



# FACILITIES STRATEGY

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2017 - 2022



**“FOR EVERY \$1 SPENT ON A  
COMMUNITY FOOTBALL CLUB,  
THERE IS AT LEAST \$4.40 RETURN  
IN SOCIAL VALUE”**

**- VALUE OF A COMMUNITY FOOTBALL CLUB - THE CENTRE FOR SPORT & SOCIAL IMPACT, LA TROBE UNIVERSITY**

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“SANFL IS DEDICATED TO BUILDING STRONG COMMUNITIES THROUGH THE DELIVERY OF AUSTRALIAN RULES FOOTBALL.”

# MESSAGE FROM THE CEO



SANFL is dedicated to building strong communities through the delivery of Australian Rules Football. The provision of quality football environments is an integral factor to achieving SANFL’s mission and vision:

**Our Mission** – To protect, lead, manage and deliver the promotion and development of Australian Football for the people of South Australia.

**Our Vision** – Football fostering healthy outcomes and development for participants and communities in South Australia.

The AFL has invested \$2.5 million in community facility developments across South Australia since 2007, which has stimulated over 42 projects worth over \$36 million. Facility investments of this nature have been made possible through partnerships with Local, State and Federal Government. This document is designed to assist our stakeholders in understanding our facility objectives and the impact they have on the health and growth of our game.

**Jake Parkinson**  
Chief Executive Officer  
SANFL

# INTRODUCTION

SANFL is the peak body for Australian Rules football in South Australia with over 300 Clubs, 2115 teams, more than 110,000 participants and over 38,000 volunteers. In South Australia football utilise 298 grounds every year to facilitate State, Regional and Community competitions, with approximately 250 school and community venues used to support football programs and initiatives such as AFL 9s and Auskick.

In South Australia community football clubs provide a home for a range of community sport services, fostering healthy outcomes for

all members of the community. This strategy is focussed on how we can collaborate on facility investment to best support football leagues, clubs, schools and the broader community.

Our facilities strategy provides a planned approach for the provision of new and existing facilities across the State between 2017 and 2022. Considerations have been given to significant population growth in the Metropolitan and Outer Adelaide Regions of South Australia and the opportunity this provides our game, as well as its impact on existing and new facilities.

**“IN SOUTH AUSTRALIA COMMUNITY FOOTBALL CLUBS PROVIDE A HOME FOR A RANGE OF COMMUNITY SPORT SERVICES, FOSTERING HEALTHY OUTCOMES FOR ALL MEMBERS OF THE COMMUNITY.”**

The statistics outlined in this strategy have been collated through the results of the 2016 State Facilities Audit and will be used to guide SANFL’s future planning and investment in facilities.



# PURPOSE

This strategy provides a unified strategic direction to Local, State and Federal Government to inform their future investment in the growth of Australian Rules Football.

Our aim is to enhance collaboration between SANFL and Government to develop new or upgrade existing facilities across South Australia.

Facility development forms a key strategic priority for SANFL and is included in our Strategic Approach 2016-2018.

As per results from the Australian Sports Commission Ausplay Survey 2016, more South Australians participate in Australian Rules Football in SA than any other sport.



**AS SOUTH AUSTRALIA'S BIGGEST COMMUNITY CLUB SPORT, SANFL IS COMMITTED TO WORKING WITH ALL STAKEHOLDERS TO ENSURE WE CONTINUE TO DEVELOP THE INFRASTRUCTURE NEEDED TO SUPPORT FOOTBALL AND THE BENEFITS IT DELIVERS.**



# SANFL STRATEGIC PRIORITIES

**SANFL HAS DEVELOPED THE FOLLOWING STRATEGIC PRIORITIES TO DIRECT THE PROVISION OF FOOTBALL FACILITIES IN SOUTH AUSTRALIA.**

**STRATEGIC PRIORITY 1**

Improve the quality of existing facilities to support the health and growth of football

**STRATEGIC PRIORITY 2**

Plan and develop new facilities in major growth areas

**STRATEGIC PRIORITY 3**

Produce environments that cater for emerging and diverse participants

**STRATEGIC PRIORITY 4**

Enhance our relationship with Government & Stakeholders

## STRATEGIC PRIORITY 1

### IMPROVE THE QUALITY OF EXISTING FACILITIES TO SUPPORT THE HEALTH AND GROWTH OF FOOTBALL

- 1.1** Complete a state facility audit to identify infrastructure gaps across SA
- 1.2** Develop a detailed database that can be used to monitor facility provision and geographical location of facilities
- 1.3** Gradually upgrade facilities to meet preferred standards of the *AFL Preferred Facilities Guidelines*
- 1.4** Ensure lighting meets the minimum training standards within club facilities
- 1.5** Advocate for the inclusion of warm season grass surfaces for protection against drought, water restrictions and rising water costs in South Australia
- 1.6** Increase access to school grounds for community football

## STRATEGIC PRIORITY 2

### PLAN AND DEVELOP NEW FACILITIES IN MAJOR GROWTH AREAS

- 2.1** Work with Local Government and relevant community stakeholders in growth areas to identify green space sites for the development of new facilities
- 2.2** Work closely with the South Australian Cricket Association (SACA) and Netball SA to plan and advocate the need for new multiuse facilities
- 2.3** Advocate for the provision of two oval facilities in green space sites to support the establishment of strong sustainable clubs
- 2.4** Work with local football leagues and Local Government Councils to establish new clubs to tenant facilities once available
- 2.5** Promote use of synthetic surfaces in key growth area locations to support carrying capacity of grounds.



### STRATEGIC PRIORITY 3

#### PRODUCE ENVIRONMENTS THAT CATER FOR EMERGING & DIVERSE PARTICIPANTS

- 3.1 Ensure that new and refurbished facilities meet the *AFL Unisex Change Room Guidelines*
- 3.2 Develop standardised facility layouts for unisex change rooms in local, regional and state level facilities
- 3.3 Partner with Office for Recreation & Sport (ORS) to maximise financial support through the Female Facilities Program



### STRATEGIC PRIORITY 4

#### ENHANCE OUR RELATIONSHIP WITH GOVERNMENT & STAKEHOLDERS

- 4.1 Establish a Local Government contact database
- 4.2 Promote state facility audit results to facility owners, asset managers and ORS to assist in their planning
- 4.3 Audit cricket and netball facilities that are shared with football on behalf of SACA and Netball SA
- 4.4 Continue to provide facility funding in partnership with government for the provision of new and existing facilities
- 4.5 Facilitate a SANFL Local Government Forum biennially





# RESEARCH & EVIDENCE

All participation and population statistics outlined in this document have been provided through SANFL Spatial Information Database, which was developed in consultation with the University of Adelaide and Footyweb (Australian Football's national registration database). The evidence has highlighted the key implications for future facility provision and planning across South Australia.

Key insights into the limitations within existing facilities in the metropolitan and regional areas have been identified through the State Facilities Audit conducted in December 2016. This process involved auditing 287 football venues against the *AFL Preferred Facility Guidelines*.

Through the development of this strategy all 61 Local Government Councils were contacted and surveyed regarding their infrastructure issues.

The results of this research have been used to develop a consistent and coordinated approach to the planning and provision of facilities in South Australia.

**“THE RESULTS OF THIS RESEARCH HAVE BEEN USED TO DEVELOP A CONSISTENT AND COORDINATED APPROACH TO THE PLANNING AND PROVISION OF FACILITIES IN SOUTH AUSTRALIA.”**

# FOOTBALL PARTICIPATION IN SOUTH AUSTRALIA

**30** LEAGUES

**316** CLUBS

**2,116** CLUB TEAMS

OVER **38,000** VOLUNTEERS

OVER **47,000** CLUB PARTICIPANTS

OVER **9,000** SCHOOL PARTICIPANTS

OVER **9,000** AUSKICK PARTICIPANTS

# SOUTH AUSTRALIAN PARTICIPATION GROWTH

Male club participation has increased by **5%** since 2008 with over **45,000 players registered in 2016**



Auskick participation has increased by **18%** since 2013 with more than **9,000 players registered in 2016**



Female club participation has increased by **826%** since 2008 with more than **2,000 players registered in 2016**



AFL 9s participation has increased by **18%** since its inception in 2014 with more than **1,600 players registered in 2016**



With the continued community need for unstructured sporting formats and the implementation of the AFL Women's Competition it is expected that AFL 9s and female football will continue to grow significantly.

# 2016 PARTICIPATION BY SANFL ZONE

SANFL categorises the State into 16 different Zones made up of 8 regional and 8 metropolitan zones all aligning with our 8 SANFL Clubs. The table below outlines the participation statistics for each development zone.

METROPOLITAN	Club Participants				School				TOTAL
	Junior	Youth	Open	Total	Primary	Secondary	Auskick	AFL 9s	
Central	1025	640	775	2440	320	160	493	0	3413
North Adelaide	1400	736	1050	3186	228	100	704	180	4398
Norwood	2025	1218	1175	4418	800	840	737	360	7155
Woodville West Torrens	1200	940	900	3040	340	120	457	0	3957
Glenelg	1171	997	800	2968	880	660	1006	50	5564
West Adelaide	1009	1105	1075	3189	540	434	810	70	5043
Sturt	441	368	550	1359	1240	716	824	650	4789
South Adelaide	1199	976	475	2650	300	20	680	0	3650
<b>Sub Total</b>	<b>9470</b>	<b>6980</b>	<b>6800</b>	<b>23250</b>	<b>4648</b>	<b>3050</b>	<b>5711</b>	<b>1310</b>	<b>37969</b>

COUNTRY	Club Participants				School				TOTAL
	Junior	Youth	Open	Total	Primary	Secondary	Auskick	AFL 9s	
South Adelaide	550	655	750	1955	0	0	397	0	2352
Sturt	1850	1755	1210	3235	60	0	570	80	5525
Glenelg	700	1350	1295	3345	840	340	831	0	5356
Central	875	750	450	2075	0	0	323	0	2398
West Adelaide	325	1025	625	1975	0	48	549	0	2572
North Adelaide	1475	1050	900	3425	160	0	158	0	3743
Woodville West Torrens	1125	1125	1200	3450	0	0	455	0	3905
Norwood	380	1450	1300	3130	0	0	302	0	3432
<b>Sub Total</b>	<b>7300</b>	<b>9160</b>	<b>7730</b>	<b>24190</b>	<b>1060</b>	<b>388</b>	<b>3585</b>	<b>80</b>	<b>29333</b>
<b>TOTAL</b>	<b>16770</b>	<b>16170</b>	<b>14530</b>	<b>47440</b>	<b>5708</b>	<b>3438</b>	<b>9296</b>	<b>1390</b>	<b>67302</b>

# POPULATION INFLUENCES ON FOOTBALL PARTICIPATION

Projecting population growth in South Australia is essential for facility planning. These projections identify trends in population growth, which allows us to make informed decisions about where future facilities investment should be made.

The South Australian population is currently 1.677 million, which is expected to increase to 2.008

million (30% growth) by 2036. The geographical distribution of the population within South Australia is concentrated overwhelmingly in Adelaide (77% of the state's population), the site of most economic activity and employment.

While the average age of population is increasing there is still evidence to suggest that there

will be significant growth in the key football demographic of males 5-39 years of age. The table below shows the top 9 Local Council Areas for growth in the key football demographic. Statistics have been sourced from the Department of Planning Transport and Infrastructure, Government of South Australia, 2016.



## TOP 9 POPULATION GROWTH COUNCILS IN 5-39 YEARS

Local Government Council	2016 population 5-39 years (males)	2016 population 5-39 years (females)	2026 population 5-39 years (males)	2026 population 5-39 years (females)	Growth Rate Males	Growth Rate Females
Playford (C)	23,649	23,109	28,355	27,871	4,706	4,762
Charles Sturt (C)	25,805	24,860	29,532	28,604	3,727	3,744
Port Adelaide Enfield (C)	30,514	28,808	33,402	31,661	2,888	2,853
Adelaide (C)	7,677	7,049	9,702	8,905	2,025	1,856
Campbelltown (C)	11,514	11,089	13,089	12,421	1,575	1,332
West Torrens (C)	14,453	13,980	15,827	15,581	1,374	1,601
Mount Barker (DC)	7,396	7,618	8,725	8,792	1,329	1,174
Marion (C)	20,156	20,089	21,407	20,993	1,251	904
Alexandrina (DC)	4,811	4,708	5,864	5,634	1,053	926

**THE AUSTRALIAN BUREAU OF STATISTICS PREDICTS THAT THE POPULATION IN SA WILL INCREASE THE GREATEST IN THE ADELAIDE AREA WHEN COMPARED TO REGIONAL AREAS BETWEEN 2006 AND 2056 RESULTING IN AN INCREASE IN POPULATION DENSITY IN METROPOLITAN AND OUTER ADELAIDE.**

# RELATIONSHIP BETWEEN POPULATION GROWTH AND PARTICIPATION RATES

The Department of Planning, Transport and Infrastructure have identified a number of significant growth areas within metropolitan and inner Adelaide. SANFL's analysis of participation rates in these growth areas over the next 10 years has identified the need for new ovals to support the health and growth of our game.

Expected growth in our core playing age groups (5-39) combined with extraordinary growth in female football requires that a critical component of this strategy is to retain ovals in major growth areas and work with Local Government to identify green space sites or open space for the development of new ovals.

To understand the need for new ovals we must analyse participation, population growth and oval management guidelines. SANFL recommend 7 teams of 25 players as a suitable limit for an oval. The table below estimates the number of future grounds required in major growth Local Government Councils.

**THE SUCCESS OF THE AFLW AND SANFL WOMEN'S LEAGUE HAS SEEN FEMALE CLUB PARTICIPATION IN SA DOUBLE TO MORE THAN 4,000 IN 2017**

## NEW OVALS REQUIRED TO CATER FOR GROWTH IN PARTICIPATION

Local Government Council	Participation rate in 5-39 year old males in 2016	Growth in male 5-39 year old population 2016 - 2026	Growth in participation 2016 - 2026 (population growth x current participation rate)	Growth in teams (25 players per team)	Grounds required (7 teams per ground)
Playford (C)	7.5	4,706	354	14	2
Charles Sturt (C)	9.6	3,727	356	14	2
Port Adelaide Enfield (C)	7.1	2,888	206	8	1
Adelaide (C)	2.7	2,025	56	2	0
Campbelltown (C)	7.3	1,575	115	5	0
West Torrens (C)	8.6	1,374	118	5	0
Mount Barker (DC)	18.8	1,329	249	10	1
Marion (C)	11.0	1,251	138	6	0
Alexandrina (DC)	18.4	1,053	194	8	1

The New Oval estimate above only considers male population growth and participation. Continued growth in female participation will affect overall participation outcomes and new oval requirements.



**BASED ON THE PARTICIPATION RATE TARGET OF 5%, IT IS ESTIMATED OVER 13,500 FEMALES WILL REQUIRE ACCESS TO SUITABLE FACILITIES BY 2026.**



## CURRENT STATE OF PLAY

**71%** OF VENUES ARE OWNED BY COUNCIL

**86%** OF FACILITIES ARE SHARED WITH CRICKET

**57%** OF VENUES ARE SHARED WITH NETBALL

**8%** OF OVALS ARE NOT FIT FOR PURPOSE

**39%** OF CHANGE ROOMS ARE BELOW THE PREFERRED MINIMUM SIZE STANDARDS (45M2)

**96%** HOME CHANGE ROOMS ARE NOT SUITABLE FOR FEMALE PARTICIPANTS

**93%** OF AWAY CHANGE ROOMS ARE NOT SUITABLE FOR FEMALES

**87%** OF UMPIRE CHANGE ROOMS ARE NOT SUITABLE FOR FEMALES

**21%** OF GROUNDS DO NOT MEET THE MINIMUM TRAINING STANDARDS (50 LUX)

SANFL DO NOT HAVE ACCESS TO A HIGH PERFORMANCE VENUE FOR TALENT PROGRAMS



**INVOLVEMENT IN FOOTBALL MAKES SOUTH AUSTRALIANS HEALTHIER, HAPPIER AND SAFER.**

## RELATIONSHIP BETWEEN COMMUNITY LIVEABILITY & FACILITY PROVISION

The contribution of football to South Australia's community, social and economic life does not stop with the regular participation of over 70,000 South Australians.

Their involvement in football makes South Australians healthier, happier and safer. It creates opportunities for employment and is proven to grow the South Australian economy. It increases the overall liveability of our State and builds community social connectedness.

Football is a vehicle that bonds people to their community through social activities, volunteering, health care, education, training and economic opportunities.

## COMMUNITY INFLUENCES ON FUTURE FACILITY PROVISION

### **IMPROVED HEALTH**

Provide accessible community facilities that support people to receive the physical and mental health benefits that come from active participation in football.

### **SOCIAL INVESTMENT & COMMUNITY COHESION**

Deliver quality social facilities so all people can make friends, develop social networks and feel connected to their community.

### **CHANGING BEHAVIOURS**

Develop facilities that reconnect disengaged people, and at risk youth with the community through participation in football.

### **ECONOMIC BENEFITS**

Provide football facilities that build community economy through employment, social capital, reduced health costs and inter-regional and interstate sports tourism.



# PREFERRED FACILITY PROVISION & DESIGN

The *AFL Preferred Facilities Guidelines* should be used to guide the State and Territory Australian Football Controlling Bodies, Councils, Leagues and Clubs on the provision and development of appropriate facilities for Australian Football venues. The Guidelines outlines the preferred facility and amenity requirements, Regional and Local level facilities. Individual Councils and/or public land managers may decide to provide additional facilities or larger sizes depending on specific local requirements on a case by case basis.

The *Guidelines* have been developed in order to provide direction for the development of new facilities and/or those being considered for major refurbishment or redevelopment.

It is acknowledged that many existing facilities may not meet these preferred standards, however it is not intended that they be used as a basis for assessing the suitability of existing facilities. Rather should existing facilities be considered for upgrade, then where possible, the *Guidelines* should be used to inform future facility development. These *Guidelines* can be used as a key tool during the planning phase of a project and assumes assessment has been undertaken to identify the need for a new/ upgraded facility. The *Guidelines* provides relevant guidance, particularly around spatial requirements that can inform concept and/or master plans.



# CONCLUSION

SANFL is dedicated to increasing and retaining facility information to assist our stakeholders to deliver quality environments that have an everlasting impact on community.

This document has been developed to identify SANFL's role in the provision of facilities across the state and provide strategic guidance to facility owners and asset managers from local government. This strategy has been developed with an aim to apply consistency in the planning and provision of football facilities to ensure the growth and sustainability of Australian Rules Football in South Australia.



**“SANFL IS DEDICATED TO INCREASING AND RETAINING FACILITY INFORMATION TO ASSIST OUR STAKEHOLDERS TO DELIVER QUALITY ENVIRONMENTS THAT HAVE AN EVERLASTING IMPACT ON COMMUNITY.”**





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Page 4 Ethan Dagg

Page 8 Daniel Cazzolato

Page 10 Emma Pedler, West Coast

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