



**STATE
FACILITIES 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



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.



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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.



THE IMPORTANCE OF ATHLETICS FOR ACTIVITY AND HEALTH & WELLBEING OUTCOMES IN WESTERN AUSTRALIA

The importance of Athletics in numbers is demonstrated with the below rankings of all organised sport in WA. Interestingly, Athletics ranks ahead of perceived higher profile / recognised sports such as Tennis, Cricket & Aussie Rules for existing Children participation. Swimming, Cycling and Soccer rank in the top 3 and is consistent with the broader national profile.

ORGANISED SPORT PARTICIPATION | ADULTS & CHILDREN

6.94% Adults
11.00% Children

8

5

ORGANISED SPORT PARTICIPATION | CHILDREN

ORGANISED SPORT DEMAND | ADULTS & CHILDREN

5

7

ORGANISED SPORT DEMAND | CHILDREN



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.

THE FOLLOWING 5 PRINCIPLES HAVE BEEN ADOPTED THAT FORM THE CORE OF THE ATHLETICS WEST STATE FACILITIES PLAN

THE FOUR CRITICAL INSIGHTS

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

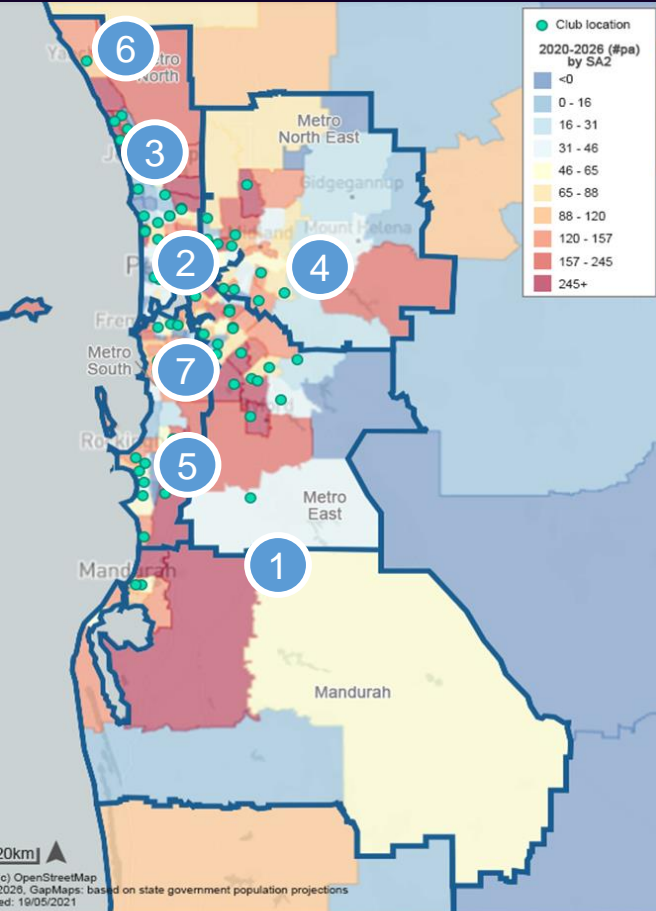
2. Prioritising high demand Athletics regions and population growth

3. Increasing participation opportunities

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

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

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

- 2nd 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
- 3rd 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).

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

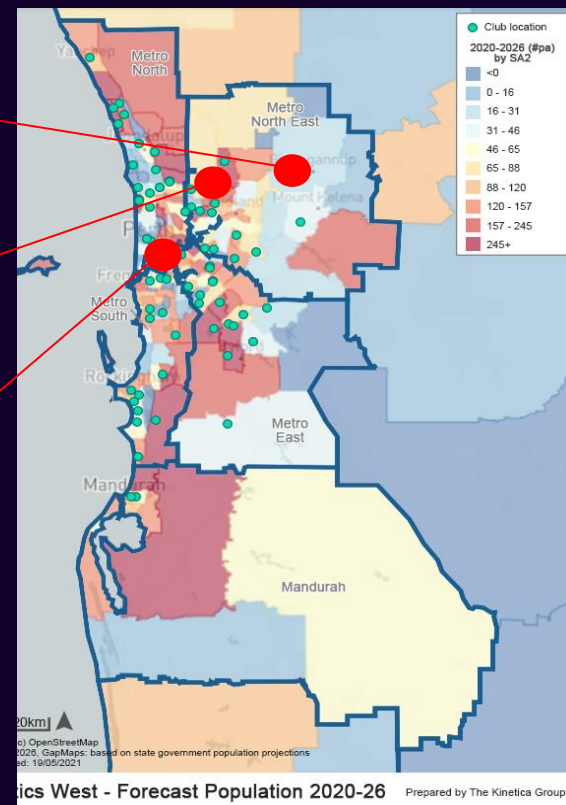
Adults 31,500
Children 5,300

Adults 26,400
Children 4,600

The City of Kalamunda

The City of Vincent

The City of Fremantle



+ or - Index from the State Average								
Areas	Cohorts		P12 (Participation)		Interest to Try		Members	Clubs
	Adults	Children	Adults	Children				
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		

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

The five locations are outlined over pages 11-14 with the first being Athletics West below in the City of Cambridge.

ATHLETICS WEST

Location – The City of Cambridge

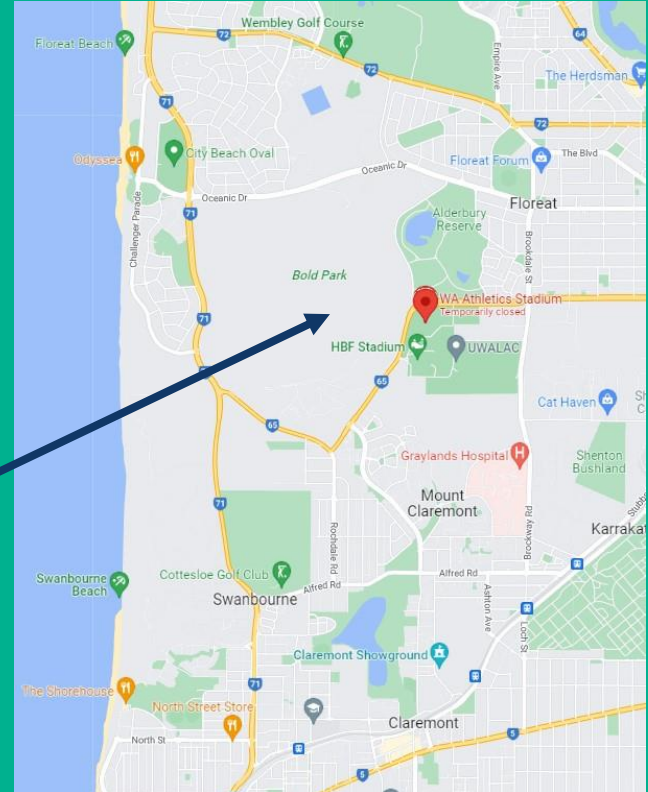
Requirement – New build for Warm Up Tracks / Areas

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



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

ERN CLARK ATHLETICS CENTRE

Location – The City of Canning

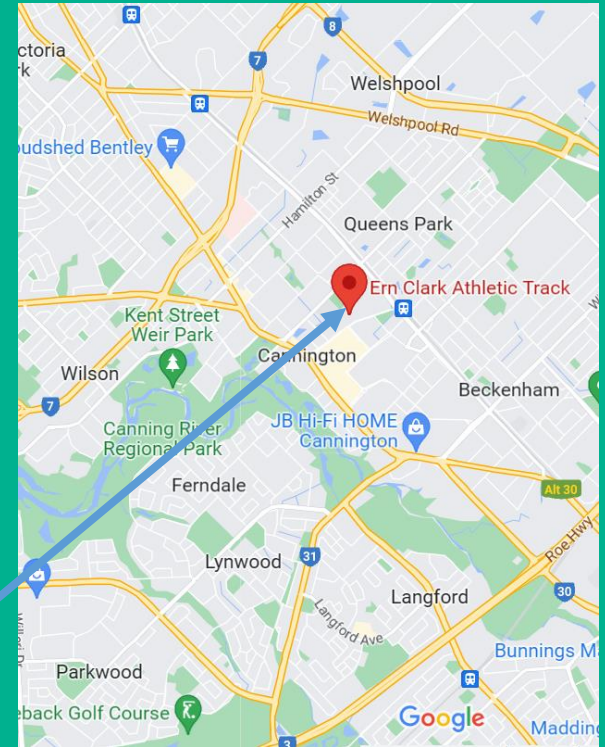
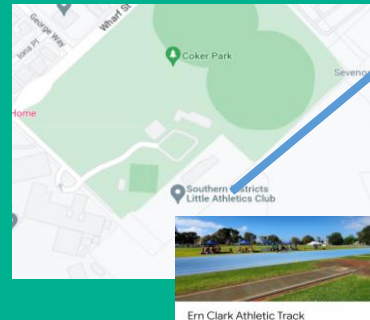
Requirement – Identification of suitable land within Canning Vale for a new Athletics Track

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.



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

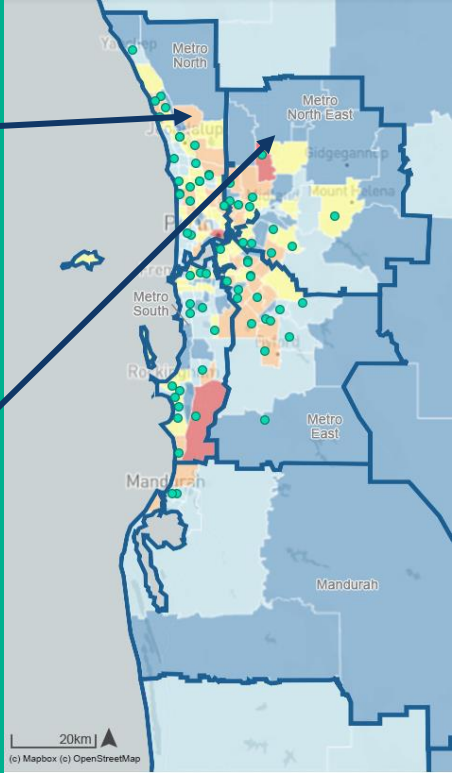
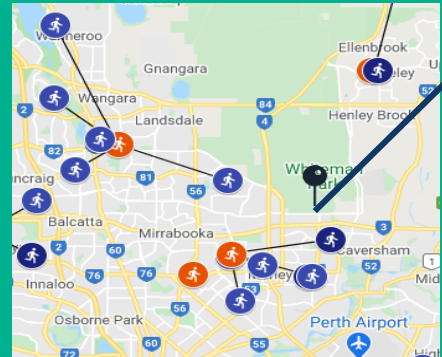
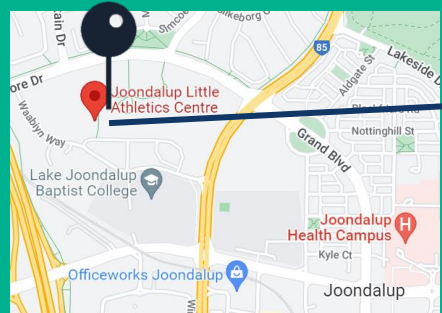
Location – Marshall & Lord Street Whiteman Park

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

