



STATE SPORT CENTRES TRUST
**STRATEGIC PLAN
FOR 2017-2027**
UPDATED 2020



STATE SPORT
CENTRES TRUST



MELBOURNE
SPORTS
CENTRES

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ACKNOWLEDGEMENTS

Melbourne Sports Centres are proudly operated by the State Sport Centres Trust on behalf of the Victorian Government. The Trust would like to thank and acknowledge the Victorian Government and Sport and Recreation Victoria for their support in the operation of our venues.

The State Sport Centres Trust ("SSCT" or "the Trust") is a statutory authority established pursuant to the State Sport Centres Act 2004 No. 70 ("the Act"). The venues under SSCT's management include: The Melbourne Sports and Aquatic Centre, which opened for business on 27 July 1997, The State Netball Hockey Centre, which opened for business on 29 January 2001, and Lakeside Stadium, for which the State Sport Centres Trust was appointed as the Committee of Management of the Lakeside Oval Reserve under Section 14 (2) of the Crown Land (Reserves) Act 1978 on 31 August 2011.

We thank and acknowledge our various sporting bodies, state sports associations, national sport organisations and partner organisations for their ongoing support, collaboration and assistance in our commitment to serve sport and uphold our strategic objectives.

The State Sport Centres Trust would like to acknowledge the traditional owners of the land in which our venues are situated. We pay our respects to their elders past, present and emerging and acknowledge their spiritual connection to the land.



Photographers:

James Anderson
Matthew Jackson
Melbourne United Basketball Club
Melbourne Tigers Basketball Club



OUR STRATEGIC PLAN

In 2017, State Sport Centres Trust launched an ambitious 10-year Strategic Plan which has a clear focus on ensuring we provide a home for Victorian sports, athletes and the community across the management of our three premier venues – Melbourne Sports and Aquatic Centre, Lakeside and Parkville.

The strategy focuses on the future high-quality provision of our facilities for state sporting associations for the development of their athletes not otherwise available in Victoria, while also being accessible to the broader community. We aim to support sports throughout Victoria to grow by providing an environment for competition and events collaboratively inspiring involvement in sport. In 2020, we reaffirmed our commitment to this plan and added additional goals to support sports including a renewed focus on inclusion.

OUR VISION

We are the premier multi-sport facilities in Victoria.

We empower and enable sporting organisations and individuals to achieve peak performance, reach their potential and deliver world class events. We inspire participation across Victoria through people attending significant events at our venues, and through successful athletes who we support to compete or train at our venues.

OUR PURPOSE 'WHY'

We want people to be excited about sport, engage in healthy activity, and be inspired to be their best!



GOVERNMENT STATE FACILITIES OBJECTIVES

Our 2017-2027 Strategic Plan delivers on the Victorian Government State Facilities objectives:



Events

Build and maintain Victoria's capacity to attract and retain major and significant events.



Representative Teams

Support state level and professional sporting teams competing in national and international competitions.



Athlete Development

Support athlete development through the provision of quality high performance coaching, training, sports science and recovery facilities for high performance state and national athletes.



Support Sporting System

Provide access to appropriate facilities that support statewide administration of sport.



Participation

Provide facilities that support the participation in sport and recreation for all Victorians.



KEY STATISTICS: 2019

 Contribution to Victorian economy
\$164.6m

 Number of visits
>2.4m


 Visitors at school/
educational events
88,646


 Avoided health costs and
productivity costs from
visitors using MSC facilities
\$83.8m

 Gross value
added from
visitor expenditure
\$62.8m

 Unique visitors
487,383

 Children supported in
subsidised sports programs
14,204

 Benefits to the sports
sector from the
provision of facilities
\$14.8m

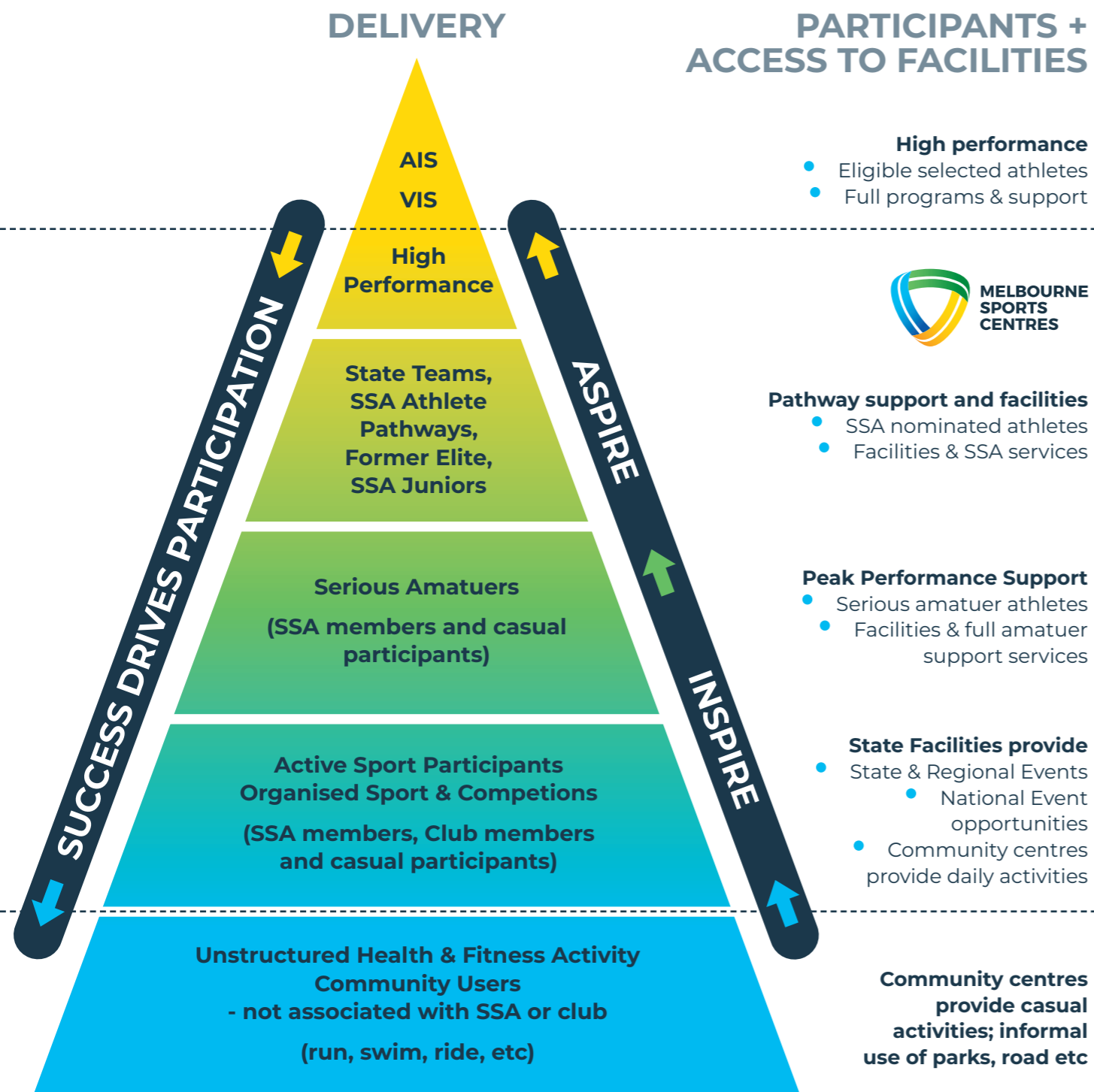
 Value of life years gained
from becoming physically
active using MSC facilities
\$3.1m

 Swimming lessons
136,640

 Group fitness classes
6,200+

A MODEL OF SPORT SUCCESS

The role of the State Sport Centres Trust is critical in supporting the sports system, athlete development, and growing participation through inspiring people. The model below represents the role SSCT plays and how funding is utilised.



PARTICIPATION DRIVES HEALTHY COMMUNITIES, WELLBEING AND LIVABILITY



10 YEAR GOALS

- Ensure the facilities under the responsibility of the State Sport Centres Trust are the premier multi-sport facilities within Victoria, and the organisation is recognised nationally as the leaders in its field.
- This will be achieved by helping state sports bodies achieve sustained success, both in competition and in organisational development, providing athletes the opportunity to be their best, creating cross-sport interactions, as well as delivering the best events appropriate to the facilities.
- SSCT venues will be recognised as delivering significant health and wellbeing outcomes across Victoria, through inspiring people to participate in sport and physical activity following seeing, being involved or finding out about different sports at one of our venues.
- Significant events, athlete success, school activities, support for professional and visiting teams, will inspire people to be more active in their own communities.
- SSCT will be recognised as enabling these activities to occur, providing aspirational goals for individuals and teams, as well as providing support for State Sports Associations to drive participation across Victoria.

5 YEAR GOALS

- The State Sport Centres Trust will be the home of high performance athlete training for elite athletes not able to access other Programs, sub-elite athletes supported by sports bodies, and serious amateurs seeking to access facilities to train at their highest level in Victoria
- The Trust's facilities will be recognised nationally as the Victorian home for women's high-performance athlete training and sports development, including sports leadership development, and support for women's sport more broadly.
- The Trust's facilities will be recognised as the Victorian home for State and sub-elite athletes, of all abilities and diversity, so all have equal opportunity to be their best. A key pillar of this goal will be to also keep athletes involved in sport after their playing careers, by providing facilities and opportunities for them to engage and work.
- Utilisation of the Trust's facilities will be dominated by State Sports Associations activities, athlete training and development, sports youth pathway programs, national and state events, and support for visiting national and international sports teams. When capacity allows outside of these activities, the Trust's facilities will be fully utilised with sustainable community use.
- The State Sport Centres Trust facilities will be commonly recognised by all Victorians as the home for the top tier of sports training, development and competition.
- A home for State Sports Associations, National Sports Organisations and related bodies will be in place to further enhance the sharing of knowledge and resources for all sports, as well as assisting the development of sports professionals in the administration and organisation of sport.
- Provide greater benefits and efficiencies to State Government and people of Victoria by managing all State-controlled sports-only facilities.
- Redevelop MSAC as a venue to increase capacity to meet future and current demand, and enhance the services and technology to meet future needs of sports, athletes, coaches and administrators, in turn supporting Victoria as the home of sport.
- Deliver a specialist high-bay training facility to meet the State and National pathway programs for diving (dry-diving training), gymnastics (especially trampoline), winter sports such as aerial skiing, jumps, and downhill, as well as sports climbing and other emerging sports like skateboarding.

3 YEAR TARGETS DELIVERED TO 2020

- High-Performance Strength and Conditioning space, with recovery facilities available to elite and sub-elite athletes, including dedicated Athlete Performance Centre and hot & cold water recovery facilities.
- Shared services for sports associations are in place including shared offices and facilities at Albert Park, although the current layout and age of Sports House is a constraint. Proposal for new Sports House, Parkville, which would enable significant improvements for sports.
- Creche services extended, incorporating a range of programs including after school care and Saturday morning sessions.
- Every visitor to a Trust facility encounters a sports-related customer experience, which remains an ongoing focus to always improve.
- Priority Access Policy developed and implemented in 2016, updated Priority Access Policy from 2021.
- Trust facilities recognised as the top multi-sport facilities. Many sports seek to use SSCT facilities, including national teams, visiting international teams, proposals from sports to move their State pathways and programs to venues, and interest continues to grow for office facilities.
- Proactive and planned Asset and Maintenance program implemented and proper maintenance program and asset register in place.
- Full catering upgrade to exceed customer expectations and improve visitor dwell time sees SSCT recognised in Healthy Choices within Government, VicHealth, and community.



3 YEAR TARGETS IN PROGRESS - TO 2023

- State Netball and Hockey Centre upgrade to a recognised state of the art high-performance centre for Hockey, Netball and women's sport.
- Lakeside Stadium to host ten non-athletics and non-SMFC events per annum, whilst maintaining events and training needs of these sports which take priority.
- Plans for socialisation spaces in each venue (eg. small sports bar) for after evening competition. Recognising the health benefits of social interaction in addition to activity.
- Support the introduction of pilot programs for Women in Sport and Sports Technology to encourage and develop leadership, participation and innovation, particularly from regional and rural areas of Victoria.



OUR ETHOS: 'HOW' OUR PEOPLE WORK



DEDICATED

We are here to serve sport



CURIOUS

We are curious



MOTIVATED

Be our best



TEAMWORK

We succeed as a team

POSITIVE

We create our own future



MELBOURNE SPORTS CENTRES - MSAC

Home of State Swimming Centre; State Water Polo Centre;
State Table Tennis Centre; State Squash Centre; State Badminton Centre

CURRENT FACILITIES

- ✓ 50m outdoor competition pool with adjustable floor and seating for 3,000
- ✓ 75m indoor competition pool with two adjustable booms to make 50m or 25m for short course events, adjustable floor and deep water area for water polo, diving facilities and seating for 1,800
- ✓ 25m lap pool
- ✓ 2 hydrotherapy pools with adjustable floor and accessible entries
- ✓ Leisure water area with wave pool, junior play pools, spa, sauna and steam room
- ✓ 2,000sqm fitness centre with gym, group fitness rooms including spin, pilates, hot yoga, the Athlete Performance Centre for High Performance and team training
- ✓ 8 basketball courts
- ✓ Showcourt with seating for 1,400
- ✓ 12 badminton courts
- ✓ Multi-use Hall - 3 volleyball courts/2 netball/2 basketball/ general use
- ✓ 8 table tennis tables - expandable to 24
- ✓ Indoor hockey pitch
- ✓ 10 squash courts including glass show court
- ✓ Visitor spaces including cafes, waiting areas, retail, sports medicine
- ✓ Occasional Childcare Centre with indoor and outdoor play equipment
- ✓ 5 function spaces
- ✓ Sports House building adjacent to main facility housing
- ✓ SSCT offices and partner organisations
- ✓ Car parking for over 900 cars



MELBOURNE SPORTS CENTRES - LAKESIDE

Formerly Lakeside Stadium/ Bob Jane Stadium
Home of State Athletics Centre and Victorian Institute of Sport

CURRENT FACILITIES

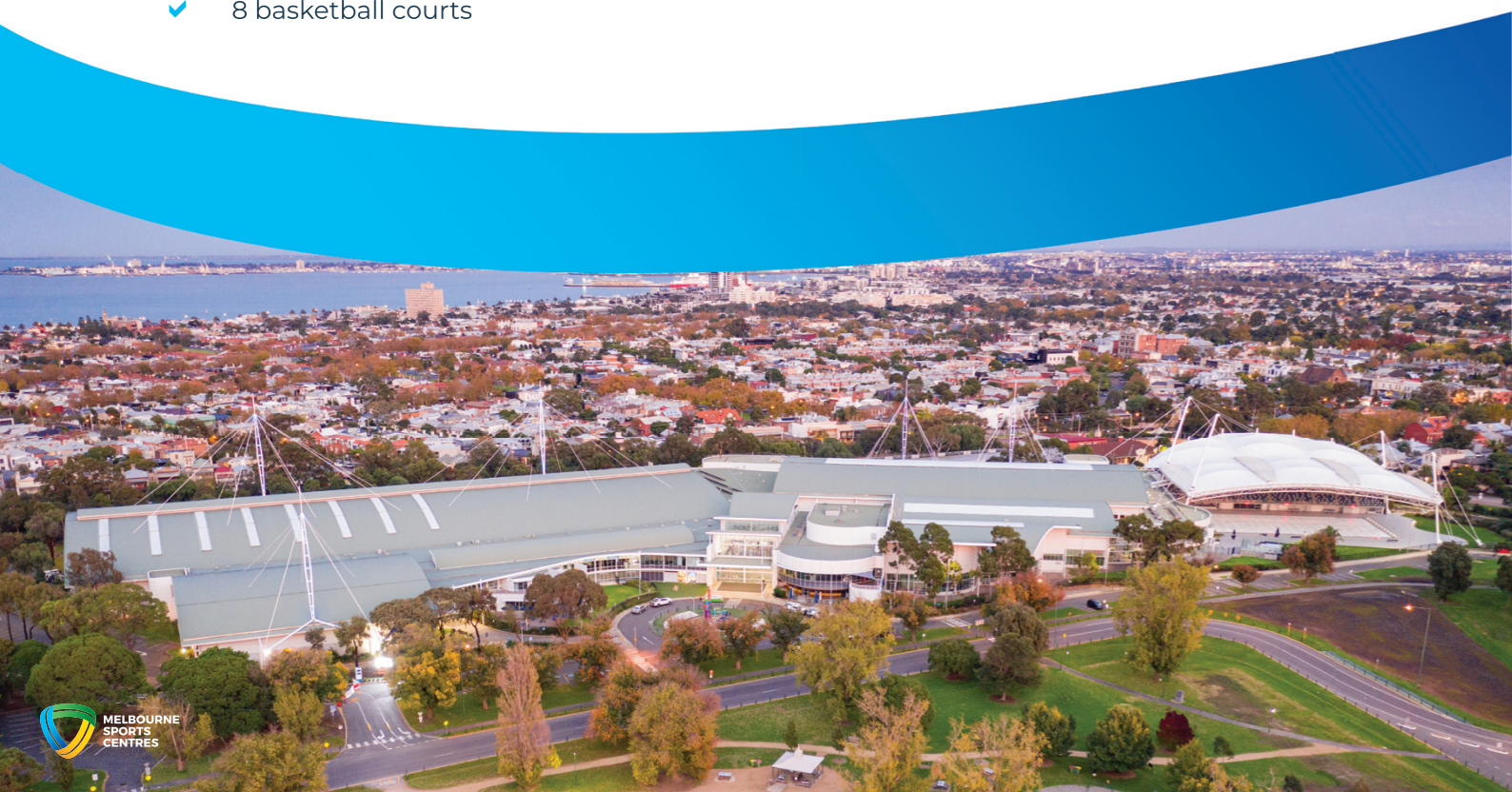
- ✓ International standard 10 lane athletics track, long jump, high jump, pole vault
- ✓ Dedicated warm up track and field areas
- ✓ Grass pitch for soccer and field athletics
- ✓ Seating for 5,000 plus standing room, expandable to 10,000
- ✓ Victorian Institute of Sport including pool, recovery facility, gym, offices and education spaces
- ✓ Athletics Sports House office and administration accommodation for sports
- ✓ Function spaces

MELBOURNE SPORTS CENTRES - PARKVILLE

Home to State Hockey and State Netball Centres and is Victoria's newest multi-sport venue.

CURRENT FACILITIES

- ✓ 2 international standard hockey pitches, the main pitch with 1,000 permanent seats and capacity for 5,000 during events
- ✓ 2 indoor high-performance netball courts
- ✓ 7 indoor multi-use courts - netball/basketball/other court sports
- ✓ Indoor hockey pitch
- ✓ Showcourt with seating for more than 3,000
- ✓ Visitor spaces including cafe, sports medicine, function spaces, spiritual home for netball and hockey, socialisation areas
- ✓ Creche/ occasional care
- ✓ Auditorium for presentations and lectures
- ✓ High Performance strength and conditioning, wet recovery and medical area, with focus on supporting female athletes
- ✓ Sports House office accommodation including the Centre for Womens Leadership in Sport
- ✓ Car parking for 600 cars





KNOX REGIONAL SPORTS PARK (INC. STATE BASKETBALL CENTRE)

The premier sports precinct in Melbourne's East featuring the State Basketball Centre as the national home and leading facility for basketball in Australia, with additional support for the sport of gymnastics.

FACILITIES

- ✓ 12 new indoor courts to add to the six existing courts for a total of 18, and supporting the 11,000 members of the Knox Basketball Association
- ✓ A new basketball centre of excellence, forming the hub of a state-wide high-performance program
- ✓ An expanded sports administration hub providing a permanent home for Basketball Victoria and Basketball Australia
- ✓ Facilities to support the Melbourne Boomers (Women's National Basketball League), and the newly established National Basketball League team - South East Melbourne Phoenix.
- ✓ A new gymnastics facility to replace the existing centre in Ferntree Gully, and with expanded facilities to support local demand.
- ✓ Facilities to support Football Victoria including 9 x 5-a-side pitches and a full-size training and playing pitch.
- ✓ 25 hectares of parkland including open grassed areas for informal recreation, landscaping with native and indigenous trees.
- ✓ Pathways connecting key elements of the reserve and to shared trails surrounding the reserve.
- ✓ 835 permanent parking spaces and overflow capacity for up to 1200 vehicles



SPORTS PARTNERS

- Athletics Australia
- Athletics Victoria
- Badminton Australia
- Badminton Victoria
- Basketball Victoria
- Diving Victoria
- Dragon Boat Victoria
- Girls Sport Victoria
- Hockey Victoria
- Judo Victoria
- Lacrosse Victoria
- Little Athletics Australia
- Little Athletics Victoria
- Melbourne United
- Netball Victoria
- School Sport Australia
- School Sport Victoria
- South Melbourne Districts
- Little Athletics Club
- South Melbourne Football Club
- Sports Dieticians Australia
- Sports Medicine Australia
- Squash & Racquetball Victoria
- Swimming Victoria
- Sydney Swans Football Club
- Table Tennis Victoria
- Touch Football Victoria
- Triathlon Victoria
- VicSport
- Water Polo Victoria


CONTACTS

 melbournesportscentres.com.au

 info@melbournesportscentres.com.au

 Melbourne Sports Centres

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 @melbournesportscentres

Sports House

375 Albert Rd
Albert Park VIC 3206

Melbourne Sports Centres - MSAC

30 Aughtie Drive,
Albert Park VIC 3206

Melbourne Sports Centres - Lakeside

33 Aughtie Drive,
Albert Park VIC 3206

Melbourne Sports Centres - Parkville

10 Brens Drive, Royal Park,
Parkville VIC 3052

Knox Regional Sports Park

State Basketball Centre
219 George Street,
Wantirna South VIC 3152

