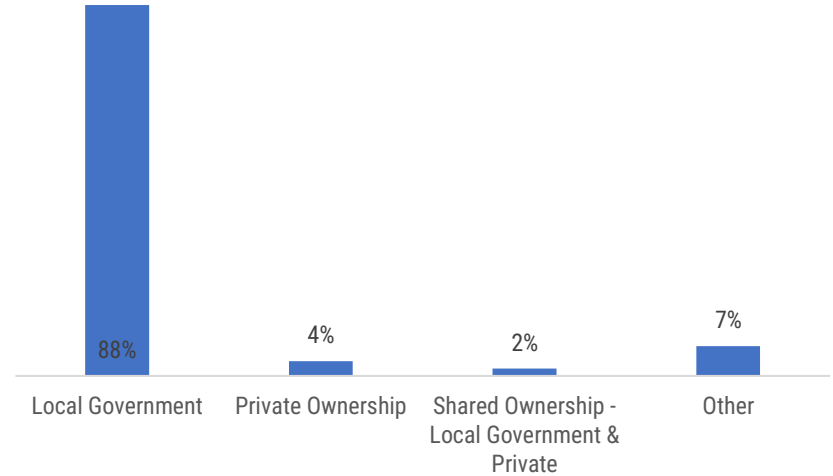
# OVER 50% OF THE ATHLETICS WEST CLUBS PRACTICE AND TRAIN AT A PUBLIC OPEN SPACE WITH SOME AMENITIES / FACILITIES

**Q2. Which of the following types of space best describes where your club/centre typically practice and train?**



Source: n=57

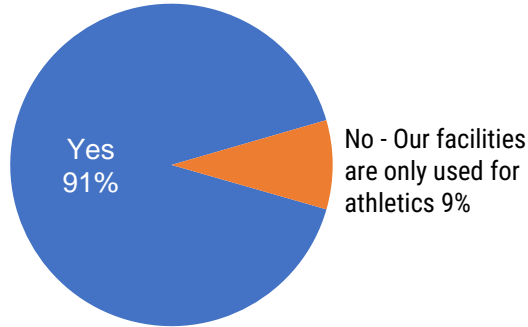
**Q3. Which best describes the ownership of the land where your club/centre practices and trains at?**



Source: n=57

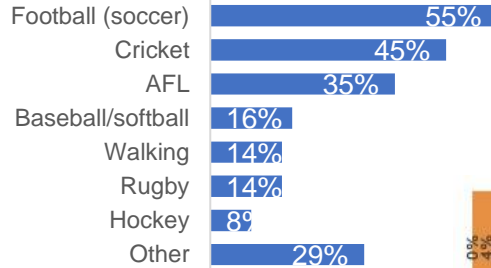
# NEARLY ALL ATHLETICS WEST CLUBS SHARE FACILITIES WITH OTHER SPORTS CENTRES OR CLUBS AND 54% RATE THEIR RELATIONSHIP STRENGTH AS 7 OR BETTER

**Q7. Do you share your facilities with other sports, and or recreation Clubs/Centres?**



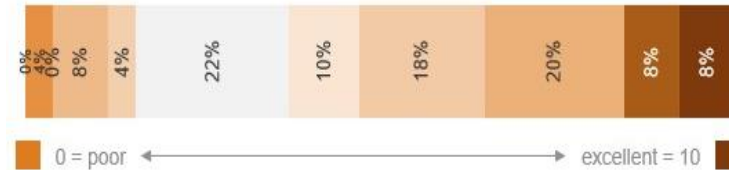
Source: n=56

**Q8. What other sports and or recreation Clubs/Centres do you share your facilities/space with?**



Source: n=51

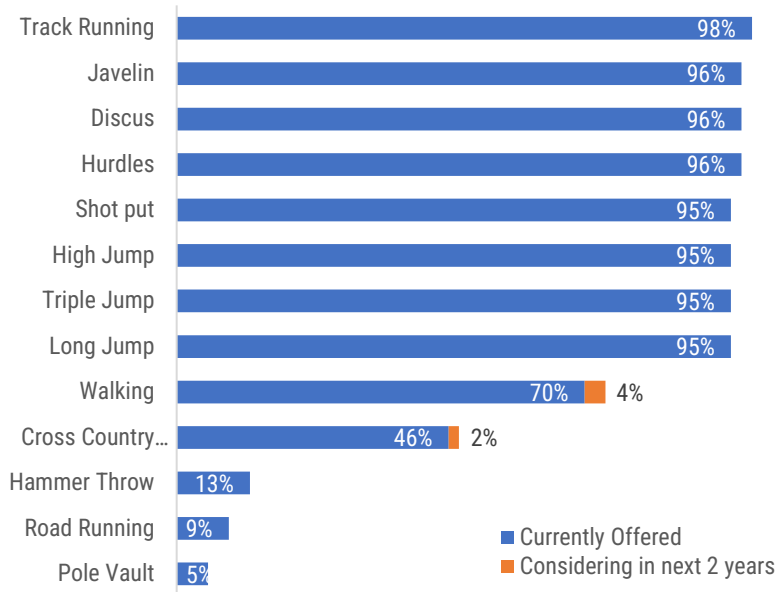
**Q9. How would you rate your Clubs relationship with the other sport or recreation Clubs you share facilities with?**



Source: n=51

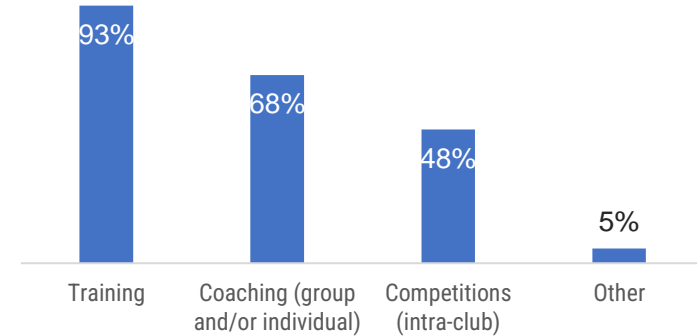
# NEARLY ALL CLUBS / CENTRES OFFER THE MAIN ATHLETICS DISCIPLINES, WITH CLOSE TO 2/3<sup>RD</sup>'S ALSO OFFERING COACHING

**Q10. Which athletics disciplines are offered at your club/centre: currently and considering in the next 2 years?**



Source: n=54

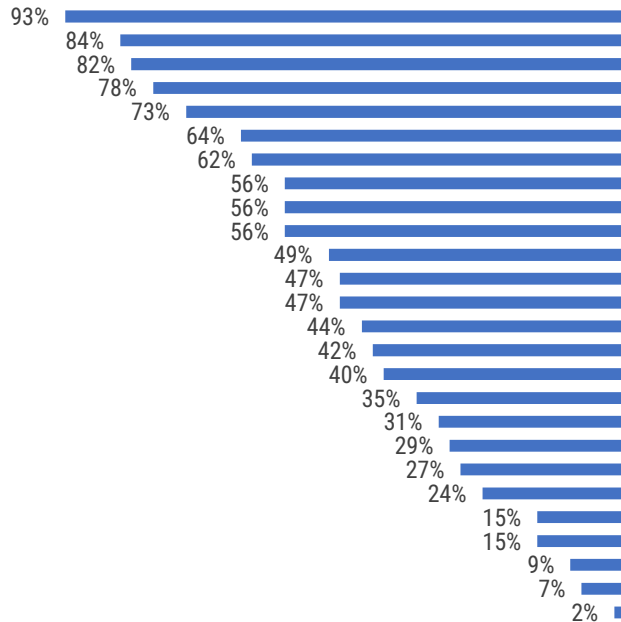
**Q12. Which of the following does your club/centre offer?**



Source: n=51

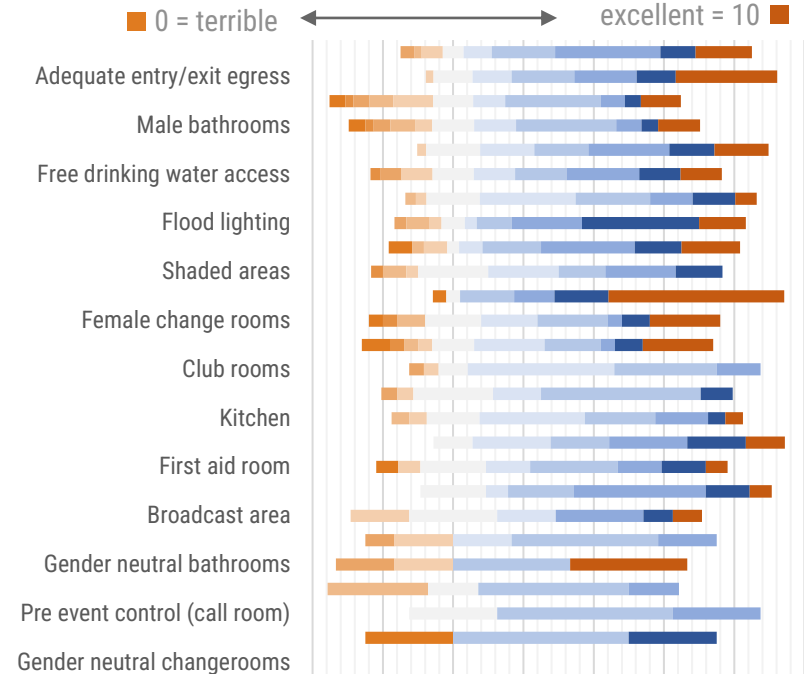
# NEARLY ALL CLUBS / CENTRES OFFER THE MAIN ATHLETICS DISCIPLINES, WITH CLOSE TO 2/3<sup>RD</sup>'S ALSO OFFERING COACHING

Q18. Facilities your club / centre has, or has access to, at the space you practice and train out of



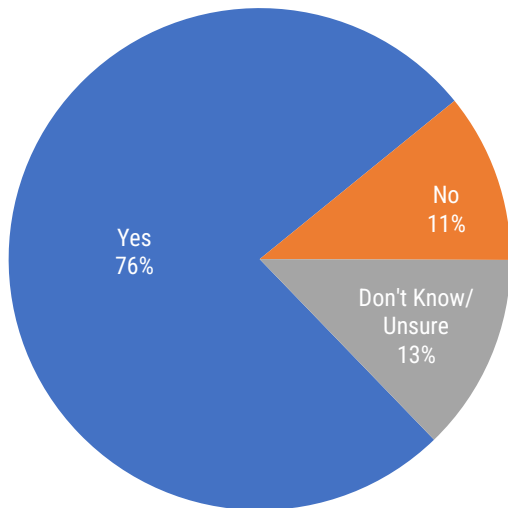
Source: n=55

Q19. Rate each facility your club / centre has access to



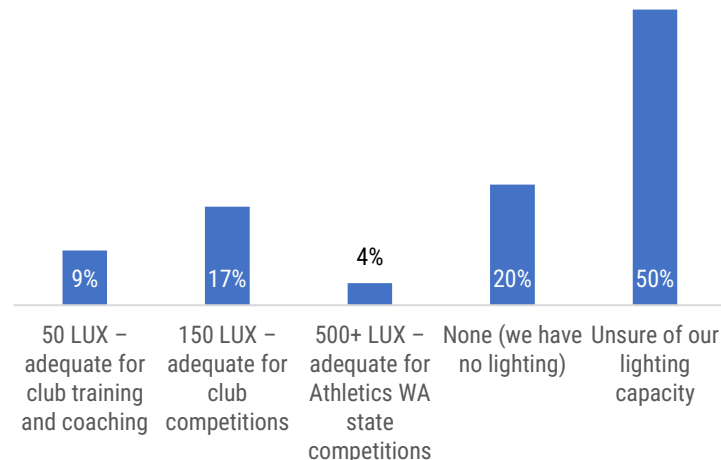
## 75% OF ATHLETICS WEST CLUBS / CENTRES RATE THEIR FACILITIES AS ACCESSIBLE. HOWEVER 50% ARE UNSURE OF THEIR LIGHTING CAPACITY

Q20. Is the space or venue you operate out of accessible to those with a disability?



Source: n=56

Q21. What capacity of lighting does your venue have?



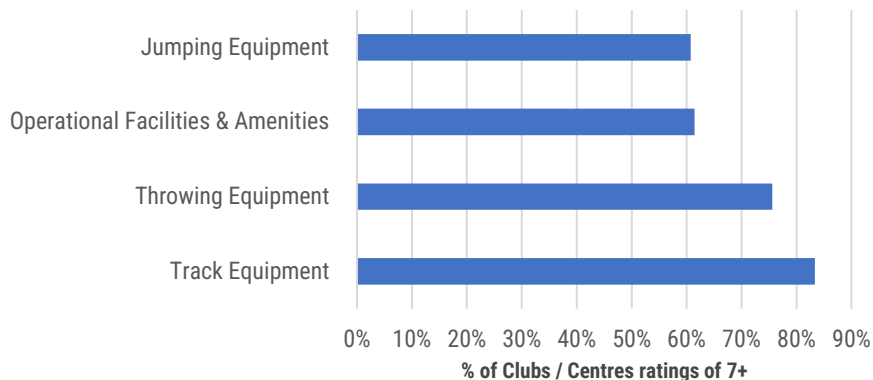
Source: n=52

# OVERALL QUALITY RATINGS ARE CONSIDERED REASONABLE, WITH MOST CLUBS PROVIDING RATINGS OF 7+ FOR ALL FACILITIES AND EQUIPMENT

## QUALITY RANKINGS AND DEFINITION

- Every club / centre self rated their facilities and equipment available. These rankings were on a scale of 0-10
- The following quality analysis charts (slides 33-36) assesses all ratings 7+, where 7+ is considered a better than average or quality rating. It's important to note, that each respondent may rate quality differently to another.
- The below chart aggregates all responses per equipment or facility / amenity into one number. For example, 60% of all respondents provided a 60% rating of 7 or above on average for all equipment.

### QUALITY RATINGS OF ALL FACILITIES AND EQUIPMENT

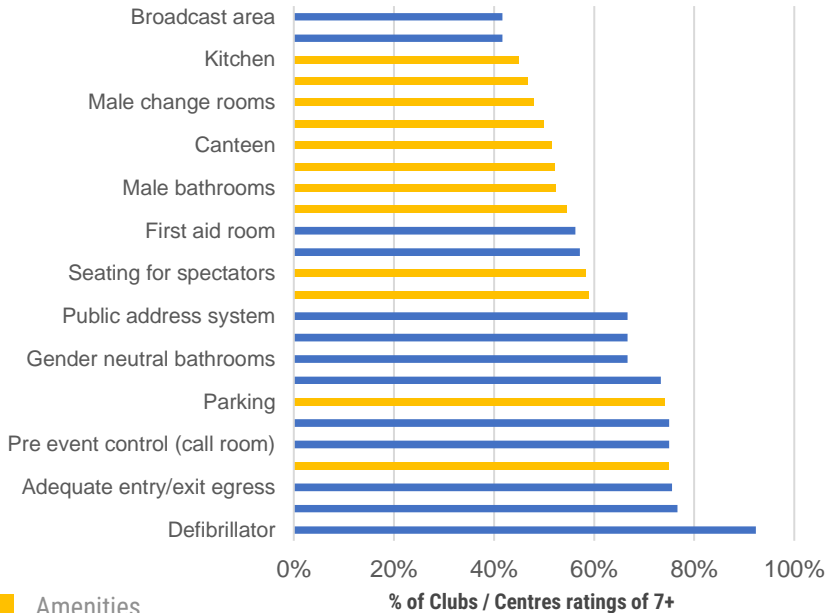


### Observations and Insights

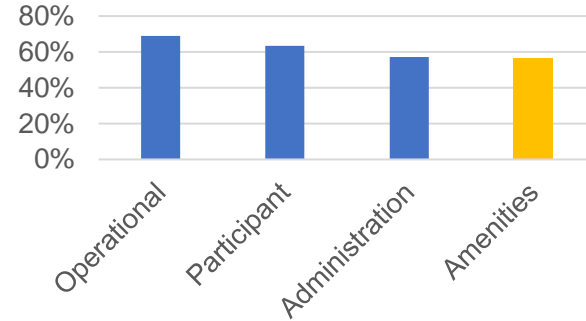
- It appears that Clubs / Centres, predominantly the community Clubs have invested in the equipment over operational facilities and amenities
- Track running is the highest offered discipline at 98% of Clubs

# MOST (61%) OF CLUBS / CENTRES RATE THEIR OPERATIONAL FACILITIES AND AMENITIES ABOVE 7, HOWEVER THERE ARE SOME CRITICAL AREAS THAT NEED IMPROVEMENT

## ALL OPERATIONAL FACILITIES AND AMENITIES



## CATEGORISED OPERATIONAL FACILITIES AND AMENITIES

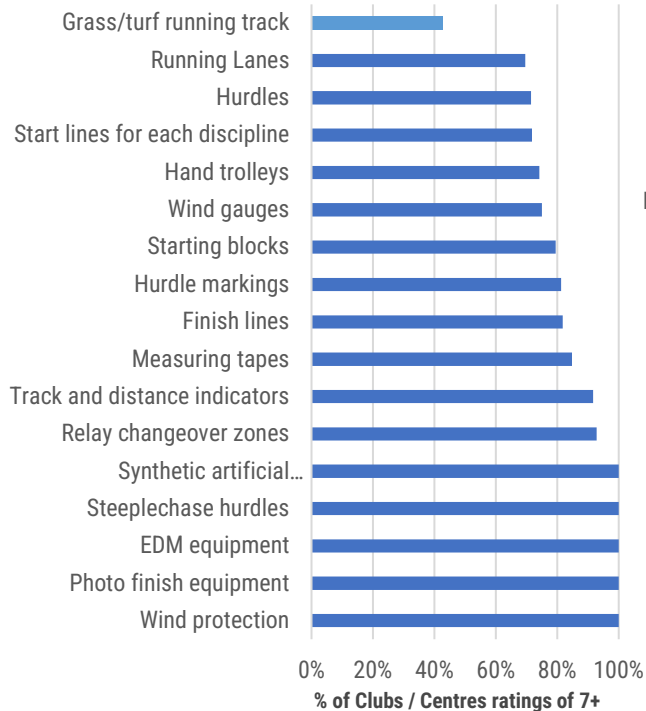


### Observations and Insights

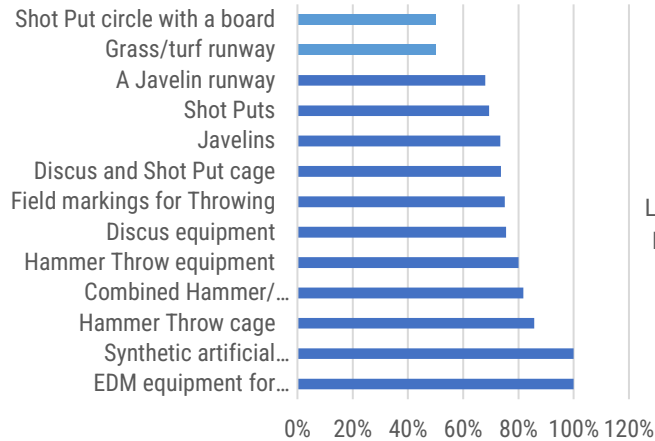
- There appears a priority placed on operational and participant facilities to operate the athletics disciplines, which is understandable given the organised nature of the sport /activity.
- However, this has left a gap with some important amenities including shade, changerooms, and bathrooms for example that appear they can be improved.

# WHILST TRACK INFRASTRUCTURE HAS THE HIGHEST QUALITY RATING, THE GRASS RUNNING TRACKS AND RUNWAYS RATE THE LOWEST QUALITY

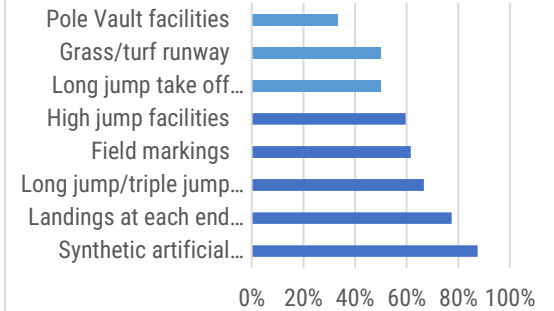
## TRACK INFRASTRUCTURE QUALITY



## THROWING INFRASTRUCTURE QUALITY



## JUMPING INFRASTRUCTURE QUALITY



# QUALITY CONSIDERATIONS FOR ATHLETICS WEST CLUBS / CENTRES

## OVERALL QUALITY

On a self rated scale, the quality of Clubs and Centres operations, facilities and discipline equipment is considered reasonable.

- Given 91% of Athletics West Clubs (c.100) share with other sports and often multiple, Athletics West should consider and encourage their Clubs / Centres to undertake similar audits for these shared spaces.

## QUALITY CATEGORIES

### Operational Facilities and Amenities

- Most Clubs / Centres have access to facilities and equipment that cater for their participants needs and is considered reasonable quality with 70% of respondents rating most elements at 7 or above.
- Justifiably there appears an investment and quality emphasis on the operational and logistics aspects of organising and running the sport / activities. However, the amenities are rated lower quality in most areas with the key areas being; Bathrooms, Changerooms, Shaded Areas, Kitchens, Canteen and Undercover areas. Club rooms are rated the lowest quality of the amenities and should see a specific focus. This is often considered the heart of any local sports club, 'a space to be the club'.



# QUALITY CONSIDERATIONS FOR ATHLETICS WEST CLUBS / CENTRES

## QUALITY CATEGORIES

### Athletics Disciplines

- The equipment (aggregated) is rated good quality across most disciplines; however, the grass turf tracks and runways are consistently rated the lowest quality of all the disciplines. On average 50% only have a rating of 7 or above. Given the importance of tracks / surfaces to Athletics, this requires further investigation into the following factors;
  - The quantum of shared club use and the traffic on these surfaces
  - Does this effect / restrict any activities
  - How are these surfaces managed
  - Where in investment required
- Pole Vault facilities also rate lower, however, only 5% of Clubs offer this activity.





**DEMAND – ATHLETICS WEST PARTICIPATION AND  
MEMBERSHIP**

# MOST (61%) OF CLUBS / CENTRES RATE THEIR OPERATIONAL FACILITIES AND AMENITIES ABOVE 7, HOWEVER THERE ARE SOME CRITICAL AREAS THAT NEED IMPROVEMENT

## CURRENT MEMBER PROFILE



**3,920 (50%)**

**547 (53%)**

**3,373 (50%)**

**17**

**1,917**

**24**

**10**

**ALL MEMBERS**

**SENIOR**

**JUNIOR**

**AVE MEMBER AGE ALL**

**LARGEST AGE GROUP 8-12**

**AVE MEMBER SENIOR**

**AVE MEMBER JUNIOR**



**3,901 (50%)**

**492 (47%)**

**3,409 (50%)**

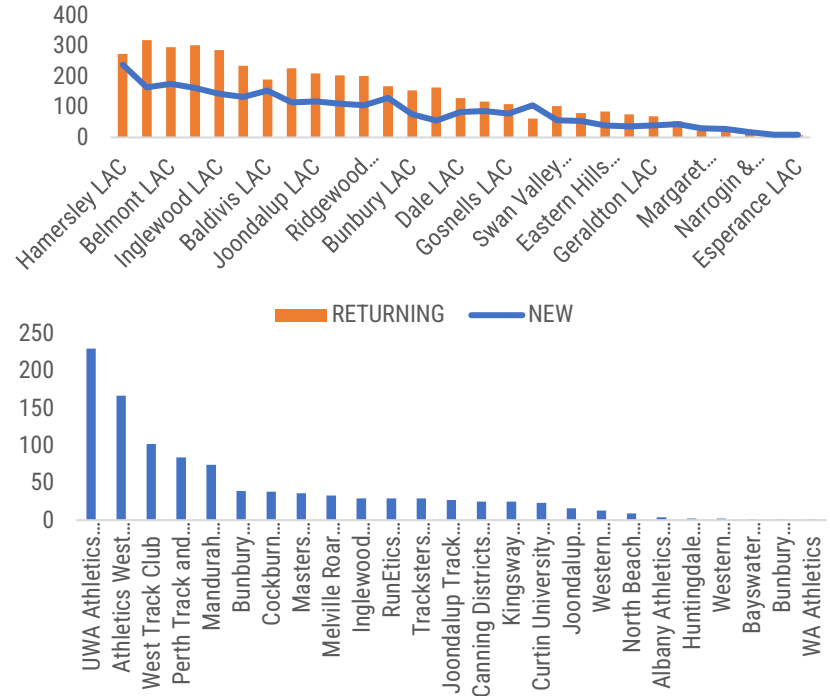
**16**

**1,968**

**21**

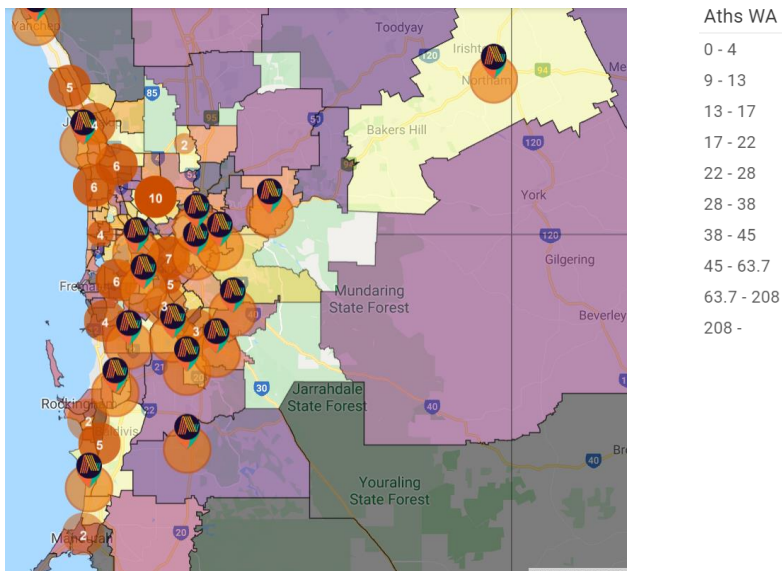
**10**

- Total Junior Membership is 6,782
- Total Adult Membership is 1,039
- Senior club members make up 13% of the total membership
- The average senior member skews slightly male and older

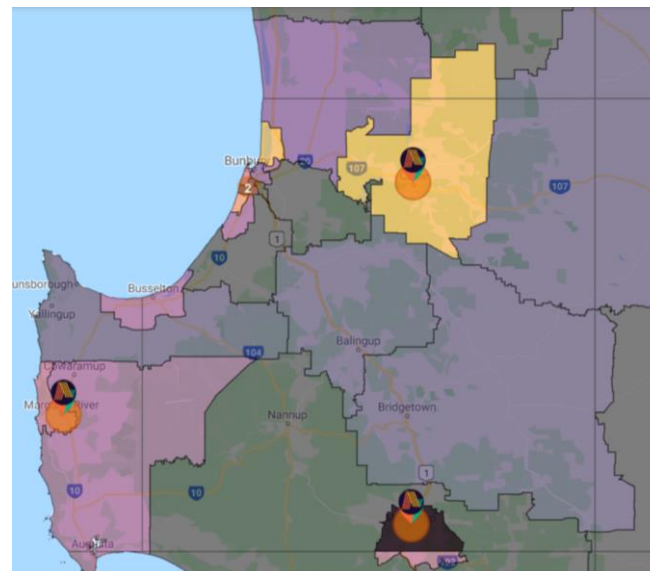


# ATHLETICS WEST MEMBER NETWORK COVERAGE IS HEAVILY SKEWED TO THE INNER COASTAL METRO POPULATION

ATHLETICS MEMBER COVERAGE WITH A 5KM CLUB RADIUS



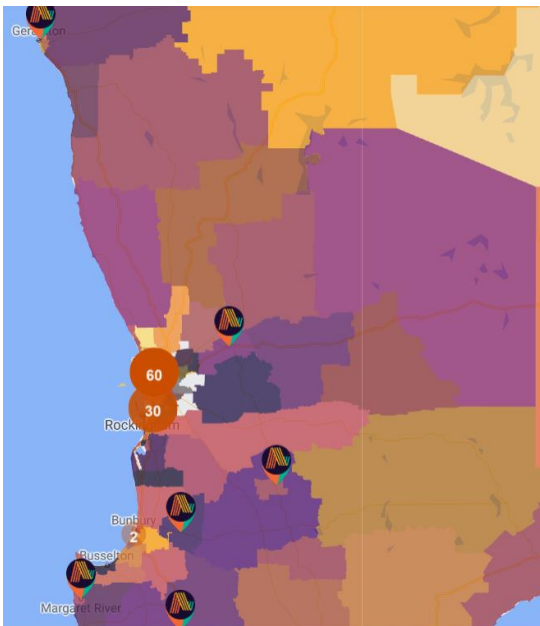
ATHLETICS MEMBER COVERAGE WITH A 5KM CLUB RADIUS



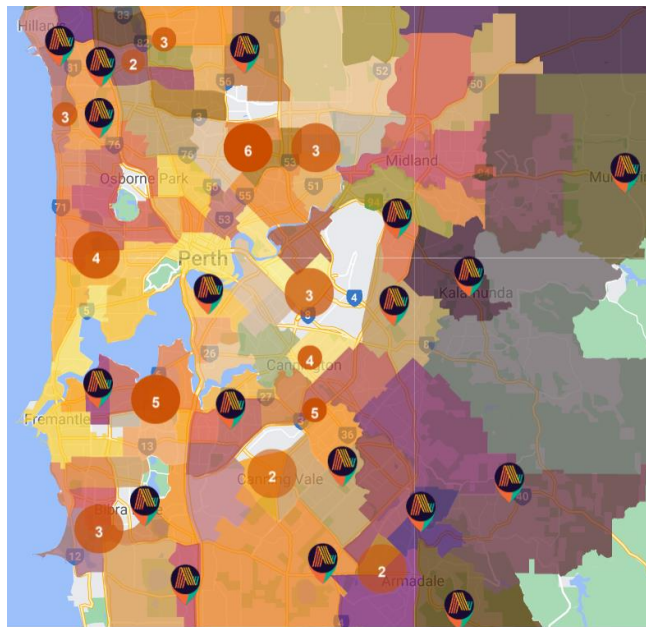
Most Athletics Members are located in the greater metropolitan region. The next largest cohort and Clubs are located Southwest, with a sprinkling to the North (Geraldton) and East Kalgoorlie.

# ATHLETICS PARTICIPATION (MORE THAN MEMBERS) – ADULTS AND CHILDREN HAS A HIGHER DENSITY IN THE INNER METRO AREAS

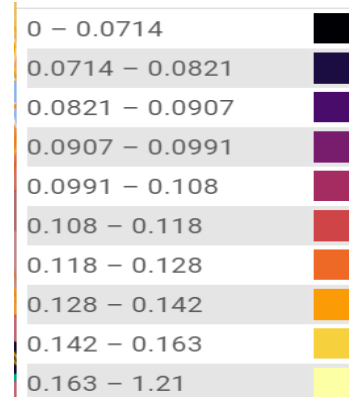
EXPANDED SOUTH WEST REGION



SOUTH WEST REGION | HILLARY'S TO FORSETDALE



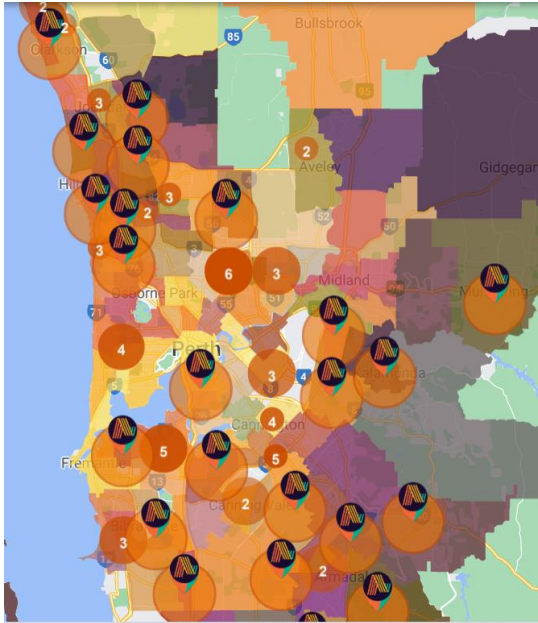
DENSITY OF PARTICIPANTS



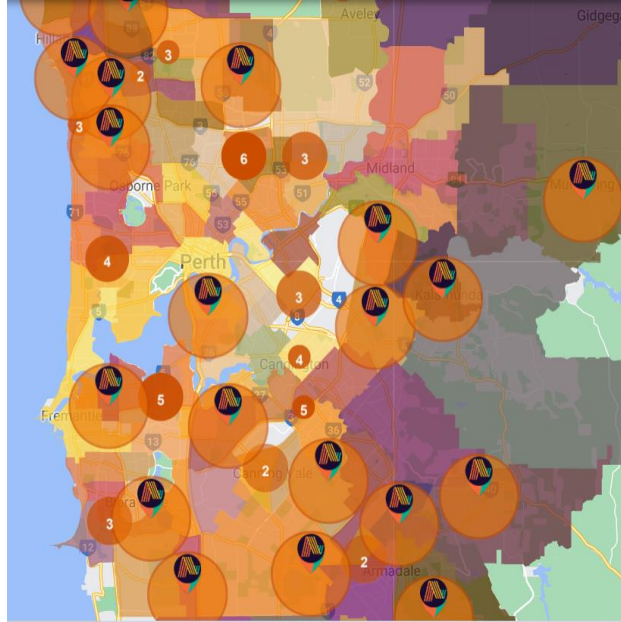
This demonstrates there is sufficient club/centre coverage for the medium to high-density areas of Athletics Participation.

# ATHLETICS PARTICIPATION (MORE THAN MEMBERS) – ADULTS AND CHILDREN HAS A HIGHER DENSITY IN THE INNER METRO AREAS

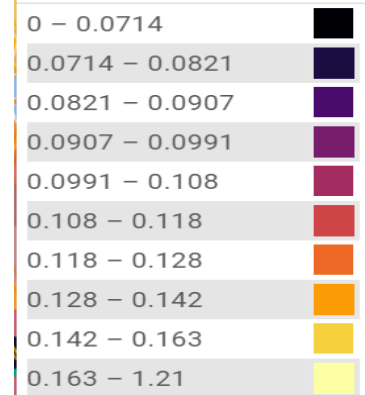
EXPANDED SOUTH WEST REGION



SOUTH WEST REGION | HILLARY'S TO FORSETDALE



DENSITY OF PARTICIPANTS

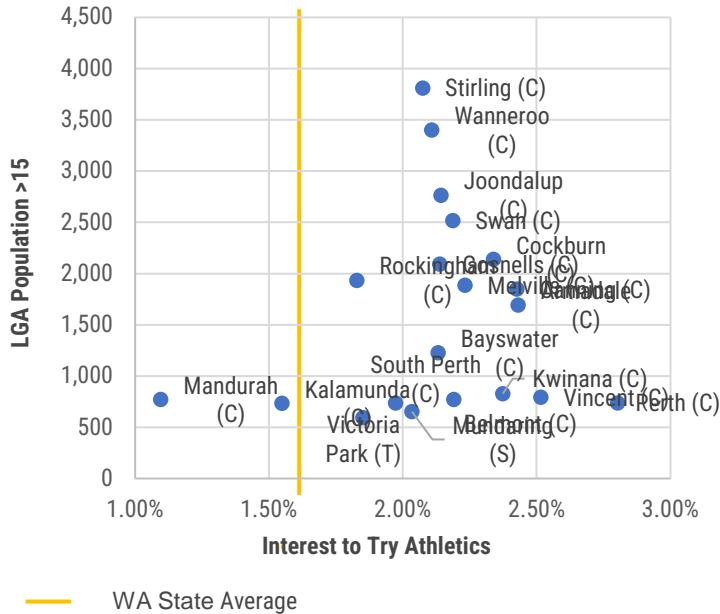


## OBSERVATIONS

The current network appears able to cater for the existing Athletics members. Although there may be a strain if growth materializes, particularly in the North and Southern regions.

# ATHLETICS DEMAND RANKED BY THE TOP 20 LGA'S IN WA (ADULTS)

Top 20 Athletics LGA's by Size **ADULT**

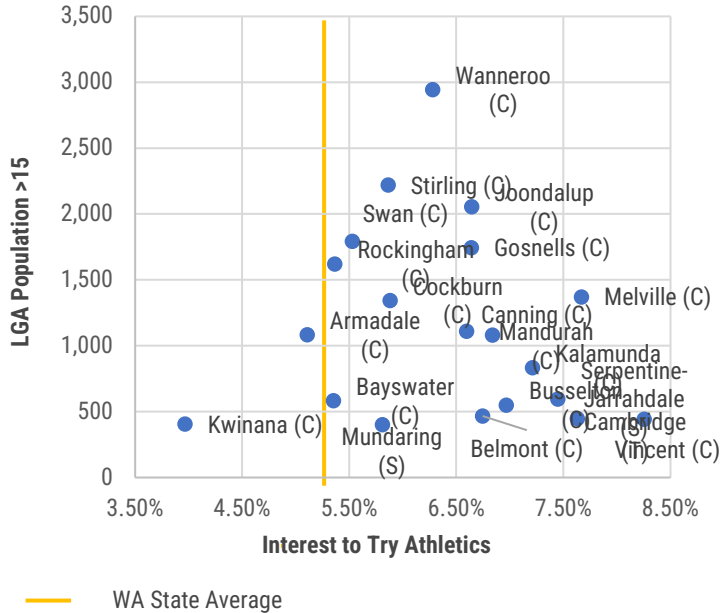


Example Top 10 LGA's **ADULT** Demographics

Region	>15 Total LGA	Adult Interest %	Adult Interest #	% Indigenous	% AUS Born	% Disability	% English only lang	% High Income	% Unemployed
Australia				2.52%	71.70%	5.77%	77.75%	35.24%	6.87%
Western Australia		1.57%		2.95%	65.17%	5.49%	81.04%	39.64%	7.80%
Stirling (C)	183,622	2.08%	3,810	0.96%	59.91%	6.54%	71.71%	40.30%	7.22%
Wanneroo (C)	161,297	2.11%	3,401	1.30%	56.37%	5.84%	79.36%	42.37%	8.43%
Joondalup (C)	128,970	2.14%	2,765	0.60%	60.41%	6.30%	88.61%	49.46%	6.84%
Swan (C)	115,011	2.19%	2,516	2.50%	65.03%	5.34%	79.85%	39.42%	8.14%
Cockburn (C)	91,406	2.34%	2,138	1.35%	63.65%	6.44%	78.40%	44.91%	7.44%
Gosnells (C)	97,821	2.14%	2,092	2.25%	54.21%	5.21%	65.97%	36.19%	9.83%
Rockingham (C)	105,746	1.83%	1,933	1.93%	65.54%	4.88%	91.58%	38.99%	9.77%
Melville (C)	84,458	2.23%	1,886	0.67%	63.74%	6.38%	79.13%	46.83%	6.84%
Canning (C)	76,135	2.43%	1,847	0.93%	48.75%	5.94%	60.79%	39.51%	9.99%
Armadale (C)	69,570	2.43%	1,691	2.38%	62.56%	5.77%	79.55%	37.16%	9.29%
Total	1,114,036		24,080						

# ATHLETICS DEMAND RANKED BY THE TOP 20 LGA'S IN WA (ADULTS)

Top 20 Athletics LGA's by Size CHILDREN



Example Top 10 LGA's ADULT Demographics

Region	<15 Total LGA	Children Interest %	Children Interest #	% Indigenous	% AUS Born	% Disability	% English only lang	% High Income	% Unemployed
Australia				2.52%	71.70%	5.77%	77.75%	35.24%	6.87%
Western Australia		5.33%		2.95%	65.17%	5.49%	81.04%	39.64%	7.80%
Wanneroo (C)	46,877	6.28%	2,944	1.30%	56.37%	5.84%	79.36%	42.37%	8.43%
Stirling (C)	37,835	5.87%	2,219	0.96%	59.91%	6.54%	71.71%	40.30%	7.22%
Joondalup (C)	30,918	6.65%	2,055	0.60%	60.41%	6.30%	88.61%	49.46%	6.84%
Swan (C)	32,392	5.53%	1,792	2.50%	65.03%	5.34%	79.85%	39.42%	8.14%
Gosnells (C)	26,260	6.64%	1,744	2.25%	54.21%	5.21%	65.97%	36.19%	9.83%
Rockingham (C)	30,187	5.37%	1,620	1.93%	65.54%	4.88%	91.58%	38.99%	9.77%
Melville (C)	17,873	7.67%	1,371	0.67%	63.74%	6.38%	79.13%	46.83%	6.84%
Cockburn (C)	22,844	5.88%	1,344	1.35%	63.65%	6.44%	78.40%	44.91%	7.44%
Canning (C)	16,818	6.60%	1,110	0.93%	48.75%	5.94%	60.79%	39.51%	9.99%
Armadale (C)	21,227	5.11%	1,084	2.38%	62.56%	5.77%	79.55%	37.16%	9.29%
Total	283,231		17,283						

The background features a blurred sunset scene with a bright sun partially obscured by a dark, geometric lattice structure. On the left side, there is a graphic element consisting of several parallel, slanted grey bars that form a stylized arrow pointing to the right. The text 'ASSESSMENT OF SUPPLY AND DEMAND' is centered horizontally and overlaid on the lower part of the arrow graphic.

## ASSESSMENT OF SUPPLY AND DEMAND

# AN OVERARCHING SUPPLY AND DEMAND ASSESSMENT OF ATHLETICS

A holistic assessment of facilities requires a robust understanding of both the supply and demand context, and insights drawn, including the quality of access and equipment. This section integrates the data, analysis and insights presented in the previous sections in conjunction with future WA population growth, to understand:

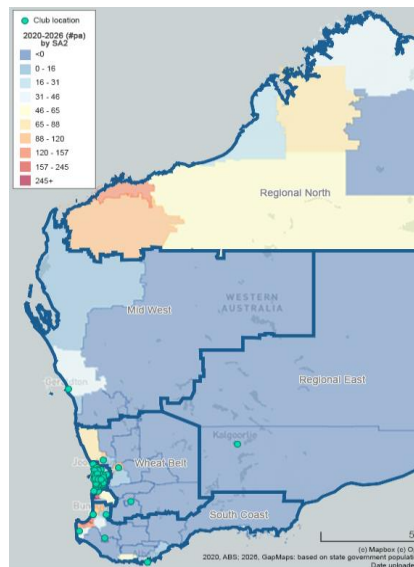
- The coverage of the network relative to population density and demand
- Identification of gaps in the network based on a quantum of unmet demand
- Club / Centre survey feedback
- Access and quality of the existing Athletics infrastructure to meet existing needs, opportunities, and future demand
- Priority LGA's and areas where there is high existing participation and interest to try Athletics



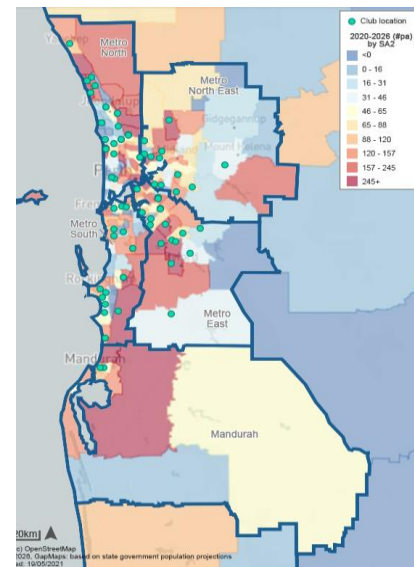
# THE WA POPULATION IS FORECAST TO GROW BY 6.4% BY 2026. GROWTH IS DOMINATED AROUND METRO PERTH AND THE SOUTH WEST REGION OF ROCKINGHAM TO MARGARET RIVER

When planning the Sports future, it's important to consider where population growth will occur. The population of WA is forecast to grow by 6.4% by 2026. Growth is centred upon the metro areas of the state, with significant corridors of growth in the South West. These regions are where Athletics Clubs are already located.

	2020 ERP	2026					Athletics West	
		Pop Forecast	% <15	% 15-34	% 35-64	% 65+	Clubs	Members
<b>Western Australia</b>	<b>2,663,561</b>	<b>2,849,584</b>	<b>18.9%</b>	<b>26.6%</b>	<b>37.6%</b>	<b>16.9%</b>	<b>109</b>	<b>6,782</b>
<b>Metro:</b>								
North	766,189	826,258	18.2%	28.1%	37.3%	16.5%	29	2,269
North East	377,866	404,201	18.9%	27.1%	37.8%	16.2%	17	1,005
East	429,557	466,866	20.1%	29.5%	36.0%	14.4%	22	938
South	446,138	489,256	19.8%	26.6%	37.2%	16.4%	21	1,352
<b>Regional:</b>								
Wheat Belt	73,690	62,613	16.3%	19.4%	37.6%	26.7%	3	177
South Coast	258,896	268,050	18.0%	23.3%	38.3%	20.4%	7	470
Mid West	62,062	63,378	18.2%	22.0%	38.4%	21.4%	1	106
East	38,170	38,988	19.7%	24.7%	41.9%	13.7%	1	200
North	98,864	105,452	20.7%	22.8%	46.8%	9.7%	0	8



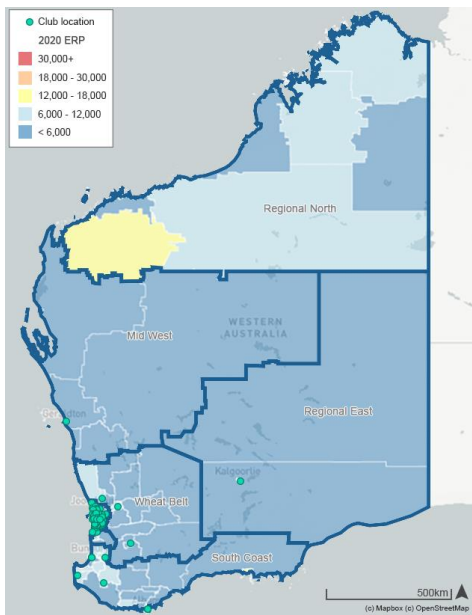
Athletics West - Forecast Population 2020-26 Prepared by The Kin



ics West - Forecast Population 2020-26 Prepared by The Kinetics Group

# THE ATHLETICS CENTRES CLUB NETWORK COVERS MOST OF THE LARGEST POPULATION IN WESTERN AUSTRALIA

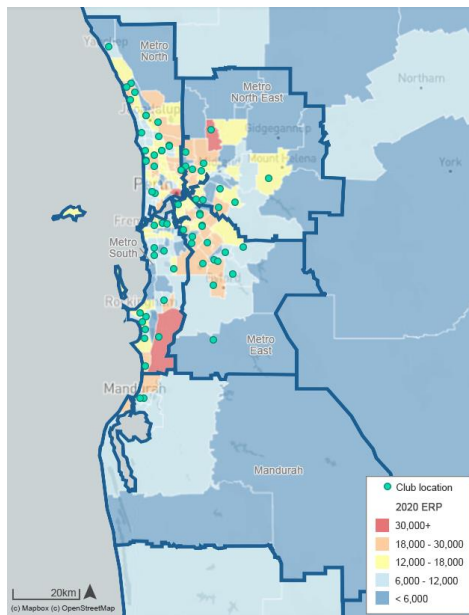
## WESTERN AUSTRALIA



Athletics West - 2020 ERP

Prepared by The Kinetica Group

## SOUTH WEST COAST REGION



Athletics West - 2020 ERP

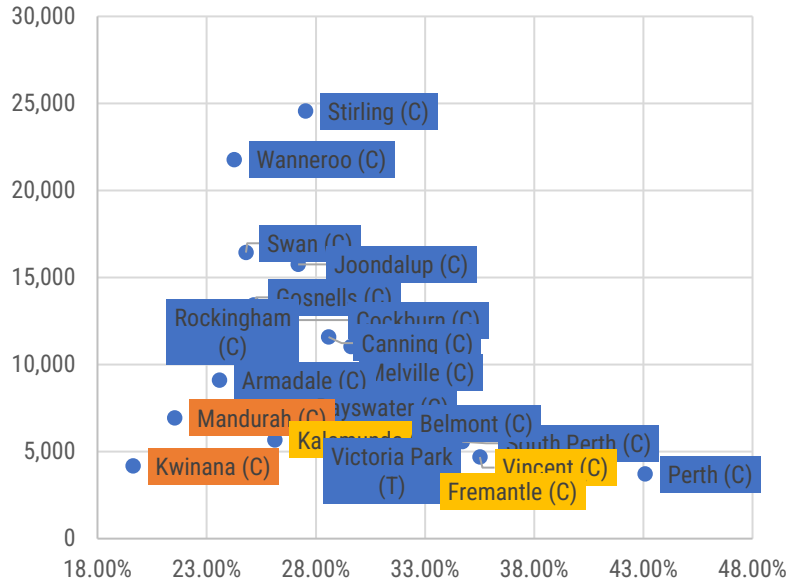
Prepared by The Kinetica Group

## OBSERVATIONS

- The current supply coverage matches the existing membership and is located where future population demand and people who have expressed an interest to try Athletics are located.
- In the Greater Perth area there are several Clubs clustered in the outer metropolitan growth areas of Joondalup to the north and Rockingham to the south.

# THE ATHLETICS CLUB NETWORK IS STRONGLY ALIGNED TO WHERE DEMAND IS – METROPOLITAN PERTH AND 90 MINS NORTH AND SOUTH OF PERTH METRO ALONG THE SOUTH WEST COAST

**Athletics Participation and Interest ADULTS AND CHILDREN  
Ranked by the Top 20 LGA's**



## Observations

- For Athletics, the highest areas of demand are in the most populated regions (predominantly Metropolitan Perth and South West WA) as demonstrated by slide 47 and the demand section.
- There are no significant gaps in the network, but rather quality improvements and upgrades in identified locations to Clubs / Centres facilities.
- The analysis in this section demonstrates that Athletics is, able to cater for current Athletics participation although requires facilities investment to meet future demand.

- = Strong Athletics West Coverage
- = High Potential, > 2 Clubs
- = Low Club numbers, Strong Participation + Interest

A decorative graphic on the left side of the page consists of several parallel diagonal lines in shades of blue and white, pointing towards the right. In the background, there are several out-of-focus blue circles of varying sizes, creating a bokeh effect. The overall background is a dark blue gradient.

## **REPORT APPENDICES**

The background features a sunset scene viewed through a dark net, with a large, glowing sun partially obscured by the net's structure. The sky transitions from dark blue at the top to orange and red near the horizon. On the left side, there is a stylized graphic consisting of several parallel, slanted lines that form an arrow pointing to the right.

**APPENDICES – CLUB / CENTRE SURVEY INFORMATION**

# SURVEY STRUCTURE SUMMARY

The contents of this report are the outputs only sourced directly from the Athletics West (AW) Clubs and Centres survey completed during December 2021. The full analysis and insights are contained within the main report, titled AW State Demand and Supply Analysis January 2022.

This document has captured the key and relevant Survey results that have informed the State facilities plan. A broader specific Survey report has been provided that contains the following sections.

1. About the Club / Centre
2. Infrastructure and Equipment (Access and Quality)
3. Quality Ratings by Category
4. Club / Centre Needs and Verbatim Commentary

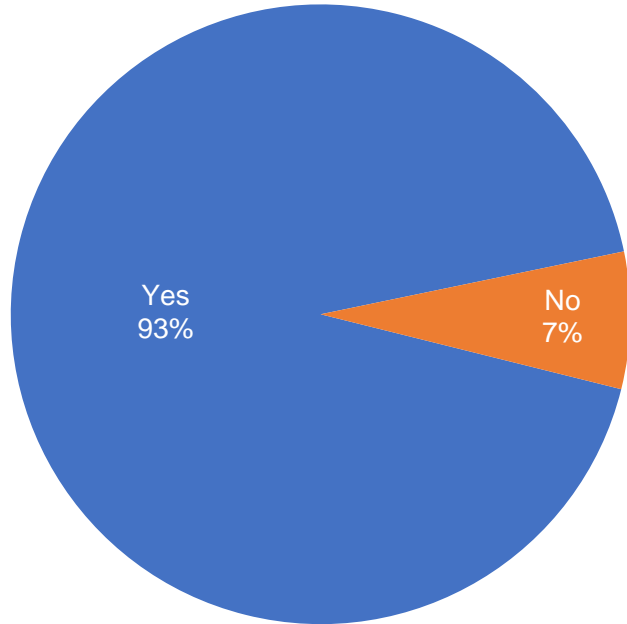
The following pages have also informed the State Facilities Plan but are not required within the main report.



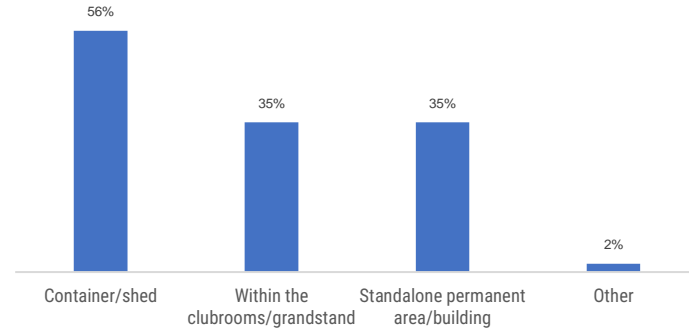


# NEARLY ALL CLUBS / CENTRES HAVE EQUIPMENT STORAGE ONSITE

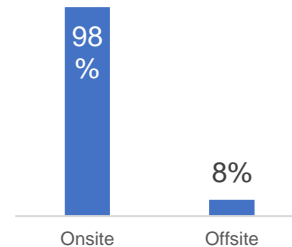
Q13. Does your club / centre have storage for equipment?



Q14. What type of storage facility does your club / centre have?



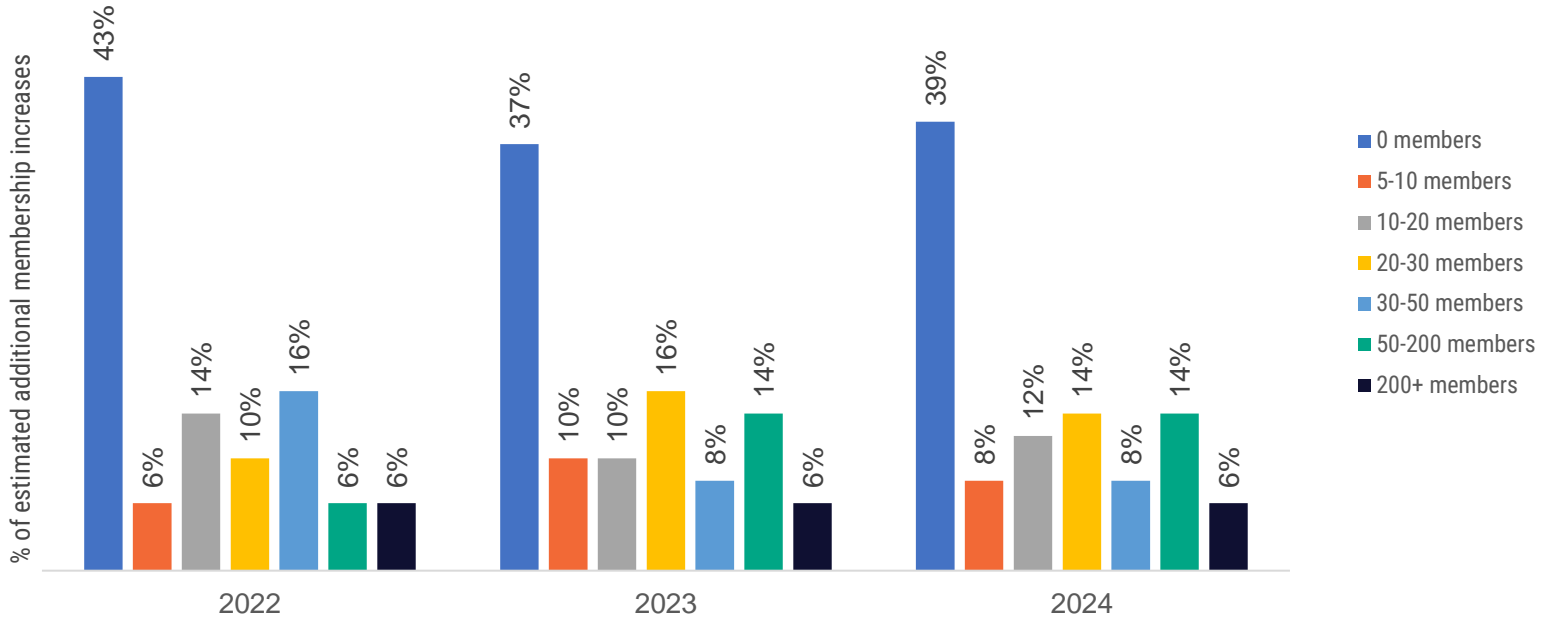
Q15. Where is your storage located?



# NEARLY ALL CLUBS / CENTRES HAVE EQUIPMENT STORAGE ONSITE

## Q1. The number of additional members Clubs are planning for over the next 3 years

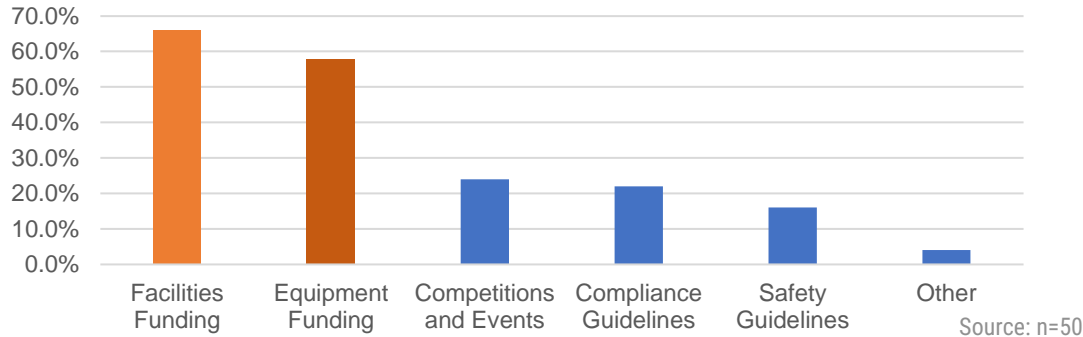
Membership means; registered participants



Source: n=51

# EXECUTIVE SUMMARY OF THE DISCIPLINES QUALITY RATINGS

**Q. What does your club /centre need the most assistance with from Athletics West about your space and facilities?**



## Q31. Other verbatim Commentary

- Advocating for our sport with the council to raise awareness of our needs. ([Kingsway Club](#))
- AA facilities national guidelines ([Ellenbrook](#))
- An actual ground that can hold 400m track plus straight plus dedicated throws sites ([Byford](#))
- Access to line marking machine ([Quinns Rocks](#))
- Track /lane markings. I do it fortnightly line marking grass. ([Tracksters Athletics Club](#))
- Extra storage shed for equipment ([Baldivis](#))



# EXECUTIVE SUMMARY OF THE DISCIPLINES QUALITY RATINGS

At least 80% of Clubs and Centres provide access to the main Athletics disciplines. Whilst the quality varies by discipline, the overall self-rated quality is rated as strong by the club / centre administrators. A strong quality rating for this purpose is considered a rating of 7 or above. The headlines by discipline are as follows;

## RUNNING - 82% have a 400m running track

%	Equipment / Access	Quality Rating % < 7
76%	Grass / Turf	44%
11%	Synthetic / Artificial	100%
84%	Running Lanes	70%
71%	Starting Lines	72%
60%	Finish Lines	71%
89%	Hurdles	68%
58%	Hurdle Markers	82%

## JUMPING

%	Equipment / Access	Quality Rating % < 7
79%	HJ Facilities	60%
79%	LJ/TJ Facilities	67%
49%	Grass / Turf Runway	50%
45%	Synthetic / Artificial Runway	88%
36%	Take off Boards	50%
6%	Pole Vaults	100%

## THROWING

%	Equipment / Access	Quality Rating % < 7
94%	Javelins	88%
49%	Javelin Runway (59% <20m length)	68%
94%	Shot Puts	65%
77%	Shot Put Circle	50%
94%	Discus	75%
38%	Discus and Shot Put Cage	75%
9%	Hammer Throw Equipment	100% < 8

### Runway Ratings

- 55% are grass / turf runways and are rated at 50% < 7
- 13% are Artificial / Synthetic Runways and are rated at 100% < 8

### Runway Lengths

- 44% of TJ / LJ Runways are < 40m in length
- 60% of Pole Vault Runways are < 40m in length



**AURA – KINETICA DATA LOCALISED INTELLIGENCE  
METHODOLOGY**

## KINETICA'S AURA SURVEY PROVIDES THE BACKBONE OF THE UNIQUE INSIGHT INTO THE LOCAL AREA

The Aura Survey is completed by 6,000 people per annum (nationally representative, split over summer and winter) to understand their views, habits, perceptions and interests across a range of variables related to sport, health and the community. The table below provides a summary of the various information collected. The Aura Survey has specific questions related to 50 sport and recreation activities including current and prospective participation, organised or recreational participation, interest, favourite activity and contribution to total physical activity. All these data points can be cut by key demographics, behaviours and health metrics and modelled at the local area level.



# KINETICA'S AURA SURVEY PROVIDES THE BACKBONE OF THE UNIQUE INSIGHT INTO THE LOCAL AREA

## INFORMATION COLLECTED



### **Community Health indicators**

Overall life satisfaction, health indicators – physical, mental, community connection, confidence, loneliness



### **Physical Activity**

Physical activity minutes, consideration of increased physical activity, motivators and barriers



### **Sport and Recreation**

Adult's and children's sport and recreation preferences, activities participated in last 12 months (and other frequency), interest in trying new activities, junior participation programs deep dive, customer experience preferences and ratings, satisfaction with local sport and recreation provision, travel times



### **Profiling**

Demographics, interests, leisure and entertainment preferences, importance of issues/ causes, brand preferences

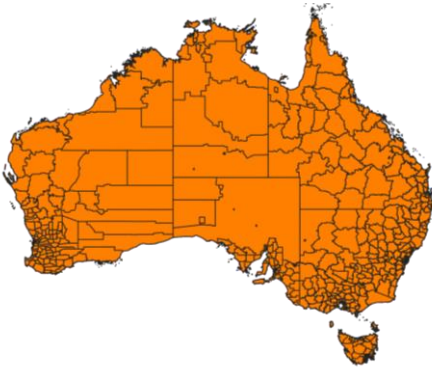
## SURVEY SPECIFICATION

Element	Detail
Research method	<ul style="list-style-type: none"> <li>Online quantitative survey</li> </ul>
Frequency	<ul style="list-style-type: none"> <li>x2 waves per year – June and December</li> </ul>
Sample	<ul style="list-style-type: none"> <li>Nationally representative</li> <li>Interlocking quotas set on age, gender, income, location</li> <li>Additional quota on employment</li> </ul>
Sample size	<ul style="list-style-type: none"> <li>n=6,000 per annum (3,000 per wave)</li> </ul>
Survey length	<ul style="list-style-type: none"> <li>15 minutes</li> </ul>
No. surveys completed	<ul style="list-style-type: none"> <li>15,800 (since December 2019)</li> </ul>

# KINETICA'S UNIQUE, ROBUST PREDICTIVE ANALYTICS MODELLING APPROACH ALLOWS THE UNDERSTANDING OF LOCAL AREA DEMAND DYNAMICS

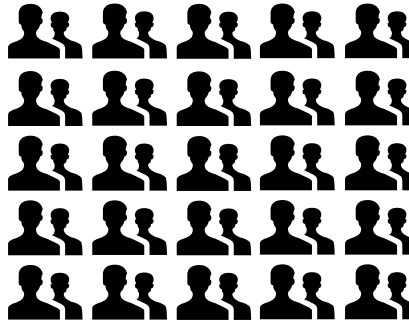
The key **methodology** to explain for this plan is the use Aura Data Intelligence. The product is proprietary to The Kinetica Group and is central to our Supply & Demand analysis. Kinetica utilises predictive analytics and microsimulation, a technique that has been applied and relied on by governments and organisations across the world in transport, health and economic policy planning. It applies the theory that who we are, where we live, what paid work we do, how old we are (plus a range of other demographic factors) all impact the decisions we make about what we do in our lives. The three-step process to generate localised data (for every suburb across Australia) is summarised below.

## STEP 1: SA2 demographic profiles



Census provide detailed demographic profiles for each suburb (SA2) in Australia - 2307 suburbs in total

## STEP 2: Kinetica Affinity Survey



Kinetica survey 6000+ people annually and collect extensive demographic and behavioural information

## STEP 3: Create SA2 synthetic population



Define a perfectly representative subset of respondents (synthetic population) through millions of simulations for each SA2 in Australia and make necessary State/regional adjustments