



CRICKET  
VICTORIA

# COMMON GROUND

A Unified Plan for Victorian Cricket Facilities Development

Cricket Victoria is committed to the  
planning and delivery of excellence  
in cricket and community facilities



# COMMON GROUND

A Unified Plan for Victorian Cricket Facilities Development

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*By implementing a unified plan for cricket facilities development, we can work together on common ground to ensure that cricket continues to strongly contribute to an active, healthy and inclusive life for all Victorians.*



# COMMON GROUND

A Unified Plan for Victorian Cricket Facilities Development



Cricket Victoria is committed to ensuring that the whole of the community has the opportunity to share in and enjoy the many diverse benefits of our sport.

The provision of appropriate facilities is a fundamental part of enabling Victorians to participate in and benefit from cricket, regardless of location, ability, age, gender or background.

This does not only include facilities that provide for all levels of cricket participation from entry to elite, but also shared facilities that are actively used by all of the community.

The two guiding principles that have driven the design of this new plan for cricket facilities development in Victoria are community value and collaboration.

The provision and maintenance of the thousands of grounds, practice facilities, clubrooms and associated facilities that serve over 327,000 cricket participants and 1107 clubs in Victoria is a joint endeavour.

It requires the partnership and commitment of all tiers of government, cricket associations, clubs, schools, other sporting codes, business partners and community.

Local government invests a very high level of funds and resources in facilities planning, provision and maintenance to enable cricket to be a community sport that flourishes throughout Victoria.

The week to week efforts of over 20,000 volunteers, many of whom coach our children, mow outfields, roll pitches and repair practice nets, are our most valuable resource. It is our aim to ensure that the greatest possible benefit for all participants and the wider community is derived from these efforts.

I am not fond of the word infrastructure. Our focus is upon creating inviting, well planned, inclusive places where people come together to enjoy the pleasures of cricket and community.

On common ground.

By implementing a unified plan for sustainable facilities development, we can work together to ensure that cricket continues to grow and strongly contribute to an active, healthy life for all Victorians.

While the number, location and quality of facilities is important, we are also focused upon sustainable investment and development that is informed by participation growth, demographic change and delivers community outcomes at a range of different levels.

Our commitment to collaboratively providing facilities of maximum use to participants and community will also generate increased economic benefit, including job creation.

Common Ground sets out our key objectives in relation to facilities provision and provides a platform for partnered action designed to address current and future needs for the benefit of all.

**Tony Dodemaide**

CHIEF EXECUTIVE OFFICER  
CRICKET VICTORIA



# THE PLAN

# FOUNDATIONS

*Common Ground* has been developed by Cricket Victoria in consultation with its key stakeholders, including local governments, cricket Associations and clubs across the state.

The purpose of the plan is to provide direction to facilities development in Victoria and articulate strategies for working together with our partners to deliver facilities that meet current and future needs.

## BASIS

Current information regarding cricket participation, facilities provision, condition and usage has been collected from a wide variety of sources including:

- Sport & Recreation Spatial produced by the Australian Sports Commission, Sport and Recreation Victoria and Federation University (in association with sporting organisations including Cricket Victoria).
- Facilities provision information supplied by local governments.
- Cricket Victoria's annual participation census.
- Qualitative surveying specific to facilities provision and challenges across the state undertaken with all local government authorities and cricket Associations in Victoria for the purpose of informing *Common Ground* planning.

Analysis of this data, along with direct input from Cricket Victoria's cricket and community development staff, has produced a detailed picture of the state of cricket facilities and participation in Victoria and enabled the identification of key areas of current need and future demand.



## STRATEGIC ALIGNMENT

*Common Ground* builds upon goals outlined in Cricket Victoria's strategic plan, which has a strong focus on catering to participation growth at all levels. These goals are closely aligned with Cricket Australia's strategic pillars and include the following key targets:

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

# CRICKET VICTORIA - FACILITIES ROLE

## Cricket Victoria's role in facility development includes:

- Identifying areas of current and future need
- Ensuring provision of appropriate facilities, participation & development opportunities at all levels
- Providing leadership and assistance to Victorian cricket clubs, Associations & all tiers of government in facility development
- Providing guidelines for cricket facility development, in association with Cricket Australia
- Promoting collaboration between clubs, Associations & all tiers of government in facilities planning and investment
- Promoting collaboration in planning, design and usage with government, other sports & communities
- Assisting local government, clubs and Associations to access external funding opportunities
- Advocating and supporting an increased level of fan friendly facilities and event venues in Victoria
- Working with Cricket Australia to plan and invest in priority facility projects
- Working with all tiers of government to achieve successful facilities development outcomes
- Identifying and developing opportunities for public/private partnership

As Victoria's peak cricket body, Cricket Victoria has primary responsibility for leading, supporting and promoting facilities development

# KEY PRINCIPLES

## COMMUNITY VALUE

The measure of successful cricket facilities is their capacity to:

- meet current and future needs
- serve and promote cricket participation
- provide the capacity for the development of cricket participants at all levels
- provide for and encourage social inclusion
- provide places for people to lead active and healthy lives
- provide the capacity for delivery of cricket's community programs
- continue to benefit cricket and community over the long term through environmentally sustainable design

## COLLABORATION

Cricket Victoria recognises that successful facility development can only be achieved through effective partnerships between a range of stakeholders, including all tiers of government, their agencies, other sports and community groups.

Collaborative planning of facilities is essential to:

- ensuring that levels of investment and development are commensurate with need, location, population and participation growth
- maximising use by and benefit to community
- undertaking sustainable development that provides community benefit into the long term future

**Common Ground is built on two key principles**



# PURPOSE & SCOPE

## Common Ground is designed to underpin facility development that:

- Provides an appropriate standard and level of facilities to participants of all backgrounds, gender, age and location
- Promotes participation growth and inclusion for all Victorians including:
  - Aboriginal and Torres Strait Islander peoples
  - People of all abilities
  - People from diverse multicultural backgrounds
- Increases cricket's capacity to provide for the needs of participants at all levels from grassroots to elite
- Maximises the capacity for male and female cricketers to reach their potential through provision of the quality and type of facilities used at higher levels
- Caters to regions and localities of high population growth and future participation growth
- Helps to protect and improve existing facilities and their usage for cricket
- Provides appropriate playing, changing and training facilities for both genders
- Provides for the appropriate administration of cricket in all Victoria's regions
- Are financially and environmentally sustainable by design

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# CRICKET IN VICTORIA

# PARTICIPATION LEVELS

With a total of over 327,000 active participants in 2013-14, Victoria leads Australia in cricket participation and the game continues to grow throughout the state. Since 2006-07, participation has grown by 56%.

The profile of participation in Victoria is also rapidly changing, partially as a result of new and diverse audiences being brought to cricket by the KFC T20 Big Bash League. Junior participation is at a record high, with MILO T20 Blast proving immensely popular with young participants. These developments have significant consequences for facility provision.

Female cricket is another major growth area, with 59,992 participants and 31% of all female teams across Australia located in Victoria. The provision of appropriate facilities for female cricket, particularly change rooms and amenities, is a key focus for planning, renovation and development.

The game continues to attract new participants from a diversity of cultural backgrounds, which is reflected in a multitude of new clubs and teams being formed. Importantly, 96 new cricket teams have been formed since 2013 by participants from Asian/sub-continent migrant communities, as a direct result of Cricket Victoria's *Asian Community Consultations*.

This growth is supported by Cricket Victoria's *Harmony in Cricket* program.

There is also increasing demand for year round access to grounds and facilities (including indoor). For example, the Mid Year Cricket Association now has 56 clubs and in the last two years, player participation has grown by 125%.

This rising demand can only be effectively met by a collaborative approach to the planning and development of facilities with government, other sporting codes and community groups.

## GROWTH - 2013/2014

**OVERALL PARTICIPATION** +15%

**CLUB CRICKET** +22%

**FEMALE CRICKET** +40%

**MILO in2CRICKET** +20%

**MILO T20 BLAST** +69%



# PARTICIPATION - STRUCTURE

## CLUBS, ASSOCIATIONS AND AFFILIATES

Victorian club cricket has over 121,000 participants competing for 1107 clubs. This includes 135 female cricket teams playing at junior and senior level across the state. The clubs are affiliated with 79 Cricket Associations, along with the following organisations:

- Victorian Country Cricket League (VCCL)
- Victorian Metropolitan Cricket Union (VMCU)
- Victorian Sub District Cricket Association (VSDCA)

## ELITE

At elite level, Victoria is represented by:

- Commonwealth Bank Bushrangers (Bupa Sheffield Shield, Matador One Day Cup)
- Commonwealth Bank VicSpirit (Women's National Championship League and WT20)
- Melbourne Renegades (KFC T20 Big Bash League)
- Melbourne Stars (KFC T20 Big Bash League)

## BARTERCARD PREMIER CRICKET

Bartercard Premier Cricket is the pinnacle of club cricket in Victoria. It is the feeder competition to the state's elite sides, the Commonwealth Bank Bushrangers and VicSpirit, and sits at the end of the pathway program from junior to elite.

There are 18 clubs in the male competition and 11 clubs in the female competition, with Prahran, Melbourne and Ringwood fielding teams in both male and female sections.

## PATHWAY

The Victorian Bushranger and VicSpirit pathways for male and female cricketers commence at junior level with development squads and representative teams from Under 13 upwards.

These culminate in CV Academy and State Squads, Bartercard Premier Cricket and the Toyota Futures League (male).

## MILO in2CRICKET, MILO T20BLAST & SCHOOLS

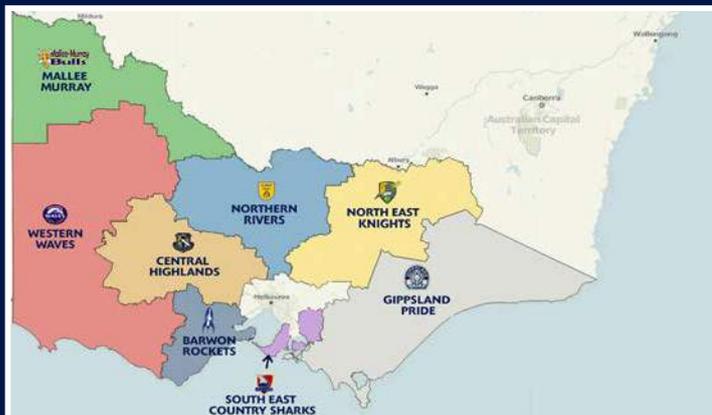
Entry level and junior cricket commences with MILO in2CRICKET, which currently has over 68,000 participants in schools and clubs. The fast growing MILO T20 Blast provides an exciting introduction to competitive cricket and is also delivered through Victorian schools. School participants in T20 and formal cricket competitions now number in excess of 70,000.

## INDOOR CRICKET

There are 14 metropolitan and 10 country member centres with over 66,000 indoor cricket participants in Victoria.

Womens Premier League Indoor Cricket was launched in April 2014 and is the pinnacle competition for females in the state.

# VICTORIAN CRICKET'S REGIONS



**Cricket Victoria divides the state into eight metropolitan and eight country regions.**

Each of these regions is represented in every pathway program, meaning all players can participate, irrespective of where they live.

Cricket Victoria employs a Regional Cricket Manager for each region to assist with pathway implementation and the delivery of cricket development and participation programs at all levels.



**HIGHEST JUNIOR & SENIOR PARTICIPATION**

**INNER EAST METRO (11,451)**

**HIGHEST PARTICIPATION TO POPULATION RATIO**

**WEST COUNTRY (> 10%)**

**HIGHEST FEMALE PARTICIPATION**

**SOUTH EAST COUNTRY (359)**

**HIGHEST COUNTRY REGION PARTICIPATION**

**BARWON (7641)**

*Figures represent numbers of players 5 - 39 years of age in 2013-14*

# PARTICIPATION - BY REGION

REGION	Junior - 5 to 18 years			Senior - 19 to 39 years			Female - 5 to 39 years			Total - 5 to 39 years		
	Players	Population	Ratio	Players	Population	Ratio	Players	Population	Ratio	Players	Population	Ratio
Mallee Murray	1,338	21,480	6.23%	1,485	22,456	6.61%	210	21,968	0.96%	2,988	43,936	6.80%
West Country	3,124	29,373	10.64%	3,195	31,181	10.25%	245	30,277	0.81%	6,469	60,553	10.68%
Central Highlands	3,818	47,002	8.12%	3,105	54,617	5.69%	75	50,810	0.15%	6,968	101,619	6.86%
Barwon	4,056	56,555	7.17%	3,570	73,513	4.86%	74	65,034	0.11%	7,641	130,068	5.87%
Northern Rivers	3,862	60,540	6.38%	3,465	69,767	4.97%	78	65,153	0.12%	7,327	130,307	5.62%
North East Country	2,699	24,128	11.19%	1,890	25,616	7.38%	81	24,872	0.33%	4,619	49,743	9.29%
Gippsland	3,077	50,665	6.07%	3,450	58,230	5.92%	102	54,447	0.19%	7,052	108,895	6.48%
South East Country	4,241	71,786	5.91%	3,510	91,743	3.83%	359	81,764	0.44%	7,571	163,529	4.63%
West Metro	3,929	127,099	3.09%	3,450	225,725	1.53%	153	176,412	0.09%	7,439	352,824	2.11%
Northern Metro	4,363	90,332	4.83%	4,365	158,135	2.76%	113	124,234	0.09%	8,818	248,467	3.55%
North West Metro	3,569	81,960	4.35%	3,330	149,277	2.23%	302	115,619	0.26%	7,064	231,237	3.05%
Inner South East	3,127	50,104	6.24%	3,090	134,715	2.29%	126	92,410	0.14%	6,307	184,819	3.41%
Inner East Metro	6,291	80,851	7.78%	5,085	122,616	4.15%	114	101,734	0.11%	11,451	203,467	5.63%
Outer East Metro	4,782	81,631	5.86%	4,890	111,126	4.40%	117	96,379	0.12%	9,747	192,757	5.06%
South East Bayside	5,727	75,539	7.58%	3,810	151,282	2.52%	85	113,411	0.07%	9,597	226,821	4.23%
Southern Metro	2,537	87,411	2.90%	3,420	129,262	2.65%	59	108,336	0.05%	5,987	216,673	2.76%

*Cricket Victoria provides detailed participation statistics for each region and LGA, broken down by age group and gender, to assist with local and regional planning.*

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# GROWTH & CAPACITY

# POPULATION GROWTH

Cricket's strong participation growth reflects the increasing popularity of the game at all levels and is a key factor in planning for demand. However the effect of Victoria's present and projected high levels of population growth must also be taken into account in assessing future facilities needs.

The State Government's *Victoria in Future 2014* estimates that the state's population will grow by 1.07 million to 2021 and 2.16 million by 2031. It is also projected that the number of people aged 5-39 years in Victoria will increase by over 450,000 over the next seven years, which has significant, near term implications for facilities planning.

Victoria's top five population growth areas are also experiencing strong growth in cricket participation. Wyndham, for example, where the population is growing by over 4% each year, is also the location of a rapidly increasing number of cricket clubs and teams. A significant proportion of these have been initiated by recently settled residents, many deriving from Asian and subcontinental countries. Along with Whittlesea, Wyndham already has the highest ratio of players to facilities of all LGAs in the state.

Importantly, just three LGAs - Greater Geelong, Greater Bendigo and Ballarat - are anticipated to account for 44% of population growth in regional Victoria to 2031. Providing facilities in regional centres that both cater to demand and offer the opportunity to capitalise on events potential is a priority.

LGA	POPULATION GROWTH (5-39 yrs only)		PROJECTED EFFECT ON CRICKET PARTICIPATION*	
	2021	2031	2021	2031
WYNDHAM	28770	73800	860	2222
CASEY	27464	83660	607	1840
WHITTLESEA	26220	52670	422	842
MELTON	19500	57760	290	810
CARDINIA	14305	37572	357	940
GREATER GEELONG	13602	31110	476	1088

The table above illustrates the effects of population growth on formal cricket participation in some of the fastest growing areas of Victoria. Figures are calculated from the projections using current participation ratios in each location.

When other factors affecting cricket participation are taken into account (e.g. the ongoing rise of female cricket) the need to carefully plan now for future facilities requirements is clear.

Since 2007, Victoria's population has grown by 10%. In the same period, overall cricket participation in the state has increased by 56%.

*\*registered club players only*

# FACILITIES - BY REGION, POPULATION & PARTICIPATION

CRICKET REGION	TURF	SYNTHETIC	TOTAL	GROUNDS per 1000 POPULATION	PARTICIPATION PER FACILITY	PARTICIPATION GROWTH 2012-2014 (%)	ANNUAL POPULATION GROWTH (%)
Mallee Murray	34	33	67	1.52	49.93	+13.0	0.61
West Country	38	92	130	2.15	36.58	-3.0	0.69
Central Highlands	20	105	125	1.23	35.88	+3.5	1.48
Barwon	27	93	120	0.92	54.63	+7.5	1.63
Northern Rivers	77	49	126	0.97	50.36	-7.5	1.76
North East Country	24	44	68	1.37	33.97	-3.0	0.88
Gippsland	47	99	146	1.34	40.38	-1.5	1.22
South East Country	3	112	115	0.70	56.87	-1.2	1.77
West Metro	58	91	149	0.42	44.09	+2.0	2.61
North West Metro	36	72	108	0.47	56.11	-2.6	1.38
Northern Metro	8	117	125	0.50	60.24	0.0	1.79
Inner South East Metro	23	58	81	0.44	69.63	+12.4	0.89
Inner East Metro	29	95	124	0.61	78.02	+9.7	0.73
Outer East Metro	8	140	148	0.77	55.03	+11.5	0.60
South East Bayside	61	90	151	0.67	51.06	+4.5	0.74
Southern Metro	33	53	86	0.40	63.66	+1.1	1.89

# CURRENT FACILITIES

**The table at left illustrates some of the pressures on facility provision due to participation growth in Victoria, particularly in relation to turf wickets.**

- The highest level of turf wicket provision is in the Northern Rivers region, which has five cricket Associations representing localities from Seymour to the Murray Valley.
- Conversely, South East Country, which has regional Victoria's highest level of participation per facility and the greatest rate of population growth, has only three turf wickets.
- Facilities access is under greatest pressure in metropolitan regions, which comprises some of the highest areas of participation growth in the state. Inner East Metro, for example, already has the state's highest rate of participation per facility. A participation growth rate of nearly 10% per annum exerts pressure on existing ground capacity.
- Inner South East Metro and Outer East Metro face similar facilities challenges arising from even higher participation growth levels, including limited turf wicket provision.
- The three metropolitan regions from the north to west of Melbourne include the city's major development corridors, which will continue to experience rapid growth. Planning for demand in these areas, which already have a low ratio of grounds, is critical.





# PLANNING FOR GROWTH

**Inadequate provision of facilities inhibits the formation or expansion of new cricket teams and clubs and leads to the frustration of participation growth, particularly at junior levels.**

- Limited capacity to build new facilities in inner metropolitan areas due to a lack of public open space will increasingly require innovative approaches to facilities provision, co-tenancy with other sports and scheduling.
- In new build areas, it is important that planning for cricket facilities is undertaken at an early stage. This requires close consultation between LGAs, State Government, private developers and other sports to ensure that community needs are met.
- Continued analysis and monitoring of growth trends across Victoria is critical to facilities planning. .
- This will be assisted by the National Facilities Framework currently being developed by Cricket Australia in association with the state cricket bodies, including Cricket Victoria. This will include a comprehensive facilities audit and the provision of Facilities Development Guidelines to help cater to usage and demand.



# CURRENT FUNDING & PLANNING

The responsibility for cricket facility investment and planning in Victoria is primarily shared between:

- Cricket Victoria
- Cricket Australia
- Local and State Government
- Clubs and Associations
- Other Sports
- Private Developers and Partners

## LOCAL GOVERNMENT

The vast proportion of land used for Victorian cricket facilities is owned and managed by Local Government Authorities.

While the investment mix for the development of grounds and facilities varies widely according to location and circumstance, partnerships between Local Government, State Government, cricket and, in some cases, private developers, are critical to facilities planning and funding.

Local government also provides support to local cricket clubs through small grants funds for facilities, community programs and volunteers.

## CRICKET VICTORIA

Cricket Victoria currently provides funding for facilities maintenance, development and improvement directly to clubs through two key funding mechanisms:

### Strategic Grants Fund

- Funding to clubs and Associations for facilities, equipment, coaching and development programs.

### General Facilities Grants

- Funding to clubs and Associations for the purpose of improving playing and practice facilities.

Cricket Victoria also assists clubs suffering facilities and equipment damage through the Disaster Relief Fund.

## CRICKET AUSTRALIA

The National Community Facilities Funding Scheme provides partial funding for cricket facility development in growth areas. It also supports the upgrade of existing cricket facilities to create inclusive (Indigenous, all abilities, multicultural) and accessible areas for the cricket and broader community to enjoy.

These funds are generally used to leverage all levels of government for investment in community cricket facilities including nets, club rooms, turf wickets etc. Open to clubs (excluding Premier Cricket clubs), Associations, regions and local councils across Australia. Applications must be made through Cricket Victoria.

# CURRENT FUNDING & PLANNING

## VICTORIAN GOVERNMENT

State Government investment in community cricket facilities is predominantly channelled through Sport and Recreation Victoria's Community Facilities Funding Program.

### Major Facilities Fund (applications by LGAs only)

**Develop or upgrade major sport and recreation facilities**

### Minor Facilities Fund

Available for community groups, working in partnership with Local Government Authorities, to develop or upgrade community sport and recreation facilities

### Local Facilities for Local Clubs

In August 2014, the State Government also announced the opening of this new fund providing dollar-for-dollar funding of up to \$50,000 for small sport and recreation facility projects up to \$150,000 in total cost. Applications may be made through LGAs only. Twelve Victorian clubs were successful in achieving funding for facilities projects through their local LGAs in the first round.

### Drought Relief & Synthetic Surfaces Grants

These grants provide for the replacement of turf with synthetic surfaces, provision of recycled water to sports fields, development and use of alternative water sources and/or water run-off harvesting and storage initiatives.

Cricket Victoria works with the State Government to plan and achieve strategic partnered investment in major facilities, such as the Victorian Cricket & Community Centre. Other strategic funding for key facilities is considered by State Government on a case by case basis.

Cricket also benefits from funds allocated to regional sports facility development and invested in multi-use facilities through the Country Football and Netball Fund.

## FEDERAL GOVERNMENT

While there has been minimal direct investment in Victorian cricket facilities by Federal Government in recent times, the new National Stronger Regions Fund (announced September 2014) offers potential avenues for LGAs to access funding for major multi-use facility projects, particularly in country regions.

From November 2014, the fund will enable councils and community groups to apply for grants between \$20,000 and \$10M, to meet half the cost of community building projects.

## PUBLIC/PRIVATE PARTNERSHIPS

A small number of projects are currently planned and invested in by private entities (usually land developers), in concert with government and other stakeholders.

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# FINDING THE GAP

# CONSULTATION - KEY FINDINGS

## Direct consultation with Local Government, Associations and clubs has resulted in the following key findings:

- Top priorities for facilities development, are quality of playing surfaces and provision of practice facilities.
- New grounds with a mix of synthetic/turf pitches are identified as critical areas for investment in many LGAs.
- Practice nets and lower tier competition grounds were highlighted as common areas of concern.
- Only 34% of facilities across Victoria were reported as having separate female change rooms and amenities.
- Ground availability and capacity to meet current demand is a key issue in many LGAs.
- Challenges are also common regarding ground condition, maintenance and preparation resulting from sharing with winter sports.
- Responses indicate that over 70% of cricket grounds are shared with AFL. AFL Victoria reports that some 93% of its grounds are shared with cricket. 30% of all cricket facilities reported as being shared with sports other than AFL, with the most common being soccer.
- Lack of access to external funding for facilities development.

## TOP 5 CRICKET FACILITY PRIORITIES

*(as determined through consultation)*

1. **QUALITY OF PLAYING SURFACES**
2. **PRACTICE FACILITIES**
3. **PLAYER AMENITIES**
4. **MULTI-USE FACILITIES**
5. **SOCIAL CLUBROOMS**



# USAGE & SCHEDULING

## FACILITIES AUDIT

While Cricket Victoria collects and analyses significant data provided by clubs, Associations and Local Government relating to facilities provision, a comprehensive facilities audit is required to establish an accurate 'information bank' relating to ongoing facilities condition and usage. This will be undertaken at national and state level in accordance with the National Facilities Framework now in development.

## SCHEDULING

Cricket Victoria's strategic priorities are not only based on the identification areas of current and future need, but also take into account factors affecting facility access and demand including usage, match scheduling and the requirements of other sports.

In particular, facilities in some LGAs are under high pressure due to the saturation of clubs and competitions wishing to schedule games on Saturdays during the main cricket season. Some relief can be found for this excessive demand by collaboratively exploring midweek and evening scheduling options, rather than simply investing in new facilities.

In some cases, the installation of match suitable lighting (i.e. over 500 lux) will help to provide greater flexibility in match scheduling and co-scheduling with other sports.



# FROM PITCHES TO PAVILIONS

**As a sport that has evolved over centuries - and continues to develop with the introduction of new formats - cricket has many requirements that are not directly shared with other sports.**

These traditionally include practice facilities and pitches, but synthetic grounds, new technologies and innovative approaches are bridging the divide with other sports and making multi-use facilities, capable of year-round use, possible.

It is important that cricket in Victoria, together with its partners and other sports, embraces these new approaches to maximise the use of resources and obtain best results from facility investment.

Of course, facilities are not limited to the pitches and grounds on which the game is played. The administration of the many Associations, clubs and competitions across the state also require appropriate infrastructure.

Pavilions, clubrooms, unisex change facilities and spectator amenities are an integral part of bringing community together to participate in and enjoy the sport.

Across Victoria, these critical support facilities currently range in quality and quantity from excellent to non-existent.

## SEASONS & SURFACES

Local Governments, ground managers and clubs across Victoria, with the support of Cricket Victoria, invest considerable resources in sustainable, drought aware water and irrigation practices in the maintenance of grounds and pitches.

Water conservation has also been the catalyst for the planting of drought tolerant warm weather grass surfaces (often replacing traditional rye grass) at many cricket and multi-use grounds.

This is particularly important in the case of grounds shared by cricket and Australian Rules Football, which comprise over 70% of grounds used for cricket in Victoria. The year round use of these grounds by sports with overlapping seasons has significant implications for facility planning, investment and development.

Synthetic pitches, and in some cases, fully synthetic grounds, provide practical solutions for many facilities. However, the provision and maintenance of suitably located turf pitches and practice facilities is important to providing training and skills development on surfaces used at higher levels.

Cricket Victoria is working with Local Government to ensure the proper provision of turf facilities around Victoria. The Melbourne Metropolitan Turf Cricket Taskforce is currently developing a proposed model for the future of turf cricket.

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# STRATEGIC PRIORITIES

# SETTING THE FIELD

As a result of consultation and the analysis of existing facilities, participation and population growth, Cricket Victoria has established five key strategic priorities for facilities planning and development across the state.

**These priorities are:**

- designed to help guide cricket and its partners in the planning and development of facilities to meet needs and provide maximum community benefit.
- aligned with Cricket Victoria and Cricket Australia's participation and facilities goals.
- based on an understanding of the limitations on resources to deliver new facilities and therefore also seek to achieve optimal use of existing facilities.
- designed to be implemented alongside a revised approach to facilities investment, developed in partnership with all tiers of government.



# STRATEGIC PRIORITIES

CRICKET VICTORIA'S STRATEGIC FACILITIES DEVELOPMENT PRIORITIES ARE:

**1**

**GAME & PRACTICE FACILITIES**

**2**

**REGIONAL CENTRES**

**3**

**FEMALE CRICKET**

**4**

**MULTI-USE FACILITIES**

**5**

**PLANNING AND INVESTMENT**

# STRATEGIC PRIORITY 1

## KEY GAME AND PRACTICE FACILITIES

**Availability and quality of facilities has been identified by Local Governments, Associations and clubs as the primary challenge to the health of the game in Victoria.**

- While some challenges might be addressed through scheduling and coordination with other sports, a deficiency of quality facilities is hindering player development and inhibiting the game's growth in numerous regions of Victoria.
- Of Victoria's 1944 cricket facilities, 1397 have synthetic pitches (including concrete) and 547 have turf pitches.
- Turf pitches are nearly evenly distributed between metropolitan (277) and regional areas (270), but significant discrepancies exist in the distribution of facilities in proportion to demand and growth.
- Some areas of high demand, such as inner and west Melbourne and Cardinia in the city's eastern growth corridor, along with numerous country centres, remain poorly served, affecting cricket's capacity to maintain development pathways at all levels.



- Increased support is required for the maintenance and preparation of turf pitches, a responsibility that is currently shared equally between local governments and clubs.
- Increased sharing of schools facilities, particularly in inner urban and regional areas, will help to meet capacity needs. This will also provide greater access to participation and coaching within schools.
- Environmentally sustainable design is of primary importance in facility development.

# STRATEGIC PRIORITY 1

## KEY GAME AND PRACTICE FACILITIES

KEY ISSUES	PLANNED RESPONSE	PRIORITY ACTIONS
PROVISION OF GROUNDS TO REQUIRED CAPACITY AND QUALITY	<p>Assist the development of sustainable on and off field cricket facilities in outer urban high population growth areas and inner regional areas.</p> <p>Work to achieve a higher standard of playing surface for secondary grounds at Premier Cricket Clubs.</p>	<p>Work with the cricket community, State and Local Governments (and other sports) to achieve partnered investment in required facilities.</p> <p>Develop the Junction Oval as the Victorian Cricket &amp; Community Centre in partnership with State Government &amp; Cricket Australia.</p>
PROVISION OF PRACTICE FACILITIES TO REQUIRED CAPACITY AND QUALITY	<p>Facilitate funding and explore innovative approaches (inc. portable and multi-use nets).</p>	<p>Continue to provide Cricket Victoria grants for for practice facilities and nets targeting with clubs with quality and capacity challenges.</p> <p>Work with local government and practice facility providers to develop best practice solutions.</p>
LIMITED USE OF SHARED SCHOOL FACILITIES	<p>Address issues inhibiting increased shared school facility usage and establish an effective, uniform process for facility sharing arrangements.</p>	<p>Lead development of a clear process in conjunction with VicSport, Sport &amp; Recreation Victoria, Department of Education and Local Government. Work with stakeholders in planning new school facilities.</p>

# STRATEGIC PRIORITY 1

## KEY GAME AND PRACTICE FACILITIES

KEY ISSUES	PLANNED RESPONSE	PRIORITY ACTIONS
TURF PITCH ACCESSIBILITY AND SUSTAINABILITY	<p>Provide better pathways and access to Premier cricket through the provision of quality turf facilities.</p> <p>Ensure the sustainability and growth of turf cricket in greater Melbourne and regional areas.</p> <p>Implement a specific turf pitch support plan to ensure the skills and expertise of turf pitch maintenance and preparation are maintained and enhanced.</p>	<p>Invest in turf pitch development, with specific regard to the review of facilities provision undertaken by the Melbourne Metropolitan Turf Taskforce.</p> <p>Provide turf pitch training seminars and appropriate support for councils, clubs and curators.</p> <p>Seek to establish a turf pitch curator traineeship scheme in partnership with government and tertiary institutions. This will nurture skills based employment and assist clubs and local government with the maintenance and preparation of turf pitches.</p>
LACK OF GUIDELINES FOR FACILITY IMPROVEMENT	<p>Facilitate funding and explore innovative approaches (inc. portable and multi-use nets).</p>	<p>Provide specific guidelines for facilities improvement and development, based on the national hierarchy, through the National Facilities Guidelines (in association with Cricket Australia).</p>

# STRATEGIC PRIORITY 2

## REGIONAL CENTRES



**Cricket Victoria recognises that, in many regional and rural areas of the State, there is an inadequacy of facilities suitable to maintaining cricket's vital pathways from junior levels to elite performance.**

In response, Cricket Victoria aims to develop regional centres where talented cricketers are provided with the appropriate level of facilities and coaching resources.

Regional centres with suitably equipped grounds are also important to enabling the hosting of representative cricket events, which in turn promotes and inspires participation at junior levels.

The administrative needs of regional cricket will also be served by the development of appropriate infrastructure in central locations.

The current *Country Cricket Review* being undertaken by Cricket Victoria in consultation with stakeholders will help to provide a foundation for regional renewal.

# STRATEGIC PRIORITY 2

## REGIONAL CENTRES

KEY ISSUES	PLANNED RESPONSE	PRIORITY ACTIONS
<p>INADEQUATE TRAINING, PLAYING AND ADMINISTRATIVE FACILITIES IN REGIONAL AND RURAL CENTRES</p>	<p>Assist planning and development of sustainable high quality training and playing facilities in regional centres.</p> <p>Assist concurrent planning of improved central administrative facilities.</p> <p>Work with Government to identify opportunities for integration of regional hubs in major community sports and recreation complexes.</p>	<p>Assess current facilities, administration and scheduling through the <i>Country Cricket Review</i> (currently in progress and due to report findings to Cricket Victoria by March 2015).</p> <p>Explore opportunities for regional centre development. Develop action plans &amp; feasibility studies with Government, Cricket Australia and other partners.</p> <p>Develop administrative structures enabling the most efficient and effective use of resources.</p>
<p>LACK OF OPPORTUNITY FOR HOSTING CRICKET EVENTS BENEFITING CLUBS &amp; COMMUNITY</p>	<p>Develop a plan for the regular scheduling of representative games in regional centres.</p> <p>Develop plans for hosting of State and national carnivals and enable local government and communities to gain from associated economic benefit.</p>	<p>Work with Local Government to plan event hosting and ensure economic viability.</p> <p>Implement mechanism for delivering events 'legacy', assisting the funding of club facilities.</p> <p>Develop a regional events calendar in consultation with Cricket Australia, Local Government, Associations and Clubs.</p>

# STRATEGIC PRIORITY 3

## FEMALE CRICKET



**While the rapid growth of female cricket in Victoria over the past six years is a strong reflection of the game's health, it has also highlighted the lack of provision of appropriate change rooms and amenities in facilities across the state.**

While efforts are being made to address this fundamental issue, it is clear that committed action must be taken to achieve more rapid results.

The lack of female change facilities and amenities at sporting facilities is an issue also commonly shared with other sports.

Cricket Victoria seeks to both lead and collaborate with other sports in implementing actions that will address this substantial deficiency in facilities provision.

*(Note: All other Common Ground strategic priorities and actions are also female cricket inclusive).*

# STRATEGIC PRIORITY 3

## FEMALE CRICKET

KEY ISSUES	PLANNED RESPONSE	PRIORITY ACTIONS
<p>LOW PROVISION OF APPROPRIATE CHANGE FACILITIES AND AMENITIES</p> <p>UNWELCOMING ENVIRONMENT FOR FEMALE CRICKET THROUGH POOR AMENITIES PROVISION</p>	<p>Work to ensure that all new cricket facilities are appropriately equipped with female change facilities and amenities.</p> <p>Develop a priority action plan in association with State Government, Local Government, Associations and clubs to achieve appropriate amenities.</p> <p>Identify opportunities to collaborate with Local Government, other sports and community groups to ensure the provision of female change facilities and amenities in multi-use facilities.</p>	<p>Detailed audit and assessment of current facilities.</p> <p>Establish female cricket facilities provision priorities and targets for 2015 – 2017.</p> <p>Consult closely with female cricket clubs and female participants to ensure appropriate facilities needs are met.</p>

# STRATEGIC PRIORITY 4

## MULTI-USE FACILITIES



**A key element of Common Ground is to ensure the efficient use of resources by, where appropriate, seeking viable facilities sharing solutions with other sports and community groups.**

Development of multi-use facilities can enable cricket to achieve improved facilities capacity while maximising the value of investment.

Multi-use facilities also encourage participation growth by exposing a broader audience to the game, particularly at junior level.

Cricket Victoria also seeks to work with its partners to promote and facilitate the inclusion of capacity to provide for delivery of *Harmony in Cricket* community programs.

Catering to the needs of the whole of community in multi-use facilities also includes making specific provision for cricket's many participants from diverse cultural and religious backgrounds.

# STRATEGIC PRIORITY 4

## MULTI-USE FACILITIES

KEY ISSUES	PLANNED RESPONSE	PRIORITY ACTIONS
A UNIFIED APPROACH IS REQUIRED TO THE DEVELOPMENT OF MULTI-USE FACILITIES	<p>Identify and facilitate opportunities for cricket to join with other sports and community in planning for and investment in multi-use facilities.</p> <p>Identify individual priority cricket projects that will be served best by collaborative approaches with other sports and facilitate partnered planning.</p> <p>Work closely with other state sporting bodies (particularly AFL) to maximise the efficient development of facilities.</p>	<p>In collaboration with government, seek to lead the establishment of a cross-sport reference group to assist effective major multi-use facility investment and development.</p> <p>Work with key stakeholders, including State and Local Government, Cricket Australia and AFL, to explore opportunities to implement the synthetic ground program.</p> <p>Promote the inclusion of facilities that enable the delivery of Cricket Victoria's <i>Harmony in Cricket</i> community programs.</p>
SCHEDULING ISSUES AND GROUND CAPACITY	<p>Alleviate capacity pressures by active consultation regarding scheduling and use with other sports (particularly AFL).</p> <p>Identify opportunities to install appropriate lighting at specific facilities, enabling greater flexibility in training and match scheduling.</p>	<p>Cricket Victoria to help facilitate local and region based coordination through consultative forums.</p> <p>Partnered investment with government and other sports in shared use facility lighting meeting Cricket Australia guidelines.</p>

# STRATEGIC PRIORITY 5

## PLANNING & INVESTMENT



**As outlined in this plan, a coordinated and collaborative approach to cricket facilities funding is essential to ensuring maximum return on investment is obtained for both cricket and community.**

Cricket Victoria seeks to take a strategic approach to facilities investment.

This entails assessing current and future needs to identify priorities and then investing funds and resources, alongside our partners, to achieve specific outcomes.

The four previous strategic priorities outlined in this section are the primary focus for the organisation's facility planning and investment over the next four years.

# STRATEGIC PRIORITY 5

## PLANNING & INVESTMENT

KEY ISSUES	PLANNED RESPONSE	PRIORITY ACTIONS
CO-ORDINATE FUNDING FOR PRIORITY PROJECTS	<p>Closely align CV grants program with the Common Ground plan and Cricket Australia facilities framework to ensure priority projects are supported and strategic outcomes are achieved.</p> <p>Allocate specific funds each year from the Cricket Victoria grants fund to targeted facilities priorities, including female facilities and practice facilities.</p> <p>Partner with Cricket Australia and Government in the planning, funding and development of Regional Centres.</p>	<p>Realignment of CV grants program from 2015-16 season onward to support strategic priorities.</p> <p>Prioritise investment in growth corridors and regions experiencing high participation growth/capacity pressures (e.g. inner/outer Melbourne).</p> <p>Maximise investment from Cricket Australia's National Facility Fund in line with Victoria's proportion of cricket participation.</p>
COMPREHENSIVE STATE-WIDE DATABASE OF CURRENT FACILITIES PROVISION, CONDITION AND USAGE	<p>Continue to work to identify areas of highest current need and future demand at all levels of the game.</p>	<p>Work with Cricket Australia and Government over next 18 months to undertake a comprehensive facilities audit across Victoria, through the <i>National Facilities Framework Project</i>.</p>

# STRATEGIC PRIORITY 5

## PLANNING & INVESTMENT

KEY ISSUES	PLANNED RESPONSE	PRIORITY ACTIONS
<p data-bbox="129 530 304 650">INCLUSION OF CRICKET IN PLANNING PROCESSES</p> <p data-bbox="89 692 341 748">INCREASED RETURN ON INVESTMENT</p>	<p data-bbox="376 325 863 564">Work closely with the State Government, Sport and Recreation Victoria and other government departments to ensure cricket's priority facilities needs are clearly understood and opportunities for partnered facilities development are secured.</p> <p data-bbox="376 580 847 748">Encourage clubs and Associations to strategically leverage funding to achieve partner investment and obtain maximum benefit from every cricket dollar invested.</p> <p data-bbox="376 763 863 897">Maximise the investment value of funds obtained through Cricket Australia's National Facility Fund and Strategic Grants for priority projects.</p>	<p data-bbox="906 325 1493 423">Work closely with Local Government in the feasibility study and master planning process for new active sport and recreation facilities.</p> <p data-bbox="906 439 1458 536">Development of priority facility plans for each of Victoria's regions to ensure investment is directed to areas of need.</p> <p data-bbox="906 552 1481 649">Work with Local Government, Associations and clubs to progress the development of facility improvement and development action plans.</p> <p data-bbox="906 665 1466 798">Work closely with AFL Victoria and other state sporting bodies to achieve maximum benefit to community from partnered investment in facilities.</p> <p data-bbox="906 814 1469 947">Work with private sector property developers to achieve recognition of the value of inclusion of cricket capable sports facilities in new developments.</p>

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**REACHING  
THE TARGET**

# REACHING THE TARGET

Cricket Victoria recognises that meeting facilities requirements across the State requires the continued monitoring and analysis of demand and provision.

As such, the delivery of *Common Ground* priorities will be underpinned by ongoing consultation with Local Government, Associations and clubs. This will be enabled through Cricket Victoria's statewide network of operations and development staff, including our 16 Regional Cricket Managers.

The strategic priorities will also be supported by continued consultation with State Government, Sport and Recreation Victoria and other relevant agencies to identify and capitalise on opportunities for facilities development partnership.

Cricket Victoria also recognises the importance of assisting Local Governments, Associations and clubs to work in close co-ordination to achieve facility improvement and development.

This support includes:

- providing research, information and resources regarding participation and facilities development.
- facilitating regional forums and workshops to help identify and resolve issues and needs.

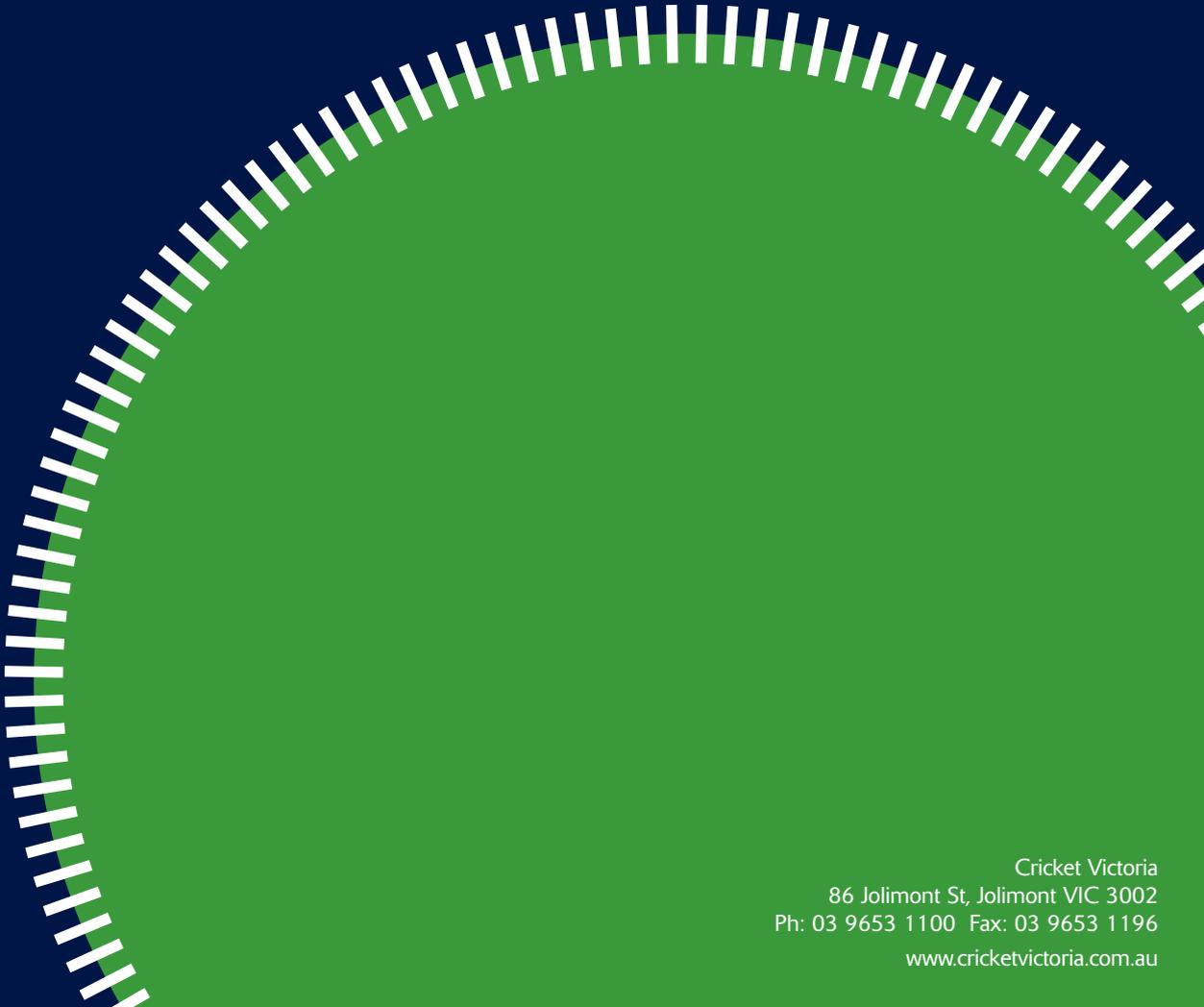
- leading the development of regional priority facility plans in alignment with *Common Ground* priorities and the *National Facilities Framework*.
- assisting the development of local facilities plans.
- providing a framework for facilities development through the new National Facilities Guidelines and facilities hierarchy.
- helping to identify funding opportunities and providing assistance with submissions.
- assisting wherever possible to resolve scheduling and ground use related matters.

As outlined in this document, Cricket Victoria also recognises the importance of close collaboration with other sporting bodies, particularly AFL Victoria, with whom the large majority of our facilities and grounds are shared.

Cricket Victoria will support the delivery of strategic priorities with targeted investment and is committed to the continual improvement of facilities across the State.

We will initiate and lead action based on the *Common Ground* principles of community value and collaboration to ensure that Victoria remains Australia's leading cricket state, for the benefit of all.



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