

**10.1.21 SC - 25/06/07 - Adoption of the Optimising Sporting and Cultural Participation Utilising the Town's Facilities Report (Ref: G1204.37.1 – Graeme Haggart, Director Community Development)**

**COUNCIL RESOLUTION - COMMITTEE/OFFICER RECOMMENDATION – ITEM 10.1.21**

**OCM - 29/06/07** MOVED Cr Sutherland, Seconded Cr Brinkworth, that:

1. Council adopts the Facilities Plan Reports as endorsed in December 2006, being the Background Report, Built Facilities inventory and Summary and Recommendations Report; and
2. Council adopts the endorsed recommendations as follows:
  - a. In recognition of the changing nature of participation, the Town as a priority supports the development of additional facilities for unstructured sport and recreation;
  - b. The Facilities Plan be provided to amend the outcome of the Public Open Space Strategy once adopted.
  - c. The Public Toilet Management Plan be attached to the Facilities Plan once adopted;
    - i. Adequate financial resources are allocated to ensure the presentation and legislative requirements of all Community buildings are met in terms of: Cleanliness/aesthetic-ally pleasing
    - ii. Fire prevention;
    - iii. Access;
    - iv. Community safety features;
    - v. Occupational health and safety; and
    - vi. Energy efficiency
  - d. A Feasibility Study be conducted to assess the viability of constructing a shared facility to cater for the BIC Reserve Sporting Clubs;
  - e. A Feasibility Study be completed to assess the development or redevelopment of the Alf Faulkner Hall to meet the community needs in the Eden Hill locale;

- f. In line with the Town Centre Area Strategy Study, provision be made for one community hall/civic centre in the Town Centre civic precinct;
- g. Negotiation be held with the Bassendean Tennis Club to determine a timeframe to hand over responsibility for the maintenance of the tennis facilities to the Club;
- h. That Council receives a report on the ongoing tenure of the Bassendean Croquet Club in light of the draft BIC Reserve Concept Plans;
- i. The minor facility changes contained within section 4.3.2 are costed and where not able to be achieved in the existing equipment upgrades budget is referred for consideration in the draft 2007/08 budget;
- j. Any redevelopment and financial assistance to the Swan Districts Football Club and Steel Blue Oval needs to be subject to clear management responsibilities and community use aspects being included in any management agreement;
- k. Specific programs and activities be developed for the Town's seniors to meet the needs of an ageing population;
- l. Staff training needs analysis and a community education and promotional campaign on inclusiveness be a consideration in the Disability Access and Inclusion Plan;
- m. Funding to undertake the preparation of a Town of Bassendean Physical Activity Plan be sought from the Physical Activity Foundation;
- n. The Facilities Plan be reviewed internally each November to ensure it retains currency and activity can be considered with each review of the Strategic Financial Management Plan; and
- o. The Built Facilities Standards for Provision framework be adopted as presented in the Report as a facilities provision decision making tool.

CARRIED BY EN BLOC RESOLUTION – OCM-5/06/07 7/1

TOWN OF BASSENDEAN

OPTIMISING SPORTING & CULTURAL  
PARTICIPATION

FACILITIES PLAN

BACKGROUND REPORT

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# I INTRODUCTION

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The Town of Bassendean is keen to ensure that its facilities are optimally used and, whilst balancing the fiscal constraints with residents/users expectations, provide facilities to meet current and future community expectations.

In order to achieve these outcomes it is first necessary to have an understanding and knowledge of what exists, what work has been undertaken and what decisions have already been made.

To accomplish this, the following base data has been collated and reviewed:

- ❖ Demographics
  - Current;
  - Future; and
  - Social characteristics.
  
- ❖ Review of Reports
  - Local;
  - State; and
  - National.
  
- ❖ Facility Inventory/Audit
  - Location;
  - Condition;
  - Capacity;
  - Fees and charges;
  - Programs and services;
  - Accessibility in all respects;
  - Viability; and
  - Catchment population.
  
- ❖ Trend Identification
  - Participation; and
  - Social.
  
- ❖ Community Consultation
  - Building Survey;
  - Club Survey; and
  - Advertisement.

## 2 REVIEW OF EXISTING REPORTS

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To work from an informed position a detailed review of a range of planning documents has been conducted. This review has provided a framework onto which the process of analysis and ultimately the formulation of recommendations can be tied.

The review has considered the following documents:

- ❖ SD4 Strategic Directions for Western Australian Sport and Recreation 2006-2008
- ❖ Shaping Up, A Review of Commonwealth Involvement in Sport and Recreation in Australia
- ❖ Beyond 2000, Discussion Paper, Australian Sports Commission
- ❖ Town of Bassendean Policy Manual
- ❖ Town of Bassendean Strategic Plan, 2005-2011
- ❖ Town of Bassendean Social Plan, 2005-2009
- ❖ Jubilee Reserve Master Plan, 2004
- ❖ Town of Bassendean Cultural Plan

### 2.1 SD4, WA Sport and Recreation Council

Strategic Directions 2006–2008 (SD4) is a guiding framework for Sport and Recreation within WA over the identified period. The challenges and opportunities set out in the document reflect the comments and advice provided by a wide range of industry stakeholders and built upon the previous Strategic Directions 2 documents.

The principles of SD4:

- ❖ Sport and recreation significantly contributes to building stronger and healthier communities;
- ❖ Participation is inclusive of target populations such as seniors, people with disabilities, Indigenous people, young families and low-income groups;
- ❖ Services should be easily accessible and affordable;
- ❖ Participation environments should be safe and enjoyable;
- ❖ Participation should be free from performance enhancing substances and doping methods;
- ❖ Management of sport and recreation organisations should be transparent, accountable and honest;
- ❖ Planning is essential for achievement of outcomes;
- ❖ Excellence and achievement in sport and recreation should be recognised and rewarded; and
- ❖ Partnership and relationship building in the industry are necessary to maximise service provision.

The key challenges include:

**Risk management:** industry-wide adoption of risk management planning at all levels of the industry;

**Physical activity:** increase levels among seniors, people with disabilities, adults with young children, indigenous people and adolescent girls;

**Advocacy:** influencing community attitudes;

**Technology:** quicker uptake of contemporary technology to meet information management needs of the industry;

**Infrastructure:** all Western Australians, regardless of the level at which they participate, their means or geographical location, have access to quality sport and recreation facilities.

**Volunteers:** contemporary volunteers management practices; and

**Sustainability:** infrastructure planning and development to embrace sustainability principles.

## 2.2 Shaping Up, Sport 2000 Task Force

As a precursor to the development of a sport and recreation policy which would take Australia beyond the year 2000 the Minister of Sport and Tourism appointed the Sport 2000 task force to conduct a comprehensive review of Commonwealth involvement in Australian sport and recreation.

The task force was asked to look at issues ranging from participation levels to future funding and to prepare a report that would contribute to the development of the Government's sport and recreation policy for the new millennium.

The report found that there was a number of achievements in the sporting arena but did identify some weaknesses with the existing system, these being:

- ❖ *“Commonwealth policy has focussed largely on organised sport. The trend is toward non-organised sport; increasingly people are taking up activities in fitness, community sport and outdoor recreation. The Commonwealth should extend its charter to include these groups and activities;*
- ❖ *More than half of the Australian population is physically inactive;*
- ❖ *It (government) must address new strategies to get people physically active;*
- ❖ *Statistical data relating to sport and recreation has major contradictions, which prevents detailed analysis of the industry. For the industry to grow, planning and decisions need to be made on the basis of up-to-date, reliable and relevant statistics;*
- ❖ *National sporting organisations need to take some responsibility about the structure and placement of their programs;*
- ❖ *The dependence by sport on government funding and the need for government to assist groups towards greater self reliance and viability; and*
- ❖ *There is a need to better fund grassroots development in sport and recreation.”*

Having identified these issues, the Task Force proposed a vision of a new system that:

- ❖ *“Increases the levels of participation;*
- ❖ *Serves the higher expectations of elite sport;*
- ❖ *Contributes to overall development and growth of the industry;*
- ❖ *Identifies new methods of increasing off budget funding;*
- ❖ *Strengthens linkages and partnerships between stakeholders; and*
- ❖ *Develops strategies for the future”.*

In concluding the task force recommended that a restructure of the Commonwealth's involvement in sport and recreation should be based on:

- ❖ *“More emphasis should be placed on recreation and physical activity. Therefore the charter of the Governments main co-ordinating body should be expanded to include recreation.*
- ❖ *Four business units should be established:*
  - *Australian Sport and Recreation Development;*
  - *Active Australia;*
  - *High Performance Sport; and*
  - *Australian Institute of Sport.*
- ❖ *A shift in emphasis and resources by putting more resources into participation activities, education and training programs, statistical collection and analysis and information technology.*
- ❖ *New off budget funding sources need to be found:*
  - *Internet based gaming;*
  - *National football tipping pools;*
  - *Pay TV; and*
  - *Athlete Contribution Scheme.”*

The implications for local authorities need to be assessed in light of their current involvement predominantly with community sport and recreation and any shift in Commonwealth involvement, which may provide resources at the local level to avoid duplication of programs and services.

### **2.3 Beyond 2000, Australian Sports Commission**

The Beyond 2000 Discussion Paper was prepared by the Australian Sports Commission in an attempt to set direction post Sydney 2000 Olympic Games. It concentrates on the Commonwealth role in two specific areas, these being elite performance and community participation.

Whilst the Elite Performance area is important as the pinnacle of Leisure involvement, it is the area of community participation that bears the greatest relevance to the development of the Town of Bassendean's Strategic Facilities Plan.

The Australian Sports Commission

*“values widespread access to sport and recognises the need to assist disadvantaged groups in our community obtain meaningful sporting opportunities. It is conscious of the government's sports policy objectives to:*

- ❖ *further assist disability sport;*
- ❖ *increase the regional focus of Active Australia;*
- ❖ *encourage participation of older Australians;*
- ❖ *encourage greater female participation;*
- ❖ *deliver efficient sports programs to indigenous communities; and*
- ❖ *improve delivery mechanisms for socially disadvantaged groups.”*

As part of the Action Agenda contained within the discussion paper action 28 states:



“Under the Active Australia Framework, the ASC will ensure that sufficient resources are provided so that disadvantaged and targeted populations’ sporting needs are met”

This could have specific benefits to the Town in terms of assistance in its service provision particularly to disadvantaged target groups.

## 2.4 Town’s Policy Manuals

A number of Council policies are relevant to this study, namely:

### a. “Policy 11.2 Hire Charges and Conditions of Hire

#### *Objective*

*To establish a set of standard and competitive charges for the use of Council facilities*

#### *Policy*

*Council supports the position that the community should contribute to the upkeep of Council facilities by paying realistic rates for exclusive use. In addition, that commercial users should pay more than community groups. Hire charges will be published as required by the Local Government Act 1995.”*

*The sporting team fees are based on the following premise:*

$$\text{ARC} - \text{PRC} \times (\text{CBQ})$$

#### **Whereby:**

- **ARC** is the Active Reserve Costs incurred by the Town to offer the reserve for active use by sporting organisations.
- **PRC** is the Passive Reserve Costs incurred by the Town to offer the reserve for passive use by the community.
- **CBQ** is the Community Benefit Quotient or discount provided to sporting organisations by the Town for promoting healthy pursuits in the community.

Active Reserve Costs = \$164,551.88

Passive Reserve Costs (Equivalent Area) = \$114,578.75

Difference = \$49,973.13 (this amount represents the Town’s Cost Recovery Target).

*The current amount of space and sport field configuration of active reserves in the Town, allows for an optimum number of 65 sporting teams to participate (which equates to 898 players). Therefore, if the cost recovery target is divided by the optimum number of players that can be sustained on TOB active reserves, the Town is able to determine the recovery fee that can be applied to each sporting team. In this case, the team cost recovery fee is \$49,973.13 divided by 898 players = \$61.21 per team.*

*Leisure Services Officers recommend that the team cost recovery fee of \$61.21 be adjusted to allow for the community benefit that sport provides. The adjustment shall depend on the category of sport (i.e. elite or local level) and whether or not a gate fee is charged by each particular sport.*

*The table below provides a summary of the recommended Community Benefit Quotient (CBQ) that should be applied for the 2004/05 financial year for both competition and training purposes:*

### **COMMUNITY BENEFIT QUOTIENT (COMPETITION)**

<b>Entry Fee</b>	<b>Category</b>	<b>CBQ</b>	<b>PCRF</b>
Gate Fee	Elite	62.5% Discount	\$ 22.96
Gate Fee	Local	70.0% Discount	\$ 18.36
No Gate Fee	Elite	75.0% Discount	\$ 15.30
No Gate Fee	Local	80.0% Discount	\$ 12.24

### **COMMUNITY BENEFIT QUOTIENT (TRAINING)**

<b>Entry Fee</b>	<b>Category</b>	<b>CBQ</b>	<b>PCRF</b>
No Gate Fee	Elite	75.0% Discount	\$ 15.30
No Gate Fee	Local	80.0% Discount	\$ 12.24

The Player Cost Recovery Fees (PCRF) for competition and training purposes are multiplied by the number of participants per team for their sporting code (see table below), to determine the Team Fee listed in the Fees & Charges Schedule.

The participants per sporting code is based on the following:

Soccer	12 people
Football	20 people
Cricket	12 people
Gridiron	50 people
Little Athletics	25 people
Other Rectangular Sport	12 people

#### **b. “Policy 11.3 Free Use of Grounds, Ovals & Hardstand Courts by Schools**

##### *Objective*

*To provide the opportunity and scope for schools in the Town to have children participate in sport as part of their education and socialisation experiences*

##### *Policy*

*Schools shall receive a 100% concession of the hire fee for the use of grounds, ovals and hard courts during normal school attendance times.*

*If there is an application to use such facilities by an individual or group, who would pay the scheduled hire fees, schools will be required to pay the scheduled hire fee for any time their use conflicts with such an application.”*

#### **c. “Policy 11.4 Special Charges**

##### *Objective*

*To provide a mechanism to be able to respond to special hire requests for use of Council facilities*

##### *Policy*

*The hire fee for “special” use requirements of Council facilities will be considered on the merits of individual cases (for example, swap meets or circus performances).*

*The Chief Executive Officer has the authority to approve such special activities, apart from applications which are considered to have wider community impact which shall be referred to Council for consideration.”*

**d. “Policy 11.5 Automatic Increase Subject to CPI**

*Objective*

*To provide a set format for reviewing Council’s hire charges for use of sport and recreation facilities*

*Policy*

*Council will increase the standard hire fees contained within the recommended Schedule of Fees & Charges by the current Consumer Price Index coinciding with the commencement of the summer sporting season.*

*Such review process is subject to variation in cases as brought to the attention of the Council.*

*Every three years, commencing in 2000, a major review of the standard hire fees will be undertaken.”*

**e. “Policy 11.8 Sporting Seasons**

*Objective*

*To provide for set sporting seasons with a break between summer and winter to allow time for programmed maintenance to take place.*

*Policy*

*Council will maintain standard commencement and termination of sporting seasons.*

*The following standard for the commencement and termination of sporting seasons is adopted:*

*Summer – second weekend in October to last Sunday in March inclusive.*

*Winter – second weekend in April to last Sunday in September inclusive.”*

**f. “Policy 11.9 Stan Moses Pavilion & Jubilee Crescent Sports Building – End of Season Clean-Up**

*Objective*

*To place responsibility on users of common buildings on the Reserve to maintain venues in a clean and tidy condition, ensuring such venues are ready for hand-over to other clubs during change of sporting seasons.*

*Policy*

*In accordance with Policy 7.7, groups using the Stan Moses Pavilion & Jubilee Crescent Sports Building are required to attend to the following at the conclusion of their sporting season:*

*Common Storerooms*

*All common storerooms in the Pavilion are to be swept out and made tidy. Any equipment brought in to these areas, which is not required to be kept in the store outside of the Club's sporting season, shall be removed.*

*Stan Moses – Upper Pavilion*

*The kitchen, storerooms, all walls and other areas shall be left tidy and free of rubbish, club equipment, seasonal notices, sponsorship boards and the like.*

*Jubilee Crescent Building*

*The kiosk, storeroom and kiosk, all walls and other areas shall be left tidy and free of rubbish, club equipment, seasonal notices, sponsorship boards and the like.”*

## **2.5 Community Consultation Policy (1.5.5)**

In addition to these Leisure specific policies the Council also has a Community Consultation Policy which provides guidance to Councillors and Officers in the planning implementing and reviewing community consultation for key projects and policy development. Such a framework provides a basis for informed decision-making, post consultation analysis and Council-wide learning.

## **2.6 Town of Bassendean Strategic Plan 2005-2010**

The Town's Strategic Plan provides a five year operational plan aimed at achieving the outcomes identified in the Vision 2030 Community Plan and contains a clear vision, mission, values and key result areas, these are:

*Vision*

*By 2030, the Town will be a highly accessible urban village, offering a cohesive, vibrant and diverse community lifestyle and a thriving local business economy with a quality built and natural environment.*

*Mission*

*Our mission is to strengthen our community, foster economic prosperity and protect and enhance the environment.*

*Values*

*Our values guide our behaviour and decision making as an organisation and how we strive to lead and serve our community.*

- *People*  
*We will actively listen to, and engage our community, seek their participation and keep them informed of Council decisions that may impact on their lives. Councillor, staff and volunteer contributions are vital in striving to meet our diverse community's aspirations*
- *Excellence*  
*We strive to achieve excellence in ethical governance and to consistently provide consultative and responsive services.*
- *Heritage*  
*A deep respect for our shared history and heritage increases our capacity and confirms our fundamental responsibility to balance today's needs with the long-term interests of future generations*
- *Partnerships*

*Collaborative partnerships and regional cooperation increases value to our community and the East Metropolitan Region.*

- *Sense of Place*

*We recognise that our community has entrusted Council to protect and enhance our streetscapes, built and natural environment and especially our greatest asset – the river.”*

The key results areas are:

- ❖ *Environmental Enhancement;*
- ❖ *Community Wellbeing; and*
- ❖ *Economic Vitality.*

*To attain the Key Objectives and Strategies within the Strategic Plan the Town has adopted the Australian Business Excellence Framework to continuously improve its performance as an organisation and to more effectively and efficiently reach its performance targets by defining a Strategic Enabler of “Leadership in Business Excellence.”*

## **2.7 Town of Bassendean Social Plan**

The Town of Bassendean Social Plan was adopted at the April 2005 Council meeting, (CCM 37/04/05). This document sets out the key Council activities in the area of community welfare and development over the period 2005-2009. The Social Plan augments the Towns Corporate Plan particularly in the Key Performance Area of “Community Wellbeing” and strategies have been developed in the following action areas:

- ❖ *Participation;*
- ❖ *Community cohesiveness;*
- ❖ *Communication; and*
- ❖ *Access and equity.*

Specific strategies contained within each action need to be incorporated into this report as they are considered an integral part of “Optimising Sporting and Cultural Participation Facilities.”

## **2.8 Jubilee Reserve Master Plan**

In May 2004 a Concept and Management Plan for Jubilee Reserve was developed and presented to the Council. The Concept and Management Plan was then made available for public comment in June.

Subsequent to this period of public consultation the Council adopted the following recommendations at the September 2004 Council meeting:

- “1. *Receives the following recommendations to be included in the Jubilee Reserve Strategic Master Plan (Implementation Plan):*
  - Install training-level floodlighting as a priority to address ground congestion (winter sports);*
  - Assist in the establishment of a new sporting body to lease and operate Stan Moses Pavilion;*
  - Relocation of practice cricket wickets;  
Expand car park behind Stan Moses Pavilion;  
Retain Stan Moses Pavilion and provide additional change rooms/storage;*

- d) Upgrade clubrooms on Northmoor Road side of reserve to include female change rooms;
  - e) Refer the decision to remove/renovate/replace the Jubilee Reserve public toilet block to the Town's Public Toilet Facilities Management Project being undertaken in the near future (3yr timeframe); and
  - f) Install passive recreation infrastructure to meet the needs of nearby residents, including: installing additional playground equipment with shade cover, extending the path network (and path lighting), and installing seating, picnic tables and drink fountains.
2. Adopts the Jubilee Reserve Strategic Master Plan (Implementation Plan), with the exception of recommendation (h) of the Standing Committee recommendation, within budgetary constraints.

CARRIED UNANIMOUSLY 7/10

## 2.9 Other Current Studies

The Town currently has a number of other planning studies being undertaken which will have impacts on this study, these are:

- Bassendean Town Centre Area Strategy (particularly in relation to Steel Blue Oval and BIC) Draft Plan completed
- TOD (Transit Orientated Development) Study
- Swan Helena Catchment Plan (particularly in relation to the River foreshore reserves and jetties) Draft Plan completed
- Pyrton Site (particularly in relation to the proposal to provide a further 35 hectares of Open Space)
- Australand Development (particularly in relation to the additional residences and parkland)
- Ashfield Parade Foreshore Reserve Restoration

The findings and implications of these plans will need to be incorporated into the strategies identified within this plan on completion.

## 2.10 Summary

This review has provided a solid base on which to assess all elements raised historically and their currency in today's economic and social climate.

### 3 DEMOGRAPHY

When assessing the community needs of a particular area, it is necessary to gain some understanding of the demographic profile of the study area. This assessment assists in determining the likely participation rates and future trends that may occur.

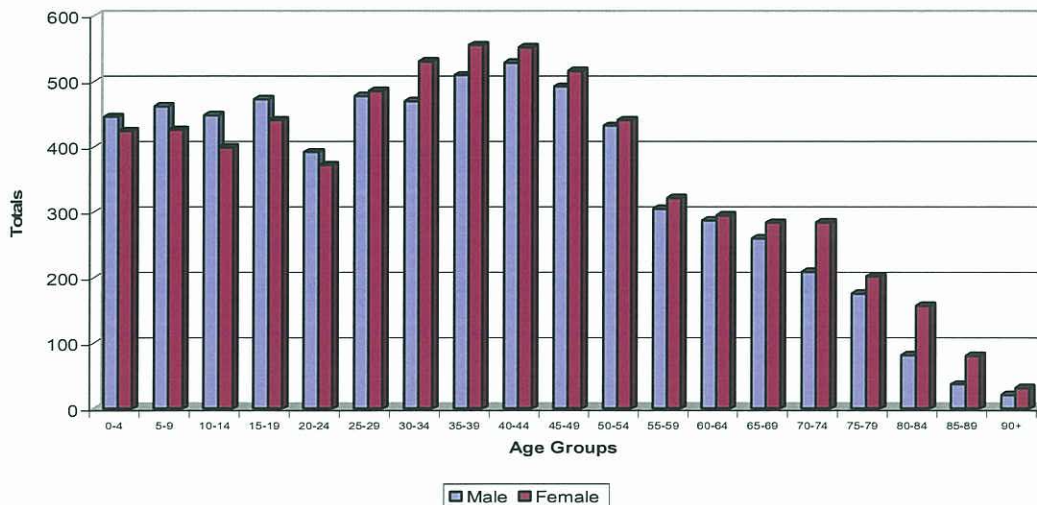
#### 3.1 Current Population

The population figures for the Town of Bassendean have been compiled from the Australian Bureau of Statistics, 2001 Census of Community Profiles.

The Town consists of a total population of 13,306 people and these have been broken down into five year age groups and gender:

	Male	Female	Total	% of population
0-4	446	424	870	6.5
5-9	462	426	888	6.7
10-14	448	399	847	6.4
15-19	473	441	914	6.9
20-24	392	372	764	5.8
25-29	477	485	962	7.3
30-34	470	530	1000	7.5
35-39	509	555	1064	8.0
40-44	528	552	1080	8.1
45-49	492	516	1008	7.6
50-54	432	441	873	6.7
55-59	305	322	627	4.7
60-64	288	295	583	4.4
65-69	260	284	544	4.1
70-74	209	285	494	3.7
75-79	176	202	378	2.9
80-84	82	157	239	1.8
85-89	37	81	118	0.9
90+	21	32	53	0.4
Totals	6507	6799	13,306	100

Breakdown into 5 Year Age Groups



The percentage of males in the Town is 48.9%, whilst females make up 51.1% of the population.

For the Town, the following totals and percentages are evident:

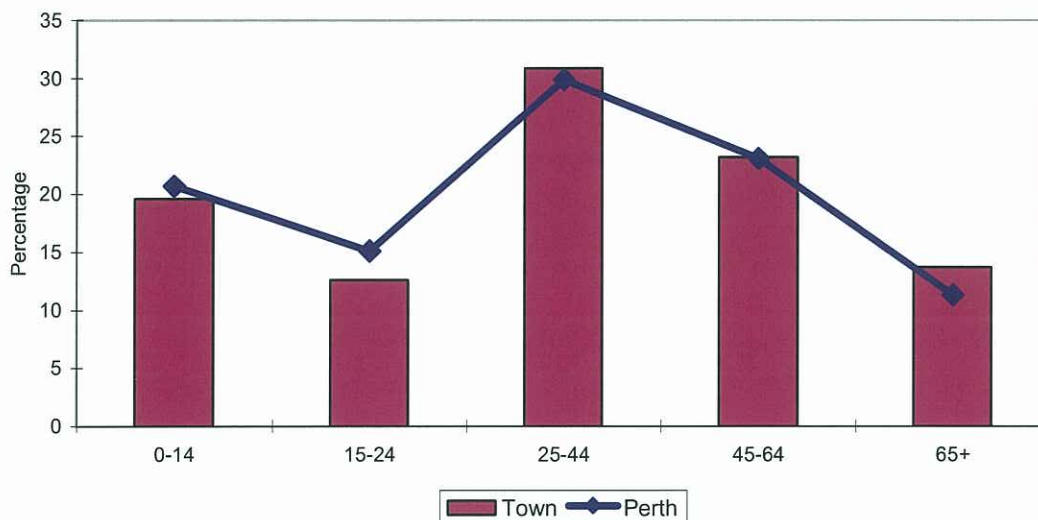
Age	0-14	15-24	25-44	45-64	65+
<b>Total</b>	2605	1678	4106	3091	1826
<b>%</b>	19.6	12.6	30.9	23.2	13.7

When one compares these figures to Metropolitan Perth, the commensurate percentages are shown in the following table:

Age	0-14	15-24	25-44	45-64	65+
<b>Town</b>	19.6	12.6	30.9	23.2	13.7
<b>Perth</b>	20.7	15.1	29.9	23.1	11.3
<b>Variation</b>	-1.1	-2.5	+1.0	+0.1	+2.4

These variations are more clearly seen in the graph below:

Study Area Comparison Graph



As can be seen from the chart, the Town has a significantly lower population in the 15-24 age group with much higher numbers in the 65+ age groups.

A total of 22.4% of the population are contained within the 40-54 age group (“baby boomers”), with the 40-44 and 45-49 age groups being the 1<sup>st</sup> and 3<sup>rd</sup> highest demographic groups; this will have a major impact on services and facilities over the next 10 years.

The future generation of “baby boomers” is a concern due to their needs and expectations being different to previous generations.

All levels of government are aware of the issue, namely:

- ❖ Larger numbers;
- ❖ A more cognitive aged society;
- ❖ A bigger demand for top class programs; and
- ❖ A higher expectation of excellent facilities.



The overall study area indicates a large baby boomer community and, as such, facilities and services need to be cognisant of this fact in planning for the future.

Stereotypes of baby boomers as a confident, independent, optimistic, and somewhat self-involved group are supported by numerous social research studies. One particular study undertaken by Roper Starch Worldwide Inc. surveyed the baby boomer generation to gain information for social planners which revealed:

Baby boomers are conscious of the differences between their generation and previous ones. For example, compared to other generations, baby boomers admit that:

- ❖ Their generation needs more money than their parents' generation to live comfortably (84%);
- ❖ Their generation is more self-indulgent than their parents' (75%);
- ❖ Their generation will live longer (67%); and
- ❖ Their generation will be healthier during retirement (56%).

The survey provides insight into other ways baby boomers expect to define their retirement years.

- ❖ Close to half (49%) say they expect to devote more time to community service or volunteer activities during retirement.
- ❖ More than seven in ten baby boomers (73%) say they expect to have a hobby or special interest that they will dedicate a lot of time to when they are retired.
- ❖ Family, it seems, will play an important role in the baby boomer retirement; 57% expect to live near at least one of their children; seven in ten (70%) say they look forward to being a grandparent.

### 3.2 Social Characteristics

The social characteristics of the Town are given in the table below:

Median age	37 years
Median weekly individual income	\$300-\$399
Median weekly household income	\$600-\$699
Mean household size	2.4 persons
Indigenous born	415 (3.1%)
Australian born	8931 (67.1%)
Overseas born	3734 (28%)
English speaking only	84.3%

This data clearly indicates that the majority of the population are Australian born. This is important when the participation trends are taken into account, as the highest participating category of people in recreational activities are Australian born with a participation rate of 57.6%.

However the Town also has 28% of its population born overseas and community planning needs to consider the diverse needs of this population.

### 3.3 Population Projections

Population projections are taken from Western Australia Tomorrow, Population Report No 4, November 2005 by the Ministry for Planning.

This report provides updated population projections to 2031, by age group and sex, for the whole of Western Australia, and the planning regions. Local government areas have projections to 2021.

The projections are based on an analysis of trends in migration, fertility and mortality in Western Australia and trends in other similarly placed nations.

These projections have been calculated using a cohort component methodology. The main processes involved are:

- ❖ create a base population from the estimated resident population produced by the Australian Bureau of Statistics;
- ❖ the number of births that the population will have is calculated;
- ❖ the number of deaths is calculated;
- ❖ the number of net migrants is calculated; and
- ❖ the new population for the following year is calculated by ageing the population, adding the number of births to the cohort aged 0, removing deaths from the appropriate cohorts and adding the number of net migrants (which may be negative).

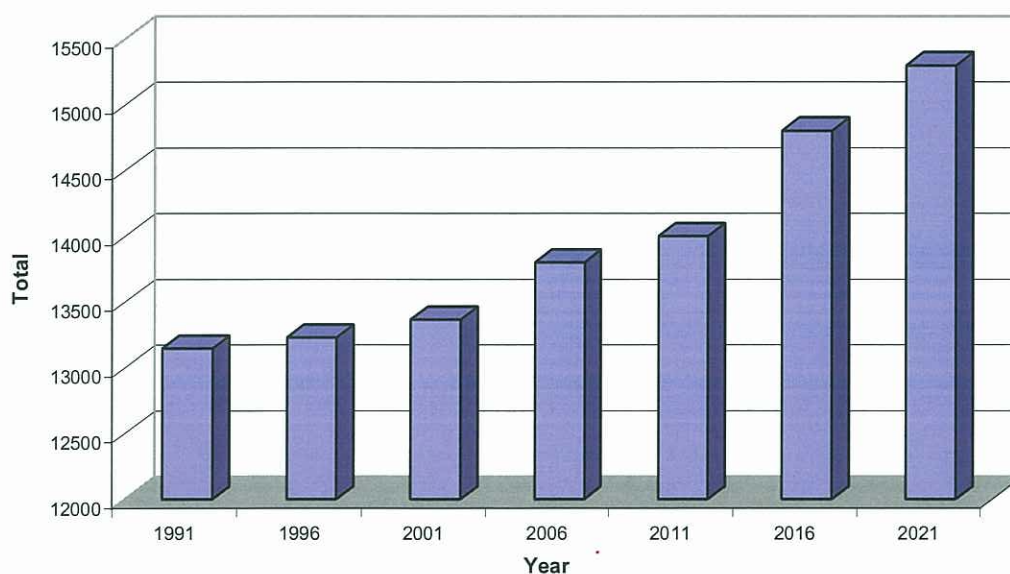
The process is repeated for each year in the forecast.

The projections are useful for assessing potential growth or decline and the five yearly Local Government Area Projections for the Town of Bassendean have an average accuracy of 97%.

		Male	Female	Total	% growth	Projections
Actual Census Data	1991	6533	6611	13144		
	1996	6517	6713	13230	0.7%	
	2001	6530	6832	13362	1%	
	2006					13800
	2011					14000
	2016					14800
	2021					15300

Bassendean experienced growth between 1991 to 2001 of 1.7%, and is expected to continue to have a slight increase every five years to 2021.

**Population Projections 1991-2021**



The base population data has been extracted from the last official Census conducted in 2001 and as such should be treated with some care. Anecdotal information and other measures indicate that the composition of the Town of Bassendean may be changing to a younger population with a number of children and babies. The Bassendean Squirts Community Playgroup provided the following information in a petition to Council in support of developing a Playgroup facility:

Ms Park has recorded 957 births for 2001-05, in the Ashfield and Bassendean areas alone, not counting Eden Hill. She conducts at least three inductions for new mothers each year where attendance is on average 12-20 mothers. Following completion, each inducted group forms its own Playgroup or attempts to find suitable vacancies in other existing groups. In 2005-06 to date, four separate Playgroups catering to nearly 50 babies and their families were established.

The most recently available Health Department of WA data for the 6054 postcode shows that in the period 1998-2002, the total birthrate for Bassendean was 1,401.

Given the total births recorded by both sources, a similar birthrate in Eden Hill and migration of increasing numbers of families with young babies to Bassendean, it is possible to approximate the number of babies born and living in the Town of Bassendean over the past five years at around 2000.

This is a significant number, demonstrating a valid need for appropriate services.

Age specific birth rates by Aboriginality for Bassendean (T) SLA women (1998-2002).

Age Group	Aboriginal		non-Aboriginal		Total	
	No. births	Birth rate	No. births	Birth rate	No. births	Birth rate
15-19	26	305.9	75	35.7	101	46.2
20-24	23	315.1	222	107.2	245	114.3
25-29	21	228.3	424	163.6	445	165.8
30-34	10	140.8	370	138.9	380	139
35-39	8	105.3	187	66.2	195	67.2
40-44	2	24.7	33	11.9	35	12.3
Total	90	188.3	1,311	87.3	1,401	90.4

Notes

- (1) Birth rates are per 1,000 women.
- (2) Aboriginal population estimates calculated by the Epidemiology Branch.
- (3) Data: WA Midwives Notification System, HIC, DOH.

Data provided by DoHWA February 2006

Additionally further information was gained from REIWA which conflicted with the ABS statistics for 2001 as follows:

- That population information for Bassendean contained in the May 2005 Bassendean Briefings *Special Edition: Revised Planning Scheme* was out-dated and did not reflect rapid demographic changes in the Town. The information described Bassendean's population as ageing with growth as static and trends to decline predicted;
- In contrast to this, REIWA data for Bassendean, Ashfield and Eden Hill shows the proportion of the population aged over 65 as 14%, 14.8% and 12.4% respectively. Those surveyed agreed with the view that there seemed to be a disproportionate amount of services devoted to this age group and that the Town of Bassendean could only enhance its reputation for community care by redressing the un-met need for services to young families;

## 4 PARTICIPATION IN ORGANISED SPORT AND PHYSICAL ACTIVITIES

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The rate of participation in Australian organised sport and physical activity is changing (Australian Bureau of Statistics, 1999). According to McKay (1983) this is directly related to the interaction between sport and society and the way that society impacts on and shapes sport.

Barriers to participation and opportunities for involvement in sport and physical activity were influenced by various personal characteristics as well as global and national trends. Indeed, there are numerous physical, technological, economic, social and cultural factors that impact on the way Australians participate in organised sport and physical activity (McKay, 1983). Some of these factors included:

- ❖ the change in Australia's demographic composition, an ageing society and an increasingly culturally diverse population are ensuring correspondingly diverse attitudes to participation, in a range of activities;
- ❖ technology is challenging physical activity as a main source of entertainment for young Australians and resulting in a diversity of lifestyle and leisure patterns;
- ❖ the amount of disposable income available for sports participation;
- ❖ greater emphasis on access and equity in all areas of life are reflected in attitudes towards sports participation; and
- ❖ promotional messages are highlighting the health benefits of leading a physically active lifestyle.

The Exercise, Recreation and Sport Survey (ERASS) is conducted quarterly throughout Australia. In 2004, AC Nielsen completed the fieldwork and supplied the data tables provided in this report. The report was then prepared by the Australian Sports Commission in consultation with the states and territories.

The publication presents information regarding the:

- ❖ level and frequency of participation in organised and non-organised physical activity for exercise, recreation and sport;
- ❖ type of participation in physical activity for exercise, recreation and sport; and
- ❖ trends in participation over time.

Information is available for both organised and non-organised exercise, recreation and sport, for all states and territories and for a variety of demographic variables.

An assessment of organised sport participation rates is provided in the table overleaf which also contains a comparative assessment of the past three surveys undertaken in 2001, 2003 and 2004.

Box 2: Top ten organised activities by number of participants 2001, 2003 and 2004

	2001		2003			2004		
	Rank	Number of participants ('000)	Rank	Number of participants ('000)	% change 2001—03	Rank	Number of participants ('000)	% change 2001—04
Aerobics/fitness	1	982.9	1	1,309.1	33.2	1	1,393.3	41.8
Golf	2	655.1	2	728.7	11.2	2	678.8	3.6
Tennis	3	548.6	3	588.9	7.3	3	597.8	9.0
Netball	4	533.2	4	545.6	2.3	4	509.9	-4.4
Soccer (outdoor)	5	381.9	5	429.0	12.3	5	447.5	17.2
Swimming	8	334.0	6	435.6	30.4	6	442.8	32.6
Yoga	15	153.1	7	321.5	110.0	7	380.5	148.5
Cricket (outdoor)	10	279.6	8	332.4	18.9	8	346.3	23.9
Lawn bowls	9	280.3	9	353.9	26.3	9	343.4	22.5
Australian football	11	272.5	10	319.1	17.1	10	342.1	25.5

Base: All persons aged 15 years and over (2001 n=13,424; 2003 n=13,703; 2004 n=13,662)

It is interesting to note that the top ten organised activities contain seven activities that do not occur on active sporting grounds. The only active sports in the top ten that utilise Council reserves are soccer, Australian rules and cricket.

Golf, tennis, netball and lawn bowls all occur on Council land on sports specific facilities traditionally operated under lease from Local Authorities.

Aerobics/fitness, swimming and yoga are mainly provided by built facilities either operated by the Council or commercial businesses.

It should be noted that these participation rates are relevant to organised sport and do not indicate the full picture of participation in physical activity/recreation pursuits.

In order to get a full picture of the community's participation in "exercise, recreation and sport" it is important to consider informal/unstructured activities alongside that of organised sport.

The table overleaf provides a complete list of the type of activity participated in, the number of participants and the participation rate as a percentage for WA for the survey period in 2004.

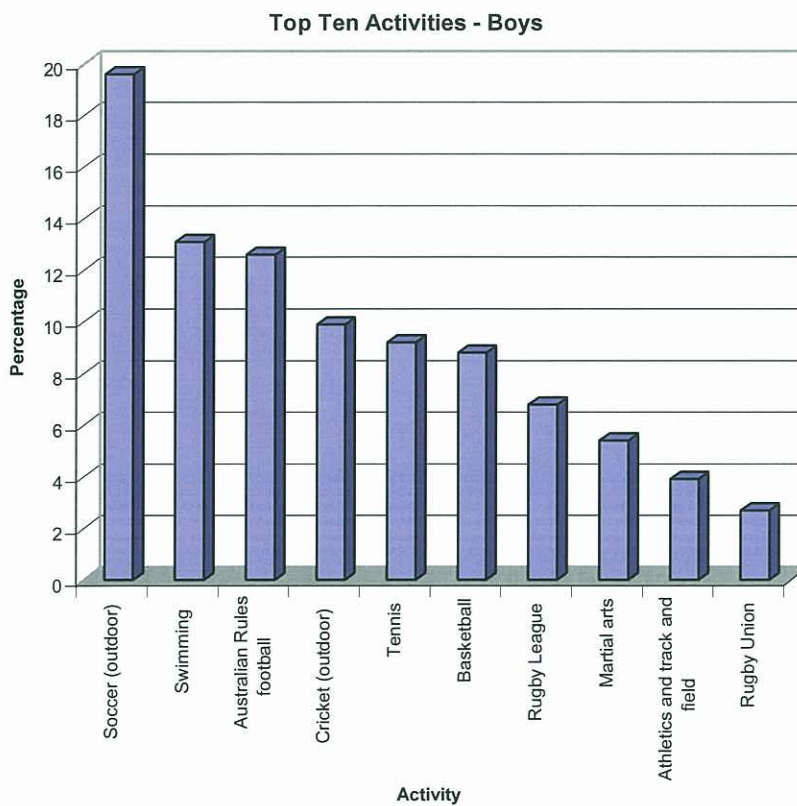
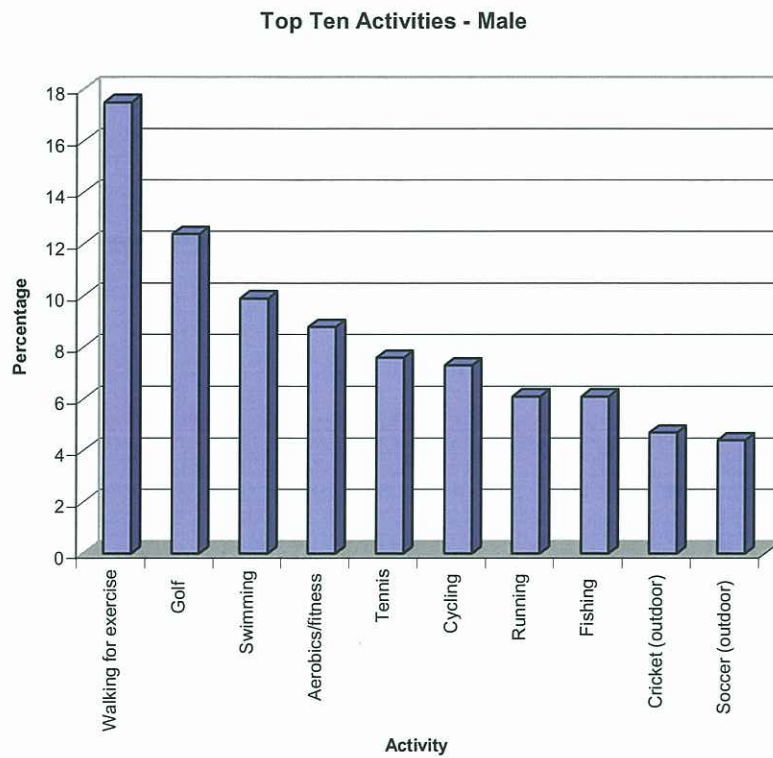
The top five activities are all activities that can be undertaken in an unstructured environment, informally, and to some extent require limited facility development and occurs despite the lack of development, these being:

- ❖ Walking (other);
- ❖ Aerobics/fitness;
- ❖ Swimming;
- ❖ Cycling; and
- ❖ Running.

<sup>1</sup> Participation in Exercise, Recreation and Sport 2004, SCORS

## 4.1 Male Participation – Australia

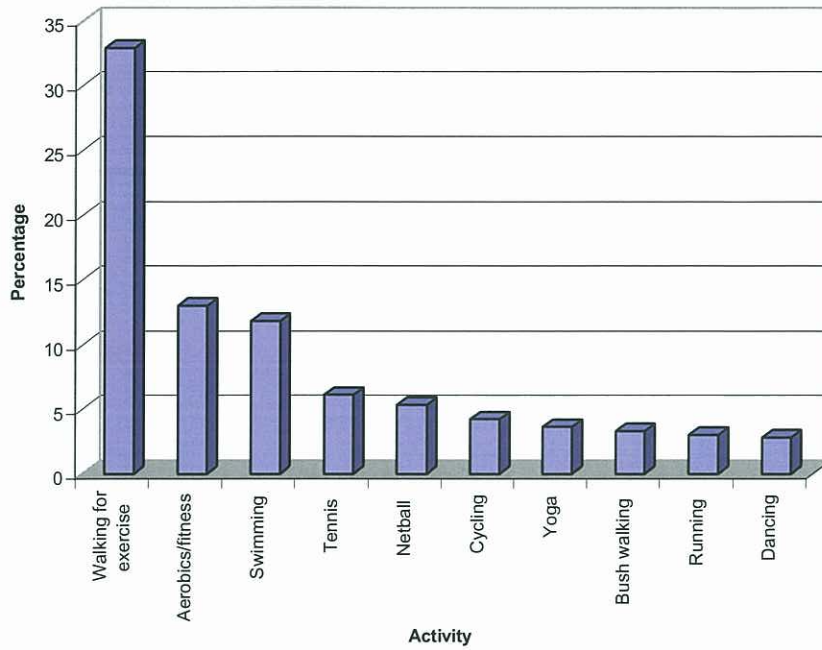
The top ten activities for males (over 18) and boys (5-14) were as follows:



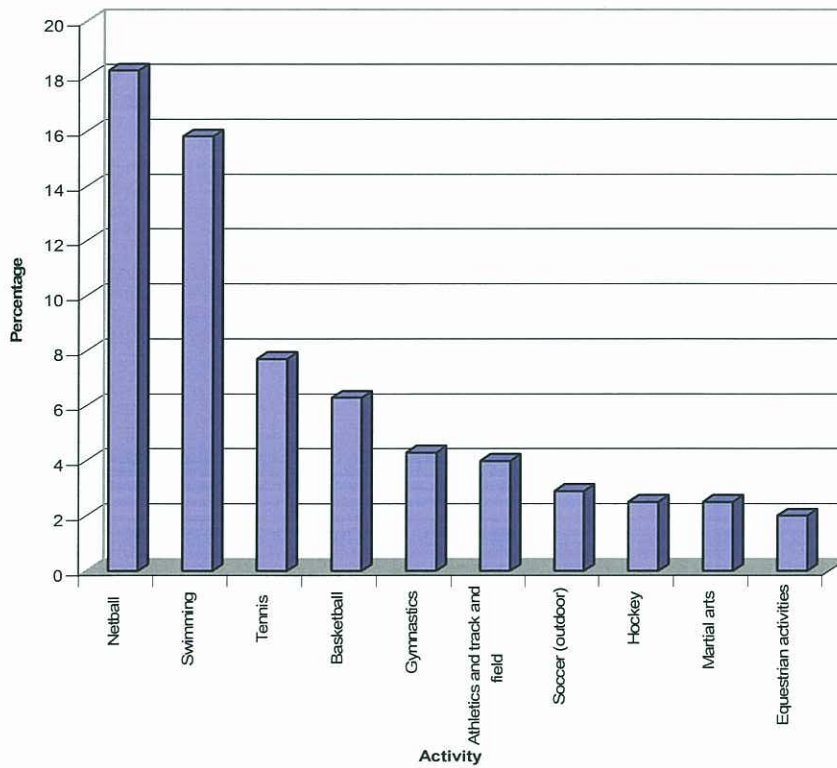
## 4.2 Female Participation - Australia

The top ten activities for females (over 18) and girls (5-14) were as follows:

**Top Ten Activities - Female**



**Top Ten Activities - Girls**



### 5.1 IDENTIFIED TRENDS

Recent reports published by the Australian Sports Commission, Sport 2000 Task Force and the WA Sport and Recreation Council have identified numerous trends and “Forces for Change” over the past two years.

Emerging trends and issues that will continue to have a substantial influence on the sport and recreation industry, and therefore need to be factored into ongoing planning and service provision approaches and practices.

These trends and issues include:<sup>2</sup>

- ❖ The cultural diversity of Australia is increasing.
- ❖ Western Australia has the highest proportion of persons born overseas.
- ❖ The Australian population is ageing and Australians are living longer.
- ❖ The proportion of Australians living in rural areas is declining.
- ❖ The proportion of single parent and couple only families in Australia is increasing.
- ❖ Western Australians are less likely to marry, more likely to divorce, are marrying later and are having fewer children.
- ❖ There is an increasing diversity of employment arrangements, more flexible working time patterns, and significant increases in the extent of part-time and casual employment.
- ❖ The proportion of full time workers in Australia is decreasing while the proportion of women in the labour force is increasing.
- ❖ Men spend more hours in paid employment and a greater proportion of women work part-time.
- ❖ Sport, recreation and physical activities are facing increasing competition from many activities for individuals’ time and money. Competition for discretionary time and the discretionary dollar has never been more intense.
- ❖ Disposable income in Australia has increased. However, consumer debt has increased to record levels.
- ❖ There is increased societal concern for personal safety.
- ❖ Education levels in Australia are increasing.
- ❖ Volunteers are increasingly more prepared to commit to a well-organised and professional organisation for a specific task and/or a finite period.
- ❖ There is increased community expectation of higher standards of infrastructure and service delivery.
- ❖ The prevalence of overweight and obesity has increased in Australia over the past few decades.
- ❖ In Western Australia, almost one in three girls and one in four boys are overweight or obese.
- ❖ There has been heightened community and individual awareness of the benefits of physical activity.
- ❖ There is overwhelming evidence of unacceptably low and declining levels of physical activity.
- ❖ Increasingly, computers and the Internet are becoming a part of everyday life for many Australians.
- ❖ In Western Australia, a shift toward higher density urban development is emerging.
- ❖ There are increasing pressures on Perth’s water resources.
- ❖ The greenhouse effect is increasing temperatures worldwide and reducing rainfall in Western Australia’s South West region.

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<sup>2</sup> SD4 Have Your Say Discussion Paper, Appendix B WA Department of Sport and Recreation 2005



- ❖ Over the next 40 years, total expenditure on health is projected to increase from just fewer than 10% of GDP to between 16 and 20%.

These trends need to be clearly understood in terms of their impact on the participation of residents and visitors to the Town of Bassendean.

Each of the trends presents new challenges and opportunities for community sport, recreation and cultural activity service providers.

## **5.2 SUMMARY**

The current trends evident could well provide issues and challenges to the existing structure, and need to be addressed to ensure the Town's service provision remains relevant to its residential community and visitors.

## 6 FACILITY INVENTORY

Site visits of all facilities within the Town of Bassendean have been compiled based on data retained by the Town and surveys received from lease holders.

The facilities include:

<b>Active Ovals</b>	<b>Tennis Facilities</b>
Jubilee Reserve	Bassendean Tennis Club
Steel Blue Oval	Eden Hill Public Tennis Courts
Ashfield Reserve	
<b>Passive Reserves/Parks</b>	<b>Bowling</b>
Ashfield Flats	Bassendean Bowling Club
Success Hill	
Sandy Beach Reserve	<b>Croquet</b>
Point Reserve	Bassendean Croquet Club
Mary Crescent Reserve	
Pyrton	<b>Recreation/Community halls</b>
Ashfield Parade	Cyril Jackson Recreation Centre
Broadway Arboretum	Alf Faulkner Hall
Bindaring/Pickering Park	Bassendean Community Centre
Freeland Square Park	Maltese Centre
Colin Smith Reserve	Masonic Hall
Padbury Way Reserve	<b>Sporting Clubrooms</b>
Lord/ Scholfield Reserve	Ashfield Soccer Clubrooms
Kelly Park	Bassendean Caledonian Soccer Clubrooms
Christie Park	Stan Moses Pavilion
Surrey Street Reserve	Swan Districts Football Clubrooms (Owned by SDFC)
Clark Way Reserve	
Freiberg Reserve	<b>Children's Services</b>
Gary Blanche Park	Wind in The Willows Child Care Centre
Palmerston Square	Sparx Early Learning Centre
Anzac Terrace Reserve	Ashfield Community Centre
BIC Reserve	
Culworth/Mickleton Reserve	<b>Youth</b>
Bradshaw Reserve	Bassendean Youth Services Facility
Carman Way Reserve	
Troy Street Reserve	<b>Seniors</b>
Parmelia Way Reserve	Ashfield Community Centre
May Holman Reserve	Bassendean Senior & Community Centre
Tonkin Park Reserve	
Third Avenue POS	<b>Library</b>
Lamb Street POS	Bassendean Library
Calnon Street POS	
Whitfield Street POS (2)	<b>Other</b>
Bridson/Elder POS	Learning and Sharing Centre
Hatton Court Park	Public Toilets (8)
Whitfield Street POS (1)	
Whitfield Street POS (3)	

It is clear that in terms of volume of facilities the Town is well serviced, in that all sports and community groups wishing to participate have a facility. The quality and location of all facilities have been addressed within the Facility Inventory and specific issues have been raised that require consideration.

In addition to the identified facilities, the Town provides access to other informal activities such as bush trails, passive parks, river environments and nature based recreation as well as access to facilities and services in adjoining local authorities.

A sound recreation policy position that provides a clear direction and ensures the many activities and services of the Town do not operate in isolation of each other and provides a specific Council framework is being addressed by this report. The quantity of facilities is considered to be above average.

The Town does have a clear direction in terms of Culture within its Cultural Plan in that the Town will look to work in partnerships with existing facilities, organisations and individuals to build community capacity. No new facilities were identified and moves towards facilitation rather than direct service provision are the key principles.

Facility inventories have been compiled for both the Public Open Space and Built Facilities.

### 7.1 Club and Association Survey

A mail survey was sent to all clubs, associations and groups within the Town of Bassendean. A total of 90 were sent out and 31 were returned, a response rate of 36%.

1. Arthritis Foundation Bassendean Branch
2. Ashfield Soccer and Sports Club
3. ALP Bassendean Sub-Branch
4. Bassendean Bowling Club
5. Bassendean Croquet Club (Inc)
6. Bassendean Lawn Tennis Club Inc
7. Bassendean State Emergency Service
8. Bassendean Patchers
9. Bassendean Scrabble Club
10. Bassendean Town Radio Inc
11. Bassendean Wider Vision (Inc)
12. Beechboro Congregation of Jehovah's Witnesses
13. Eden Hill little Athletics Club
14. Eastern Region Family Day Care Scheme
15. Epiphytic Cacti Hoya Society of Australia Inc
16. Evangelical Soccer Association of WA
17. Midland on Glaze China Painters
18. North Bassendean Little Athletics Club
19. Northern Districts Orchid Society Inc
20. Perth Training and Obedience Dog Club (Inc)
21. Pregnancy Yoga
22. Sahaja Yoga Meditation
23. Scrapbooking and Stamping Club of WA
24. Singing for Pleasure
25. Success Hill Action Group
26. The Ford Fairlane Club of WA Inc
27. The Remnant Church of God
28. Tuesday Dance Group
29. Tuesday Ladies Tennis Group
30. Volleyball WA Association Inc
31. Wednesday Tennis Ladies

The Eastern Region Family Day Care Scheme replied to say that this was a small family business run from home and that none of the questions in the survey were relevant to them.

The survey addressed the following key issues:

- ❖ Membership;
- ❖ Projected membership;
- ❖ Fees;
- ❖ Main expenses
- ❖ Utilisation agreements
- ❖ Facilities;
- ❖ Development plans; and
- ❖ Issues.

A summary of the completed responses is given below:

It should be noted that the responses from users have not been validated by other means and is reprinted as provided by the users.

### 7.1.1 Membership

Association	2001	2002	2003	2004	2005	2006
Arthritis Foundation Bassendean Branch	20	19	19	16	13	13
Ashfield Soccer and Sports Club	200	200	200	200	200	230
ALP Bassendean Sub-Branch	40	40	40	40	40	40
Bassendean Bowling Club					395	
Bassendean Croquet Club (Inc)	19	19	20	20	20	20
Bassendean Lawn Tennis Club Inc	104	117	130	114	119	
Bassendean State Emergency Service	38	42	51	47	52	54
Bassendean Patchers	12	12	12	12	12	12
Bassendean Scrabble Club	25	25	19	19	15	15-20
Bassendean Town Radio Inc				6	13	20
Bassendean Wider Vision (Inc)						60
Beechboro Congregation of Jehovah's Witnesses					120	
Eden Hill Little Athletics Club			32	36	65	35
Epiphytic Cacti Hoya Society of Australia					62	62
Evangelical Soccer Association of WA	400	600	700	940	952	1100
Midland on Glaze China Painters	10	10	9	8	5	5
North Bassendean Little Athletics Club	40	50	43	73	59	65
Northern Districts Orchid Society Inc	102	96	110	108	80	100
Perth Training and Obedience Dog Club				200	220	250
Pregnancy Yoga				100	100	100
Sahaja Yoga Meditation	20	30	20	15	15	?
Scrapbooking & Stamping Club of WA	15	15	15	10	10	10
Singing for Pleasure		8	8	8	9	12
The Ford Fairlane Club of WA Inc	30	32	29	31	35	35
The Remnant Church of God	Not applicable					
Tuesday Dance Group	20-24	20-24	20-24	20-24	20-24	20-24
Tuesday Ladies Tennis Group	12	12	12	11	11	11
Volleyball WA Association Inc				28	32	36
Wednesday Tennis Ladies	14	14	14	14	14	14

The majority of clubs and associations are static, with 2 clubs decreasing in membership, being Eden Hill Little Athletics Club and Bassendean Tennis Club, and 2 clubs expecting an increase in membership being Ashfield Soccer and Sports Club and the Evangelical Soccer Association.

### 7.1.2 Fees

All clubs were asked to provide a list of membership categories and annual fees:

Association	Annual(full)	Social	Other
Arthritis Foundation Bassendean Branch	\$5		\$2 weekly
Ashfield Soccer and Sports Club	\$37.50	\$22.50	Family \$52.50
ALP Bassendean Sub-Branch	Standard financial membership		
Bassendean Bowling Club	\$55	\$22	\$130 green fees
Bassendean Croquet Club (Inc)	\$60		50 cents daily
Bassendean Lawn Tennis Club Inc	Not given		
Bassendean State Emergency Service	Volunteer membership, no fees		
Bassendean Patchers	Room hire fees, paid quarterly		
Bassendean Scrabble Club	\$10		\$3 per time
Bassendean Town Radio Inc	\$5		
Bassendean Wider Vision (Inc)	Not given		
Beechboro Congregation of Jehovah's Witnesses	Not applicable		
Eden Hill Little Athletics Club	\$85		
Epiphytic Cacti Hoya Society of Australia	\$7		\$10 family
Evangelical Soccer Association of WA	\$45		\$50 per club
Midland on Glaze China Painters			\$2 per time
North Bassendean Little Athletics Club	\$85-90		
Northern Districts Orchid Society Inc	\$15		Double \$20
Perth Training and Obedience Dog Club	\$40		Double \$50
Pregnancy Yoga	\$100		\$15 casual \$60 for 5 classes
Sahaja Yoga Meditation	Free		
Scrapbooking and Stamping Club of WA	\$25		
Singing for Pleasure	Nil		\$4 per week
The Ford Fairlane Club of WA Inc	\$25	\$15	\$40 family
The Remnant Church of God	Not applicable		
Tuesday Dance Group	No fees, dancers cover rental of hall		
Tuesday Ladies Tennis Group			\$4 per week
Volleyball WA Association Inc	\$35		\$6 playing
Wednesday Tennis Ladies			Pay for courts

Fees ranged from \$185 for a bowling club member to free to participate in yoga. In general terms the fees are considered low in comparison to other clubs within the Metropolitan area where fees for senior fees range from \$300 pa to \$20 pa with the highest fees being requested from cricket, baseball and tennis clubs. Ethnic, playgroups and seniors groups charge the lower fees.

Junior fees range from \$135 pa to \$15 pa. Tennis and baseball clubs charge the highest junior fees, whilst playgroups and ethnic groups charge the least.

### 7.1.3 Expenses

Clubs were asked to identify the amount spent on an annual basis on their major items as a percentage of total club expenditure eg grounds, State Association affiliation and registration and equipment.

As clubs were asked to identify only their major expenses, figures given do not necessarily total 100% but is an indication of the expenditure pattern.

Items contained within the category “other” include payment for players, coaches, cleaning, maintenance and day to day running of the club.

Association	Grounds/ Building Hire	State Assoc affil/reg	Equipment	Other
Arthritis Foundation Bassendean Branch		Nil		
Ashfield Soccer and Sports Club				\$160
ALP Bassendean Sub-Branch		N/A		
Bassendean Bowling Club	\$80,000	\$5,000		
Bassendean Croquet Club	\$565	\$800	\$60	\$180
Bassendean Lawn Tennis Club Inc	\$3,400	\$2,200	\$2,000	\$6,000
Bassendean State Emergency Service	Nil	Nil	\$40,000	\$10,000
Bassendean Patchers	\$273.80	N/A	N/A	N/A
Bassendean Scrabble Club		\$3 per head	\$300	Nil
Bassendean Town Radio Inc	Nil	APRA licence \$450 pa	\$350	\$420
Bassendean Wider Vision	Hall hire	N/A	N/A	N/A
Eden Hill Little Athletics Club		\$600	\$400	\$1500
Epiphytic Cacti Hoya Society of Australia		\$37.50		
Evangelical Soccer Association of WA	\$2,000		\$10,000	Insurance \$10,000
Midland on Glaze China Painters	\$203.50	Nil	Nil	Nil
North Bassendean Little Athletics Club	\$306	\$5	\$300-500	\$250
Northern Districts Orchid Society Inc	\$370.80	\$500	\$400	\$3,500
Perth Training and Obedience Dog Club		Not given		
Pregnancy Yoga	\$2000		\$500	
Sahaja Yoga Meditation		N/A		
Scrapbooking and Stamping Club of WA	\$180	Nil	Nil	Nil
Singing for Pleasure		Not given		
The Ford Fairlane Club of WA Inc		N/A		
The Remnant Church of God	\$375	Nil	Nil	Nil
Tuesday Dance Group		Nil	Own equipment	Nil
Tuesday Ladies Tennis Group	\$500		\$50	
Volleyball WA Association	\$1,450.80			
Wednesday Tennis Ladies	\$400 approx		\$60 balls	

Tennis and bowling clubs expend large amounts on the upkeep of grounds. This is predictable given the specialised surface required and the lease conditions currently imposed on these groups.

Of interest is the high level of expenditure levied by State Associations, which accounts for \$5000 in one case and \$2,200 in another sport.

### 7.1.4 Utilisation Agreements

Association	Agreement
Arthritis Foundation Bassendean Branch	Weekly hire for 9 months of the year
Ashfield Soccer and Sports Club	Club –10 year lease, oval – weekly hire
ALP Bassendean Sub-Branch	Monthly hire
Bassendean Bowling Club	Lease agreement
Bassendean Croquet Club (Inc)	Lease, yearly fee
Bassendean Lawn Tennis Club Inc	None
Bassendean State Emergency Service	Legislative, partnership with Town
Bassendean Patchers	Weekly hire during school term on Mondays
Bassendean Scrabble Club	Weekly hire paid 4 weekly
Bassendean Town Radio Inc	Nil
Bassendean Wider Vision (Inc)	Weekly hire
Beechboro Congregation of Jehovah's Witnesses	Not given
Eden Hill Little Athletics Club	Unsure
Epiphytic Cacti Hoya Society of Australia	Monthly hire, Sundays February-October, 3hrs
Evangelical Soccer Association of WA	Winter season agreement, per head fee
Midland on Glaze China Painters	Pay by term over the year
North Bassendean Little Athletics Club	Hire part oval for 50 sessions from Sept-Oct
Northern Districts Orchid Society Inc	Monthly hire
Perth Training and Obedience Dog Club	Yearly hire of grounds and lights
Pregnancy Yoga	Weekly hire
Sahaja Yoga Meditation	N/A
Scrapbooking and Stamping Club of WA	Monthly hire
Singing for Pleasure	Weekly hire (Thursday afternoons)
The Ford Fairlane Club of WA Inc	Monthly hire
The Remnant Church of God	Weekly hire
Tuesday Dance Group	Weekly rental during school term time
Tuesday Ladies Tennis Group	Seasonal, May to November
Volleyball WA Association Inc	Weekly hire
Wednesday Tennis Ladies	Weekly hire, Wed 9-11.30am

The majority of groups operate by weekly or monthly rental, whilst the sport specific groups operate by means of a lease for both grounds and buildings.

### 7.1.5 Facilities

Clubs were asked which facilities and buildings they currently used:

Association	Facility
Arthritis Foundation Bassendean Branch	Community Hall Bassendean
Ashfield Soccer and Sports Club	Clubrooms, change rooms and shelter and Ashfield Reserve
ALP Bassendean Sub-Branch	Activity Room 1 at Bassendean Library
Bassendean Bowling Club	Club house, sheds, 3 greens, BBQ area
Bassendean Croquet Club (Inc)	Clubhouse and court
Bassendean Lawn Tennis Club Inc	Tennis courts and clubhouse
Bassendean State Emergency Service	Office building, training room, vehicle and storage shed
Bassendean Patchers	Activity Room 2 at Bassendean Library
Bassendean Scrabble Club	Committee room, kitchen, store room
Bassendean Town Radio Inc	Private facilities



Association	Facility
Bassendean Wider Vision (Inc)	Bassendean Council Community Hall
Beechboro Congregation of Jehovah's Witnesses	Kingdom Hall
Eden Hill Little Athletics Club	Jubilee Reserve, part of Stan Moses Pavilion (storage area)
Epiphytic Cacti Hoya Society of Australia	Bassendean Community Hall
Evangelical Soccer Association of WA	Ashfield Oval
Midland on Glaze China Painters	Community Room
North Bassendean Little Athletics Club	Jubilee Reserve, shed next to Stan Moses Pavilion
Northern Districts Orchid Society Inc	Alf Faulkner Hall
Perth Training and Obedience Dog Club	Ashfield Reserve, toilets, storage room
Pregnancy Yoga	Alf Faulkner Hall
Sahaja Yoga Meditation	Private home
Scrapbooking and Stamping Club of WA	Lesser Hall, Bassendean
Singing for Pleasure	Bassendean Community Hall and kitchen
The Ford Fairlane Club of WA Inc	Bassendean Town Hall
The Remnant Church of God	Committee Room
Tuesday Dance Group	Community Hall
Tuesday Ladies Tennis Group	Eden Hill tennis courts
Volleyball WA Association Inc	Cyril Jackson Recreation Centre hall
Wednesday Tennis Ladies	1 hard court at Bassendean Tennis Club

#### 7.1.6 Development Plans

A few clubs have formal development plans but the majority operate on informal plans to either increase membership or develop their existing facilities. It would be desirable for the Town to play an active role in facilitating clubs in their planning and development plan creation.

A number of clubs are expecting to gain financial assistance from the council to undertake various programmes and building developments.

An indication of these informal plans and those wishing to seek Council financial assistance is contained in the table below:

Association	Development Plans	Funds from Council
Arthritis Foundation Bassendean Branch	None	No
Ashfield Soccer and Sports Club	Continued extension of club facilities	Possibly
ALP Bassendean Sub-Branch	None	No
Bassendean Bowling Club	Addition of games room	Yes
Bassendean Croquet Club (Inc)	None – limited to one court	No
Bassendean Lawn Tennis Club Inc	More hard courts for winter play	Yes
Bassendean State Emergency Service	Upgrading of facilities	No
Bassendean Patchers	None	No
Bassendean Scrabble Club	Undergoing a current membership drive	No
Bassendean Town Radio Inc	Boost membership to 100+ Increase volunteers supplying news and shows Increase weekly visitors to website	Yes – to cover mail out for new volunteers
Bassendean Wider Vision (Inc)	New members	No

Association	Development Plans	Funds from Council
Beechboro Congregation of Jehovah's Witnesses	None	No
Eden Hill Little Athletics Club	Nil	No
Epiphytic Cacti Hoya Society of Australia	None	No
Evangelical Soccer Association of WA	Securing own grounds	Probably
Midland on Glaze China Painters	None	No
North Bassendean Little Athletics Club	New/better jump pits New shot put ring	Hoping this will be done as part of design plans
Northern Districts Orchid Society Inc	Security cupboard for crockery and technical publication	Waiting for approval for funding
Perth Training and Obedience Dog Club	Increasing membership and equipment therefore needing more storage space	Not sure
Pregnancy Yoga	Increase class size, run classes for women with children with a crèche facility	No
Sahaja Yoga Meditation	Increasing participants	No
Scrapbooking and Stamping Club of WA	Increase membership	No
Singing for Pleasure	None	No
The Ford Fairlane Club of WA Inc	None	No
The Remnant Church of God	None	No
Tuesday Dance Group	More dancers	No
Tuesday Ladies Tennis Group	None	No
Volleyball WA Association Inc	More players	No
Wednesday Tennis Ladies	More ladies to play	No

### 7.1.7 Issues

The survey requested that clubs identify any specific issues they have with their use of Council facilities. The following issues were raised:

Association	Issues
Arthritis Foundation Bassendean Branch	No
Ashfield Soccer and Sports Club	Money allocated through grants etc not enough Ashfield contributes over \$300,000 in kind to maintain sport and rec at Ashfield Reserve
ALP Bassendean Sub-Branch	No
Bassendean Bowling Club	No
Bassendean Croquet Club	Limited to one court
Bassendean Lawn Tennis Club Inc	Poor communication, poor follow-up, poor implementation with the Town
Bassendean State Emergency Service	The Town appears to be in a slight decline on the services provided

Association	Issues
Bassendean Patchers	Key to room does not always work Chairs and tables removed from room during week are not returned Lack of response to telephone calls and correspondence in recent times
Bassendean Scrabble Club	No
Bassendean Town Radio Inc	No
Bassendean Wider Vision	Would appreciate better kitchen and updated toilet facilities
Beechboro Congregation of Jehovah's Witnesses	No
Eden Hill Little Athletics Club	Overcrowding of ground Between Dec-Feb. Swan Districts Football Club tend to take over the entire area
Epiphytic Cacti Hoya Society of Australia	No
Evangelical Soccer Association of WA	No
Midland on Glaze China Painters	No
North Bassendean Little Athletics Club	Double booking oval with other sporting groups who show no consideration for small children. No consultation when Swan Districts start training towards end of the season, showing blatant disregard for the athletes Other junior sports clubs do not have to pay a ground fee Would like a circular track put down, useful for all codes training on
Northern Districts Orchid Society Inc	No, have good relationship with the Town
Perth Training and Obedience Dog Club	Difficult to get equipment in and out of storage area as share with soccer club Better lighting and security at Ashfield Reserve would attract more people with their dogs
Pregnancy Yoga	Would like hall extended to provide shade, crèche area for children and storage area
Sahaja Yoga Meditation	No
Scrapbooking and Stamping Club of WA	No
Singing for Pleasure	No
The Ford Fairlane Club of WA	No
The Remnant Church of God	No
Tuesday Dance Group	Very happy with Town of Bassendean
Tuesday Ladies Tennis Group	Would like the courts cleaned and equipment checked before play
Volleyball WA Association	No
Wednesday Tennis Ladies	Closure of public courts at BIC meant relocation to Bassendean Tennis Club. Now told that Tennis Club requires courts on Tues, Wed and Thurs from May and will not be able to play there, feel have right to one court because of long association with Bassendean and do not wish to be shifted again.

## **7.2 Schools**

### **7.2.1 Cyril Jackson Senior Campus**

Conduct of school programs take place at:

- ❖ Cyril Jackson Senior Campus and Recreation Centre;
- ❖ Swan River;
- ❖ Bassendean Lawn Bowls Club;
- ❖ Bassendean Tennis Club;
- ❖ Ashfield Oval;
- ❖ CJ Oval;
- ❖ Morley Squash Courts;
- ❖ Bayswater Waves Swimming Pool; and
- ❖ Bassendean Oval (athletics).

Activities currently participating in:

- ❖ Orienteering;
- ❖ Canoeing;
- ❖ Rowing;
- ❖ Squash;
- ❖ Cycling;
- ❖ Swimming;
- ❖ Power boating;
- ❖ Weight training; and
- ❖ General sports.

Activities would like to participate in but do not have the facilities:

- ❖ Pool (closer than Bayswater);
- ❖ Gymnasium (weights room);
- ❖ Fitness testing (classroom/activity room attached to the gymnasium);
- ❖ Climbing wall;
- ❖ 2 court multi purpose gymnasium;
- ❖ Tennis courts (close to school), land could be provided by DET;
- ❖ Beach volleyball;
- ❖ Canoeing shed/rowing shed on the shore of Swan River; and
- ❖ Housing for bikes.

Frequency of participation:

- ❖ 8am – 5pm Monday to Friday

### **7.2.2 Ashfield Primary School**

Conduct of school programs:

- ❖ Ashfield Primary School grounds for majority of physical education programs;
- ❖ Ashfield Reserve for inter school program;
- ❖ Bassendean Oval for inter school athletics; and
- ❖ Bayswater Waves for in term swimming.

Activities currently participating in:

- ❖ Football, soccer, rugby, cricket, tee-ball, softball, baseball, softcrosse, hockey and athletics ;
- ❖ Netball, basketball and tennis;
- ❖ Swimming; and
- ❖ Cross-country.

Problems with participation:

- ❖ Use bitumen surface at the school for netball, basketball and tennis;
- ❖ Not ideal for tennis as a lot of balls end up on the roofs of surrounding buildings;
- ❖ The school has a large oval but no change rooms or showers so precludes community use requiring change facilities; and
- ❖ Suitably sited tennis and basketball courts could be made available to the public after hours.

### 7.3 Building Survey

A survey was sent to all lease holders to gain feedback on a number of aspects. The information gained has been summarised and the key elements have been extracted which identifies their current use of facilities, the quality of the facility and their future requirements.

A mail survey was sent to all lessees using Town of Bassendean facilities. A total of 5 responses have been received representing a 55% return rate.

Club
1. Ashfield Soccer and Sports Club
2. Bassendean Caledonian Soccer Football Club
3. Bassendean Bowling Club
4. Bassendean Croquet Club
5. Bassendean Lawn Tennis Club

The survey addressed the following key issues:

- ❖ Current usage;
- ❖ Community use and limitations;
- ❖ Hours of operation;
- ❖ Hire fees ;
- ❖ Management and management fees;
- ❖ Building appearance;
- ❖ Building changes; and
- ❖ General comments.

A summary of responses appears below:

It should be noted that the responses from clubs have not been validated by other means and is reprinted as provided by the clubs.

#### 7.3.1 Is the facility used by other groups?

Club	Yes	No	Other users
Ashfield Soccer and Sports Club		✓	
Bassendean Caledonian Soccer Football Club		✓	
Bassendean Bowling Club	✓		Community night bowls Ambassador Dart Club Private functions
Bassendean Croquet Club	✓		Groups in the evening
Bassendean Lawn Tennis Club	✓		Junior tennis coaching

Have you ever had to refuse an application for use due to the building not being suitable or have users left the facility due to unsuitability?

Club	Yes	No	Elements
Ashfield Soccer and Sports Club	✓		Too hot – no air-conditioning in Jan, Feb, March
Bassendean Caledonian Soccer Football Club		✓	
Bassendean Bowling Club	✓		Too old Fixtures and fittings
Bassendean Croquet Club		✓	
Bassendean Lawn Tennis Club	✓		

### 7.3.2 Hours of operation

Club	Hours of Operation
Ashfield Soccer and Sports Club	Monday-Friday 3pm-11/12pm Saturday and Sunday 9am-11pm
Bassendean Caledonian Soccer Football Club	Tue/Wed 7pm-10pm Thur 5pm-10pm Fri./Sat 4pm-10pm Sun 4pm-10pm Game days Sat/Sun 1pm-close
Bassendean Bowling Club	Not given
Bassendean Croquet Club	Wednesday and Saturday 8.30am-3pm Odd days for practice
Bassendean Lawn Tennis Club	N/A

### 7.3.3 Fee schedule/costs charged

Club	Fee Schedule/Costs Charged
Ashfield Soccer and Sports Club	\$37.50 full member \$22.50 social member \$52.50 family
Bassendean Caledonian Soccer Football Club	Not given
Bassendean Bowling Club	\$185 full bowling \$22 social member Various fees for private functions
Bassendean Croquet Club	As determined by Town Council
Bassendean Lawn Tennis Club	N/A

### 7.3.4 Management, type of agreement

Club	Lease	Licence	Management Agreement	Weekly Rent
Ashfield Soccer and Sports Club	✓			
Bassendean Caledonian Soccer Club	✓			
Bassendean Bowling Club	✓			
Bassendean Croquet Club	✓			
Bassendean Lawn Tennis Club	✓			

### 7.3.5 Lease fee payable to the Town

Club	Agreement Cost/Fee
Ashfield Soccer and Sports Club	\$1120
Bassendean Caledonian Soccer Football Club	\$366 per month
Bassendean Bowling Club	\$2602 pa
Bassendean Croquet Club	\$565 pa
Bassendean Lawn Tennis Club	\$3400

### 7.3.6 Who is responsible for maintenance?

Club	Maintenance Responsibility
Ashfield Soccer and Sports Club	Reasonable wear and tear – Town Breakdowns, electrics, water, white goods - Club
Bassendean Caledonian Soccer Football Club	Grounds-Town Interior and exterior of clubhouse - BCSFC
Bassendean Bowling Club	The club
Bassendean Croquet Club	Town with self help
Bassendean Lawn Tennis Club	Not given

### 7.3.7 Building appearance

Does the building have high visibility?

Club	Yes	No
Ashfield Soccer and Sports Club	✓	
Bassendean Caledonian Soccer Football Club		✓
Bassendean Bowling Club	✓	
Bassendean Croquet Club		✓
Bassendean Lawn Tennis Club	✓	

### 7.3.8 Building accessibility

Club	Parking		Public Transport		Disability Access		Toilet Facilities		Other	
	Y	No	Y	No	Y	No	Y	No	Y	No
Ashfield Soccer and Sports Club	✓		✓		✓		✓			✓
Bassendean Caledonian Soccer Football Club	✓			✓	✓			✓		
Bassendean Bowling Club	✓		✓		✓		✓			
Bassendean Croquet Club		✓		✓	✓		✓			
Bassendean Lawn Tennis Club	✓		✓		✓		✓			✓

If you said No in the last question please state why.

Club	Reason for No
Ashfield Soccer and Sports Club	Lights need to be upgraded
Bassendean Caledonian Soccer Football Club	Need shower/change facilities for ladies teams No passing public transport, closest Walter Road
Bassendean Bowling Club	
Bassendean Croquet Club	Not given
Bassendean Lawn Tennis Club	Location is now unsuitable

### 7.3.9 Building changes

If money were not an issue, what changes would you like to see made to the building for existing use and additional use you believe would not conflict with your use?

Club	Existing Use
Ashfield Soccer and Sports Club	Air conditioning is a must
Bassendean Caledonian Soccer Football Club	Lighting for soccer pitches
Bassendean Bowling Club	Total modernisation of all building structures and perimeter fencing
Bassendean Croquet Club	
Bassendean Lawn Tennis Club	No longer applicable

Club	Additional Use
Ashfield Soccer and Sports Club	People playing pool, darts or socialising who would become social members
Bassendean Caledonian Soccer Football Club	Unable due to license restriction
Bassendean Bowling Club	Modernisation would generate more private functions and make the facility more productive and profitable
Bassendean Croquet Club	
Bassendean Lawn Tennis Club	N/A

### 7.3.10 How would you propose any building improvements be funded?

Club	Building Funding
Ashfield Soccer and Sports Club	Interest free loans, grants Federal Government assistance
Bassendean Caledonian Soccer Football Club	Through grants
Bassendean Bowling Club	Part by Town, part by long term finance provided or guaranteed by the Town
Bassendean Croquet Club	
Bassendean Lawn Tennis Club	New/temporary building under way

## 7.4 Summary

The consultation phase of the study has provided information on the current status of clubs, associations, schools and lessees within the Town that will be utilised in determining a framework for Optimising Sporting and Cultural Participation for the Town of Bassendean.



TOWN OF BASSENDEAN

OPTIMISING SPORTING & CULTURAL  
PARTICIPATION

FACILITIES PLAN

REPORT

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## EXECUTIVE SUMMARY

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*“The aim of this study is to develop a Facilities Plan that defines the Town’s purpose, direction and management practices in respect of sporting and cultural uses of the Town’s facilities .“*

This report has been prepared for the Town of Bassendean by Jill Powell & Associates. The report has focused on six main avenues of enquiry, these being:

- Demography analysis;
- Review of Previous Reports;
- Participation Trends;
- Consultation;
- Social Trends; and
- Facility Inventory.

The detailed data and analysis is contained within Part One, Background Report. The data and information collated in this background has been analysed to determine the Strategic Drivers and Strategic Principles on which the future direction is proposed.

### **Issue Identification**

The key considerations for the Town over the next ten years, based on demographic data and trends in participation are significant and will have an impact on how Recreation and Cultural Services are provided within the Town, these are:

#### ❖ **The change in participation trends**

Participation trends are changing and as such support for increasing facility development along these lines that increase safety, security, access, travel links by means of lighting, dual use pathways, fitness tracks, playgrounds and BBQ’s.

#### ❖ **Community expectations in terms of standard of facility**

The Town has a number of buildings over 30 years old. The design of buildings in the 1970’s is significantly different to today’s standards and renovation and redevelopment is now required.

#### ❖ **The current standard of facilities**

The facility audit, review of reports and community consultation has identified some necessary changes to existing facilities to better meet current needs. Specific details are contained within section 4.3 of this report

#### ❖ **The need for access and inclusion**

A more coordinated, collaborative and strategic approach is necessary to ensure that the social and health benefits are available to all Western Australians with disabilities. As disability intersects with gender, ethnicity, Aboriginality, cultural and linguistic diversity and socioeconomic status, it is important that all members of the sport and recreation community develop practices, attitudes and skills that can effectively incorporate this rich diversity at the local community level. In turn, the development of inclusive services should have broader benefits to other community members who have been unable to enjoy the benefits of community sport and recreation.

#### ❖ **The emphasis on increasing physical activity**

In order to increase the physical activity rates of the Town of Bassendean community, it is important to address the existing level of service and facility provision and measure it against

the core characteristics of an active community as defined by the WA Physical Activity Task Force

❖ **The need to have a Council position on provision of facilities and services.**

The lack of a Council philosophical position as to why it is involved in the provision of facilities and services for sport and recreation, results in some inconsistencies and lack of currency in existing policies.

The development of clear philosophical statements will not remove all areas of contention but will aid decision making by the provision of a guideline or standard for consideration

❖ **The need to market and promote facilities and services to the community.**

The need to ensure that the Town's facilities and services are well known and communicated to the community are key elements in the Optimising of Sporting and Cultural Participation

It is clear that in terms of volume of facilities the Town is well serviced, in that all sports and community groups wishing to participate have a facility. This plan provides a sound policy position so that recreation within the Town has a clear direction and that the many activities and services do not operate in isolation of each other but do so within a specific Council framework.

The Town does have a clear direction in terms of Culture within its Cultural Plan in that the Town will look to work in partnerships with existing facilities, organisations and individuals to build community capacity. No new facilities were identified and moves towards facilitation rather than direct service provision are the key principles.

## RECOMMENDATIONS

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- 1 **THAT** in recognition of the changing nature of participation, the Town as a priority supports the development of additional facilities for unstructured sport and recreation.
- 2 **THAT** the Town acknowledge the need to undertake an assessment of its Open Space's with a view to identifying a hierarchy and decision making framework.
- 3 **THAT** an assessment of all Public Toilets within the Town be conducted to ensure that the facilities are warranted, clean and safe to use.
- 4 **THAT** all Community buildings will be of a high standard and meet all legislative requirements in terms of :
  - Fire prevention;
  - Access;
  - Community safety features;
  - Occupational health and safety; and
  - Energy efficiency.
- 5 **THAT** a Feasibility Study be conducted to assess the viability of constructing a shared facility to cater for the Bassendean Tennis, Bowling and Croquet Clubs.
- 6 **THAT** upon development of the new Eden Hill subdivision a Feasibility Study be completed to assess the development or redevelopment of the Alf Faulkner Hall to meet the community needs in the Eden Hill locale.
- 7 **THAT** any redevelopment of the Bassendean Seniors and Community Centre be cognisant of all generic groups within the community and the facility be designed to cater for multiplicity of use.
- 8 **THAT** negotiation be held with the Bassendean Tennis Club to determine a timeframe to hand over responsibility for the maintenance of the tennis facilities to the club.
- 9 **THAT** negotiation be held with the Bassendean Croquet Club to determine a timeframe to hand over responsibility for the maintenance of the croquet facilities to the club.
- 10 **THAT** the minor facility changes contained within section 4.3.2 are actioned.
- 11 **THAT** any redevelopment and financial assistance to the Swan Districts Football Club and Steel Blue Oval needs to be subject to clear management responsibilities and community use aspects being included in any management agreement.
- 12 **THAT** specific programs and activities be developed for the Town's seniors to meet the needs of an ageing population.
- 13 **THAT** an education and promotional campaign be developed to address the importance of access and inclusion to all of the Town's facilities and services.
- 14 **THAT** funding to undertake the preparation of a Town of Bassendean Physical Activity Plan be sought from the Physical Activity Foundation.
- 15 **THAT** the Draft Sport and Recreation Policies which clearly states the Councils desired position in its provision of leisure facilities and services be adopted.
- 16 **THAT** the Facilities Plan Report and its action plans be adopted.
- 17 **THAT** the Facilities Plan be reviewed internally every three years to ensure it retains currency prior to review of the organisational Strategic Plan.

## I SUMMARY STRATEGIC DRIVERS/KEY FACTS

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The following Strategic Drivers provides a base on which proposed direction will be based:

### 1.1 Community Profile

- ❖ The study area consists of a population of 13,306 with 48.9% male and 51.1% female;
- ❖ The study area has a significantly lower population in the 15-24 age groups with higher numbers in the 65+ age groups;
- ❖ 63.1% of the local community population are under 45 years of age which when compared with participation trends would indicate an active population;
- ❖ A total of 22.25% of the population are contained within the 40-54 age group (“baby boomers”), this will have a major impact on services and facilities over the next 10 years; and
- ❖ Population projections indicate that there will be a gradual overall growth to 15,300 by the year 2021.

### 1.2 Recreational and Cultural Pursuits Participation

- ❖ Australian born persons were more likely to participate (57.6%) than persons born overseas;
- ❖ The highest participation rate is contained within the 15-24 age group, which corresponds to 12.6% (1,678 persons) of the study area;
- ❖ Walking is the most popular physical activity accounting for 51.3% of females and 26.6% of males, and does not necessarily require any built or developed facilities; and
- ❖ The top five activities are all activities that can be undertaken in an unstructured environment, informally and to some extent require limited facility development and occurs despite the lack of development, these being:
  - Walking (other);
  - Aerobics/fitness;
  - Swimming;
  - Cycling; and
  - Running.
- ❖ The level of Physical Activity in the East Metropolitan Health region indicates that the proportion of adults from the region were:
  - Sufficiently active (52.5%);
  - Insufficiently active (34.4%); and
  - Inactive (13.2%).

### 1.3 Community Consultation

The consultation undertaken with community groups within the Town revealed the following key issues:

- ❖ Static or declining memberships;
- ❖ Low membership fees that may need to be increased;
- ❖ Lack of formal development plans leading to ad hoc development;
- ❖ The need to improve communication between the Town and its users; and
- ❖ Air conditioning and refurbishment of ageing facilities.

### 1.4 Council Policy

The Town has recently adopted a Cultural Plan that provides a philosophical basis for cultural pursuit provision in the Town. This Plan provides the Town a philosophical base as to why sport and recreation are important to the Town's service provision, leading to better focussed service delivery.

The Town has a range of policies that appear to have been developed in isolation and in reaction to situations as they arise. They lack currency with today's trends in participation and would benefit from ascertaining Councils Philosophical position as to why the Town is involved in providing or facilitating sport and recreation within its boundaries.

In terms of volume of facilities the Town of Bassendean is well serviced, in that all sports and community groups wishing to participate have a facility. However the quality and location of some facilities needs some attention.

## **1.5 Government Policy**

Current Government Policy is that more emphasis should be placed on recreation and physical activity. Therefore the charter of the Governments main co-ordinating body should be expanded to include recreation.

*"A More Active Australia will be built upon:*

- *Continued achievement in high performance sport;*
- *Greater grass roots participation in sport for all ages;*
- *Excellence in sports management; and*
- *Continuing to step up the fight against drugs in sport.*

*The centrepiece of our policy is a new strategy to increase community participation in sport. It is true that more players mean more winners but there are also other benefits of being involved in sport. In addition to the obvious benefits of health and fitness, the Government appreciates that sport provides valuable opportunities for people of all ages to improve themselves, display teamwork and become more engaged in community activities."*

## **1.6 National Trends**

- ❖ The Australian population is ageing and Australians are living longer;
- ❖ There is an increasing diversity of employment arrangements, more flexible working time patterns, and significant increases in the extent of part-time and casual employment.;
- ❖ Sport, recreation and physical activities are facing increasing competition from many activities for individuals' time and money. Competition for discretionary time and the discretionary dollar has never been more intense;
- ❖ There is increased societal concern for personal safety;
- ❖ Volunteers are increasingly more prepared to commit to a well-organised and professional organisation for a specific task and/or a finite period;
- ❖ There is increased community expectation of higher standards of infrastructure and service delivery;
- ❖ The prevalence of overweight and obesity has increased in Australia over the past few decades;
- ❖ In Western Australia, almost one in three girls and one in four boys are overweight or obese;
- ❖ There has been heightened community and individual awareness of the benefits of physical activity;
- ❖ There is overwhelming evidence of unacceptably low and declining levels of physical activity; and
- ❖ Increasingly, computers and the Internet are becoming a part of everyday life for many Australians.

## 2 STRATEGIC DRIVERS - BUILDING SPECIFIC

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In addition to the strategic drivers identified in the previous section of this report, there are a number of factors specific to community buildings which have also been used to provide a measurement of current provision against community expectations.

These are:

- ❖ The development of residential in-fill development and the move towards smaller block sizes has resulted in greater demand being experienced for small room hire and more flexible usage requirements. These demands are in essence the replacement venues for activities that used to occur in the “back yard” or to cater for larger family events.
- ❖ Some important services and facilities that were previously in short supply, (prompting local governments to deliver them), are now supported by specialist commercial or not for profit providers, eg:
  - Room hire (available from the commercial/ private sector);
  - Childcare (available from the commercial/ private sector; and
  - HACC funded services (available from the not for profit sector).
- ❖ Many facilities are ageing and run-down. The cost of maintenance and refurbishment increases with age.
- ❖ Community expectations of the standard of facilities have risen and continue to rise.
- ❖ Contemporary legal, policy and community standards demand improvements in:
  - Fire prevention;
  - Access;
  - Community safety features;
  - Occupational health and safety; and
  - Energy efficiency.
- ❖ There are some sport and recreation trends and facility demand such as:
  - Increasing demand for senior facilities;
  - Increasing demand for childcare facilities; and
  - Changes in sporting demands.



## 3 STRATEGIC PRINCIPLES

---

Based on the two sets of strategic drivers a set of principles has been determined for Councils consideration. It is intended that these principles will guide decisions about investments.

### 3.1 Approach

- ❖ Facilities will be managed to reflect and maintain the character and values of the Town of Bassendean; and
- ❖ To meet community expectations, facilities must generally be of a high standard to warrant use by all of the community.

### 3.2 Asset Management

- ❖ Facilities controlled by the Town will be upgraded to current standards for:
  - Fire prevention;
  - Universal access;
  - Community safety and security features;
  - Graffiti prevention;
  - Occupational health and safety; and
  - Energy efficiency.

### 3.3 Usage and Control of Assets

- ❖ Where possible, facilities will be upgraded to:
  - Maximise flexibility of use; and
  - Satisfy users' storage requirements.
- ❖ All facilities managed by an exclusive lease shall be required to fulfil the obligations of the lease in terms of maintaining the value of the asset.
- ❖ That clearly defined maintenance responsibilities schedules shall be updated and communicated to reflect existing building standards and legislation.

### 3.4 Multi-use Facilities

- ❖ Where possible any existing community building should be used by a number of users; and
- ❖ The Council needs an in principle support for the provision of shared facilities.

## 4 PROPOSED DIRECTION

---

The Town of Bassendean is committed to providing opportunities to enhance the community's quality of life and this is clearly reflected in the existing level of service and facility provision.

In order to maintain currency and to meet community participation trends, it is now necessary to identify a clear focus and framework for the next ten years.

The review of reports, participation trends assessment, consultation and facility audit allows for a clear direction to be proposed for Council to consider.

The over-riding emphasis for the next ten years is based on the following key issues:

- ❖ The change in participation trends;
- ❖ Community expectations in terms of standard of facility;
- ❖ The current standard of facilities provision;
- ❖ The need for access and inclusion;
- ❖ The emphasis on increasing physical activity;
- ❖ The need to have a Council position in provision of facility and service provision; and
- ❖ The need to market and promote facilities and services to the community.

### 4.1 Change in Participation

#### **PROPOSED DIRECTION**

**Vision**            **Additional facilities in the form of BBQ's, playground equipment, outdoor gym equipment be placed at major sporting/recreational reserves and are supported by a hierarchy of smaller local venues.**

#### **STRATEGY**

##### **4.1.1 Additional Facilities**

The need to cater for the increasing demand by the public for "unstructured" use facilities is evident in all recent trend analysis and, whilst it will result in increased capital expenditure to provide facilities, it will also lead to better use of the Council's resources and assets.

Additionally clubs utilising sporting facilities are conscious of the need to provide alternative facilities to enhance the attraction of their facilities to the families of their members. Members see the club as the social focus of their leisure hours and, once their playing facilities are appropriate, they will require social amenities for the community.

The provision of "unstructured" facilities needs to take into account adequate shade, safety of use, and safe access (avoiding conflict with both the playing areas and vehicle access roads).

The Town of Victoria Park recently installed outdoor gym equipment adjacent to the multi use cycle path via the Causeway and observations would indicate it is utilized frequently by individuals using the pathways. This equipment provides for unstructured activity at no cost and, while some would argue it may be at the expense of health clubs and multi-use recreation centres, it could also be new users who previously have not been inclined to attend the "health club" environment.

Examples of the type of equipment currently available from ForPark Australia are illustrated below:



ForPark Cross Trainer



Forpark Australia Rowing Machine

## ACTION PLAN

PRIORITY	ITEM	ACTION TO BE TAKEN	INDICATIVE COST	COMPLETION DATE	DESIRED RESULT
HIGH	I. <b>Development of major reserves to provide a focus for service and facility provision</b>	<ol style="list-style-type: none"> <li>1. Publicise widely the concept of centralising facilities into four major reserves of Jubilee Reserve, Ashfield Reserve, Point Reserve and Sandy Beach Foreshore.</li> <li>2. Determine requirements, number and type of facilities i.e. <ul style="list-style-type: none"> <li>▪ Bicycle paths &amp; walk trails;</li> <li>▪ Seating and picnic facilities;</li> <li>▪ Pedestrian lighting; and</li> <li>▪ Playground facilities.</li> </ul> </li> <li>3. Develop concept plans of development</li> <li>4. Prepare Council report and submit for consideration on 2007/08 Draft Budget</li> <li>5. Prepare CSRFF grant application</li> <li>6. Call tenders</li> <li>7. Select and appoint contractors</li> <li>8. Install new facilities</li> </ol>	To be determined	December 2007 Development of 3 year plan Completion December 2010	The Town of Bassendean is characterised by its user friendly open spaces allowing for unstructured recreation and family gatherings. All open spaces including sports grounds will have a basic minimum level of unstructured/social facilities to encourage all the family to use them.

#### 4.1.2 Hierarchy of Reserves

The site inspections undertaken clearly highlighted the “oversupply” of passive reserves/playgrounds.

In the Town of Bassendean there are 55 open spaces comprising:

- 52 passive parks/playgrounds
- 3 active ovals

These areas of open space do not include school ovals or areas of natural bushland not maintained by the council.

When the population of the town is taken into consideration the following is currently seen:

Passive                      52 open spaces                      = 1 open space per 256 people  
   13,306 population

Whilst there are reservations about the application of set standards in the provision of recreation and sport open spaces, they do provide a measuring tool to ascertain the necessary level of provision along with local sensitivity and acceptance by the community.

A scan of standards currently in operation throughout Australia reveals that Western Australia, Tasmania and South Australia do not have any acts or legislation relating directly to the amount of open space necessary within communities.

However, Victoria, ACT and NSW have legislation covering the appropriate level of provision. The relevant standards are as follows:

ACT	Playgrounds/passive parks shall be located within 400 metres of every residence.
Victoria	Ideally local parks should be located within a 300m safe walking distance and where this is not feasible within 500m of all residents.
NSW	An amount of 2.8 hectares per 1000 population is the commonly accepted rate and the continued use of this standard is considered appropriate where no other basis has been established.

If the NSW standards were to apply to the Town of Bassendean it can be seen that a total of 37.25 hectares would be required for Bassendean.

Whilst the ACT and Victorian standard of 300-500 metre catchment may not be entirely appropriate in the Town of Bassendean, it does provide a standard against which decisions can be made. Additionally it provides an option for the Town to consolidate the facilities provided at these reserves and thus improve the quality of equipment for the community.

The allocation and classification of open space was originally based on the Ministry for Planning's policy on public open space in residential areas.

The policy's requirement in residential areas is that, where practicable, 10% of the gross subdivisible area be given up free of cost by the subdivider and vested in the Crown under the provisions of Section 20A of the Town Planning and Development Act, as a reserve for recreation. The 10% requirement is derived from the recommendations contained in the Stephenson/Hepburn Plan for the Metropolitan Region Perth and Fremantle 1955 Report. That report states that for most areas a

standard of 3.36 hectares per 1000 population (excluding school playing fields) is recommended as sufficient for public open space.

The Stephenson and Hepburn Report's (1955) main aim, in terms of recreation, was to define "a network of open spaces so as to allow for an equitable distribution throughout the urban areas, to ensure easy access to limit unnecessary travel, to make full use of natural features". The report suggested "standards for different categories of open space required to meet the needs of different age groups and various kinds of recreational activity" (Stephenson-Hepburn, 1955). These standards allow for some variance due to the differences in each district's population density, natural features, 'social character' of the population and the precise amount and pattern of open space existing within each district.

Public open space is divided into four distinct categories.

❖ **Local open space/parks**

- Local parks up to 3,000m<sup>2</sup> may be provided for local children's play and as resting places, designed as small intimate spaces where appropriate, with lot, street and landscape layout providing good visual supervision.

❖ **Neighbourhood parks**

- Neighbourhood parks of around 3,000m<sup>2</sup> - 5,000m<sup>2</sup> or larger must be provided, each serving about 600 dwellings, a maximum 400m walk from most dwellings.
- The neighbourhood park should have streets on all sides or may have a portion of its perimeter (approximately 25%) abutting development which provides adequate surveillance through frontage.

❖ **District open space**

- District parks of around 2.5 – 4 hectares must be provided, each notionally serving three neighbourhoods, a maximum 600m walk from most dwellings.
- District parks must be provided with sufficient land area and dimension to incorporate grassed areas for informal games, organised sport, hard surfaces for games such as netball and basketball, and natural and human-made difference in elevation (which may also perform a drainage function).

❖ **Regional open space.**

- Regional open space - including ocean and river foreshores, areas of landscape value, picnic/camping/tourist areas, nature reservations, central parks, zoological gardens, regional sports centres, motor parkways and open country.

In general, there are no set requirements for the size and distribution of public open space reserves. The policy requires that only a 'reasonable' distribution of land for active and passive recreation in each locality is provided.

There is a need to define and make recommendations on the provision of infrastructure for each category of the Town's POS, (including for play structures) by establishing a decision-making framework.

## ACTION PLAN

PRIORITY	ITEM	ACTION TO BE TAKEN	INDICATIVE COST	COMPLETION DATE	DESIRED RESULT
High	2. Hierarchy of Reserves	<ol style="list-style-type: none"> <li>1. Development of a framework to define and categorise all Open Space within the Town</li> <li>2. Submit to Council for endorsement in principle.</li> <li>3. Assessment and Audit of all Open Space in the Town</li> <li>4. Determine and categorise Open Space</li> <li>5. Identify surplus and deficits based on framework</li> <li>6. Submit for Council approval.</li> <li>7. Implement Plan</li> </ol>	\$5000	Dec 2006 completion of plan with a staged 5year implementation, expected completion of 2011	The Towns community will have access to wide range of recreational, sporting and cultural outdoor venues which are well supported in terms of ancillary facilities.

### STRATEGIC DRIVERS/JUSTIFICATION FOR CHANGE

- ❖ Changes in participation trends;
- ❖ Increase in unstructured physical activity; and
- ❖ Focus for development.

#### 4.2 Community Expectations in Terms of Standard of Facility

##### PROPOSED DIRECTION

**Vision** Community buildings will be of a high standard and meet all legislative requirements in terms of:

- ❖ Fire prevention;
- ❖ Access;
- ❖ Community safety features;
- ❖ Occupational health and safety; and
- ❖ Energy efficiency.
- ❖ Aesthetics

##### STRATEGY

The Town has a number of buildings over 30 years old. The design of buildings in the 1970's is significantly different to today's standards and renovation and redevelopment is required to meet contemporary expectations.

In any discussion regarding public buildings the key question to be asked is "would you or your family feel safe using the facility?" if the answer is negative then the building needs attention.

Changes in government legislation and increasing awareness from the public regarding universal access has placed additional pressures on the provision of community buildings that must be addressed with some priority.

Anti social behaviour has created a number of difficulties for Local Governments and the provision of public toilets and, whilst the intent of providing public toilets in appropriate locations is supported, there are some locations where the public toilets are in a state of disrepair and attract anti social behaviour. The continued provision of these facilities needs to be questioned and removal of the facility may provide a better option to the surrounding community.

## ACTION PLANS

PRIORITY	ITEM	ACTION TO BE TAKEN	INDICATIVE COST	COMPLETION DATE	DESIRED RESULT
Medium	3. That Council review the location, condition and accessibility of all Public Toilets to ensure they are well maintained, safe and secure to use.	<ol style="list-style-type: none"> <li>1. Identify locations of all public toilets.</li> <li>2. Assess condition and estimate usage</li> <li>3. Determine the appropriateness of retention</li> <li>4. Develop an upgrade plan for the facility</li> <li>5. Remove unused/misused toilets</li> </ol>	TBD	December 2006	All public facilities are well maintained and safe to use by all people within the Bassendean community and visitors to the Town
	4. All buildings within the Town shall be renovated to a standard over the next 10 years	<ol style="list-style-type: none"> <li>1. All buildings within the Town should be assessed in light of legislative requirements and strategic drivers contained within section 10 of the report.</li> </ol>	\$5000 to complete assessment	June 2007	

## STRATEGIC DRIVERS/JUSTIFICATION FOR CHANGE

- ❖ Contemporary legal, policy and community standards demand improvements in:
  - Fire prevention;
  - Access;
  - Community safety features;
  - Occupational health and safety ; and
  - Energy efficiency.
- ❖ Community expectations of the standard of facilities have risen and continue to rise.
- ❖ Community safety and security.

### 4.3 Current Standard of Facilities Provision

#### PROPOSED DIRECTION

- Vision** Community buildings will be of a high standard and meet all legislative requirements in terms of:
- ❖ Fire prevention;
  - ❖ Access;
  - ❖ Community safety features;
  - ❖ Occupational health and safety; and
  - ❖ Energy efficiency.

❖ **Aesthetics**

**STRATEGY**

The facility audit, review of reports and community consultation has identified some necessary changes to existing facilities to better meet current needs and some major changes in two cases for improvements for future needs.

**4.3.1 Building assessment against standards**

Whilst there are reservations about the application of set standards in the provision of recreation and sport facilities, they do provide a measuring tool to ascertain the necessary level of provision along with local sensitivity and acceptance by the community and specifically;

- As an expression of minimum acceptable facilities for the citizens of urban and rural communities.
- A guideline to determine land requirements for various kinds of park and recreation areas and facilities.
- A basis for relating recreational needs to spatial analysis within a community-wide system of parks and open space areas.
- One of the major structuring elements that can be used to guide and assist regional development.
- A means to justify the need for parks and open space within the overall land-use pattern of a region or community.

A scan of standards currently in operation throughout Australia, Canada, USA and UK reveals some commonalities in the determination of facility standards. An amalgamation and interpretation has been made specifically of the following documents to ascertain an applicable standard for the Australian context:

- National Parks, Recreation and Open Space Standards, USA
- Guidelines for Developing Public Recreation Facility Standards, Ministry of Culture and Recreation , Ontario Canada
- Policy 17 UK

These standards should be viewed as a guide. They address minimum, not maximum, goals to be achieved. The standards are interpreted according to the particular situation to which they are applied and specific local needs.



## Current Building Assessment v International Standards

Facility	Function/Use	Standard/Population	Existing Number of Facilities (13,306)	Total Required for Population of 15000
Youth Centre	<ul style="list-style-type: none"> <li>○ reading and listening to music, leisure activities,</li> <li>○ information and referral services,</li> <li>○ study spaces, counselling,</li> <li>○ hanging out, a place to meet friends</li> </ul>	1 youth centre per 3,000 people aged 10-19 yrs	1	1 <sup>1</sup>
Community Hall	<ul style="list-style-type: none"> <li>○ community gatherings, functions, events, ceremonies</li> <li>○ concerts, theatrical performances, films screenings</li> <li>○ dance lessons, gymnastics,</li> <li>○ exhibitions and information sharing</li> </ul>	1:15,000 – 20,000	<ol style="list-style-type: none"> <li>1. Alf Faulkner</li> <li>2. Bassendean Community Hall</li> <li>3. Bassendean Senior &amp; Community Centre</li> <li>4. Maltese Centre</li> <li>5. Cyril Jackson Community Centre</li> </ol>	2
Neighbourhood Centre	Spaces are used for local or neighbourhood activities and programs, these could include, lifecycle specific spaces (i.e. young people, older people), as well as sport specific.	1:3,500 – 15,000 people	<ol style="list-style-type: none"> <li>1. Ashfield Community Centre</li> </ol>	1
Sporting Pavilions	Spaces are used for local sporting/social activities and programs, as well as sport specific	1:3,500 – 15,000 people and /or one per active oval	Bassendean Bowling Club Stan Moses Pavilion Caledonian Soccer Club Ashfield Soccer Club	1-4

<sup>1</sup> Based on approximately 13% of population being contained within the 10-19 age groups.

Facility	Function/Use	Standard/Population	Existing Number of Facilities (13,306)	Total Required for Population of 15000
OOSH and vacation care centres	<ul style="list-style-type: none"> <li>○ care for children aged 6-12 during after school hours</li> <li>○ Offers a range of play, educational, developmental activities and programs.</li> </ul>	1:4,000 – 6,000 people	<ol style="list-style-type: none"> <li>1. Ashfield ASC</li> <li>2. Wind In the Willows</li> <li>3. SPARX Early Learning Centre</li> <li>4. ABC Learning Centre</li> </ol>	3-4
Recreation Centre	<ul style="list-style-type: none"> <li>○ Ball games, i.e. netball, basketball, volleyball</li> <li>○ yoga, aerobics, Tai chi</li> <li>○ gymnastics</li> <li>○ dancing</li> <li>○ community group offices</li> </ul>	1:30,000 – 50,000 people	Cyril Jackson Community Centre	1
Arts & Cultural Centre	<ul style="list-style-type: none"> <li>○ community group offices</li> <li>○ creative art classes – ceramics, photography, screen printing sculpture, painting &amp; drawing</li> <li>○ performance art lessons and presentation</li> <li>○ performance &amp; function, music / recording spaces,</li> <li>○ community radio</li> <li>○ film viewing studios, seminar tutorial</li> </ul>	Local 1:12,000 – 30,000 people	Sandy Beach (Shell) McDonald Stand and a number of community meeting spaces within community and neighbourhood centres	1 The Bassendean Town Centre Area Strategy proposes the development of a multi purpose theatre and hall. The provision of external power would allow for consolidation of cultural entertainment activities within the Town Park (BIC)

### 4.3.2 Minor Changes

The minor changes are as follows.

Facility	Changes
Freeland Square	Shelter requires attention to fix a table and seat or removal
Mary Crescent	Obsolete playground equipment to be removed Additional outdoor gym equipment to be placed throughout reserve. Renovation or removal of public toilets
Lord/Schofield Reserve	Attention to play equipment and grass growing into sand pit (falling surface)
Success Hill Reserve	Maintenance of pathway and jetty
Point Reserve	Better signage and marketing
Pickering Park	Additional BBQ's and shelter
Sandy Beach Reserve	Better signage
Alf Faulkner Hall	Toilets. Any redevelopment of the Eden Hill Shopping centre site needs to take into account the facilities provided at Alf Faulkner Hall and Mary Crescent Reserve
Eden Hill Public Tennis Courts	Access to clean operable toilets

### 4.3.3 Major Changes

The two major changes are centred on the development of concept plans for BIC Reserve including the Bowling, Tennis and Croquet clubs requirements in terms of centralising a clubhouse, car parking and access to the venue. This is in keeping with Draft Concept Plans provided as part of the Bassendean Town Centre Area Strategy.

Secondly, the potential relocation of the Cyril Jackson Campus and the opportunity to include better facilities for "convenience" indoor sports activity, child care and other community activities will require a detailed concept planning study. The relocation or redevelopment of the Campus will be determined by the Department of Education and Training but it would be advantageous if the Town sought inclusion in any discussions to ensure that community needs are also met.

No new facilities are considered necessary as the Town already provides a range of facilities over and above existing standards worldwide and sufficient to cater for the residential needs of the community for their leisure and cultural participation. On the contrary it could be argued that the Town over supplies the community in terms of quantity which may impact on the overall quality of the facilities.

### 4.3.4 Buildings

#### 4.3.4.1 Alf Faulkner Hall

The Alf Faulkner Hall is located in Eden Hill and is a traditional 1970's building with a main hall, kitchen, stage and change rooms/toilets.

The centre is showing signs of its age and some attention needs to be given to the cleaning of the venue. Remedial works are required to bring the toilets back to a useable standard. The kitchen equipment needs to be replaced.

It provides the community with a much needed meeting space and, whilst its current use is limited, it is envisaged that community demand will increase as the Eden Hill shopping centre site is developed.

The development of new residential subdivisions over the past 10 years has seen the development of smaller blocks and thus reduced backyards/outdoor areas. The community is looking for facilities that will address the lack of home based meeting spaces and as such the Alf Faulkner Hall can play a major role within the community.

As and when the new residential development is undertaken it would be advantageous to assess any building amendments that are required. It could well be that a more beneficial development may be a better option to redeveloping the existing facility.

It will be recommended that when the new subdivision works have been completed that a Feasibility Study be completed to assess the development or redevelopment of the Alf Faulkner Hall to meet the community needs in the Eden Hill locale.

#### **4.3.4.2 Civic Centre**

The Bassendean Seniors and Community Centre and Community Hall are located within the Town Centre adjacent to the Town's offices and BIC Reserve.

The recent development of the Bassendean Library has resulted in the community's expectations of the standard of facilities being raised and, whilst the facility has served the Town well over the years, it is now in need of consideration to cater for the community's changing needs.

The traditional Seniors Centre is now not appropriate for the "baby boomer" generation who will not be satisfied with "bingo, bowls and cards". The future generation of "baby boomers" is a concern due to their needs and expectations being different to previous generations.

All levels of government are aware of the issue, namely:

- ❖ Larger numbers;
- ❖ A more cognitive aged society;
- ❖ A bigger demand for top class programs; and
- ❖ A higher expectation of excellent facilities.

The overall study area indicates a large baby boomer community and, as such, facilities and services need to be cognisant of this fact in planning for the future.

Further the separation of generic age groups into age specific facilities are not appropriate in the Community Development model that is keen to ensure that the community share facilities and understand generational issues. This is in keeping with Draft Concept Plans provided as part of the Bassendean Town Centre Area Strategy.

Seniors tend to use council facilities during the daytime during the week and as such facilities built for seniors can be under utilised in the evenings and weekends which invariably is the time of great demand for the remainder of the community.

#### **4.3.4.3 Cyril Jackson**

The proposed redevelopment of the Cyril Jackson Campus by the Education Department provides an opportunity for the Town to incorporate a number of community facilities such as child care, HACC funded programs and meeting spaces along with redeveloped sports facilities currently available at the Cyril Jackson Recreation Centre.

Additionally the East Perth Basketball region has been seeking to gain a facility within the Town of Bassendean for the past six years and any redevelopment of the Cyril Jackson campus should consider their requirements within the concept planning stage.

However it should also be noted that the Town is surrounded by a number of high quality sporting and recreational facilities that cater for the community's active recreational needs and any further duplication of these facilities is not warranted. These facilities include:

- Morley Recreation Centre;
- Bayswater Waves Aquatic Centre;
- Alton Park Recreation and Aquatic Centre; and
- Swan Park Recreation and Aquatic Centre.

#### **4.3.4.4 Steel Blue Oval/Swan Districts Football Club**

The existing Steel Blue Oval is ageing and as such the infrastructure requires significant attention and maintenance. The Swan Districts Football Club is keen to make changes to the existing facilities and address the issues of concrete decay. The facilities were built prior to WA having any teams in the AFL when the WAFL competition was well attended with large crowds. It is now considered that the facilities are in excess of the day to day requirements of the competition and spectators and the club is keen to reduce the built structures and the consequent maintenance demands.

The Steel Blue Oval does provide for an entry statement to the eastern end of the Town Centre and any changes need to be cognisant of the role the facility plays as well as acknowledgement of the heritage and historical significance to the Town.

Any changes in structure need to take into account the management structure that provides for “best practice” management and, whilst the trend in recreation management within Local Governments is to pass responsibility onto the resident clubs, the Town needs to be mindful of community perceptions.

If these perceptions are not addressed there is a danger that the community will see any expenditure in this area as providing for an exclusive club as opposed to development of an asset for the whole community.

Clear management responsibilities and community use aspects need to be included in any management agreement and marketing of the facilities needs to bear in mind the community access issues.

#### **4.3.4.5 Learning and Sharing Centre**

The Learning and Sharing Centre and the Pensioner Guard Cottage are both located on the one land title – 1 Surrey Street. The Pensioner Guard Cottage is a registered State Heritage building.

The building is a valuable asset that has been in lock up mode for more than two years. The Council has considered the formation of a Pensioner Guard Museum Development Committee and in November 2002 Council resolved (OCM – 10/11/02) to:

*“defer the establishment of a Pensioner Guard Museum Development Committee pending the results of the biennial community survey and the adoption of a long term strategic financial Plan based on the evaluation and prioritisation of competing major capital works projects.”*

The biennial community survey undertaken by the town resulted with the community rating the Museum project as second least important of the nine, with 64% of respondents considering the project a low priority for Council having awarded it a rank of 7<sup>th</sup>, 8<sup>th</sup> or 9<sup>th</sup> (out of 9).

Whilst the project has some merits it is considered that the Museum project will not proceed within at least three to five years.

Any structural alterations and use of the Learning and Sharing Centre will be conditional on consent of the Heritage Commission and as such, whilst demand may be placed on the Town by other community groups, their use must be compatible with the ultimate aim of increasing the historical and heritage significance of the facility.

The facility will need to be maintained on an annual basis until such time as funding permits the development of the Pensioner Guard Cottage and the Learning and Sharing Centre into a museum precinct. Any use of the facility for small community groups could be continued to be maintained by Council staff to ensure the integrity of the facility.

#### **4.3.4.6 Other buildings**

The Town has a number of buildings within its boundaries that are either controlled or operated by stand alone groups these being:

- o Masonic Hall

Similar to the Learning and Sharing Centre the facility has been inoperative for approximately 4 years. It is a heritage listed building and as such any proposed use needs to be compatible with this listing. The Town has been considering alternative uses for some time and should continue to identify potential users.

- o Maltese Centre

The facility is well maintained and operated by the Maltese Association with a 42 year lease. No change is anticipated in this facility in the immediate future and Town monitoring of the lease conditions should be continued to ensure that the building is maintained in an appropriate manner and the clubs activities continue to operate successfully.

#### **4.3.4.7 Additional Tennis Facilities**

In August 2005, the Council resolved to investigate the possibility of a purpose built, shared tennis facility between the Town of Bassendean and the Education Department of Western Australia, on land nearby the Cyril Jackson Recreation Centre.

The options discussed at the time were as follows:

1. The Education Department providing the land and equipment with the cost of resurfacing the courts to be borne by the Town of Bassendean; or
2. The Education Department providing suitable land in an alternative location closer to the Cyril Jackson Recreation Centre with the Town of Bassendean providing a purpose built tennis facility.

It was recommended in the (draft) Tennis West Strategic Facilities Plan that no new tennis clubs or extensions to existing clubs should be built within 20km of the Perth GPO (unless Tennis West and the relevant Local Government Authority jointly agree on the need)

Furthermore, it was recommended that Tennis West and the Department for Sport and Recreation jointly request the Education Department to issue a sport facility policy for schools, detailing the minimum level of tennis facilities to be provided.

It would seem prudent for the Town to wait until the Policy was finalised before committing to any tennis facility upgrades in partnership with the Education Dept.

## ACTION PLAN

PRIORITY	ITEM	ACTION TO BE TAKEN	INDICATIVE COST	COMPLETION DATE	DESIRED RESULT
Med?low	5. Bassendean Tennis Club, Bowling Club and Croquet Club	<ol style="list-style-type: none"> <li>1. That a Feasibility Study for the potential sharing of a centralised facility for all three groups be conducted.</li> <li>2. Determine project brief</li> <li>3. Appoint a steering committee comprising representatives from all three groups</li> <li>4. Advertise for independent consultant</li> <li>5. Select and appoint contractors</li> <li>6. Conduct study</li> </ol>	\$15-20,000 for independent consultant and design work.	June 2008	The Towns central facilities are catered for with a coordinated response and appropriate for all clubs at BIC reserve
Low	6. Cyril Jackson Campus	<ol style="list-style-type: none"> <li>1. Negotiations should be continued into the potential relocation of the Cyril Jackson Campus with a view to ensuring that the Town's community needs are taken into consideration in any redevelopment/relocation.</li> <li>2. Facilities which can be included in any redevelopment should be identified and considered at all times.</li> </ol>	TBD	TBD	Any redevelopment and relocation of the Cyril Jackson Campus provides benefits for the community as well as the education department
Medium	7. Alf Faulkner Hall	<ol style="list-style-type: none"> <li>1. That pending the Eden Hill residential subdivision approval a Feasibility Study for the Centre be conducted.</li> <li>2. Appoint a steering committee comprising representatives from the community and developers</li> <li>3. Conduct study</li> </ol>	Incorporated into Mary Crescent Reserve Concept Plan and subject to Eden Hill subdivision approval	June 2010	The Eden Hill facilities are appropriate for all residents in the Eden Hill community
Medium	8. Bassendean Seniors and Community Centre	<ol style="list-style-type: none"> <li>1. That a Feasibility Study and Design concept be developed for the upgrade/redevelopment of a community centre accessible for all the community.</li> <li>2. Facilities for generic age groupings need to be identified and considered at all times.</li> </ol>	\$15-20,000 for independent consultant and design work	June 2009	The Town Centre is well serviced in terms of community facilities which are complimentary to the Library and Civic Offices.

PRIORITY	ITEM	ACTION TO BE TAKEN	INDICATIVE COST	COMPLETION DATE	DESIRED RESULT
Various	9. Minor Facility Requirements	<ol style="list-style-type: none"> <li>1. Review facility specific requirements provided in the report section 4.3.2</li> <li>2. Remove all obsolete playground equipment.</li> <li>3. Identify a process for the ongoing removal and replacement of equipment when new equipment is purchased and/or when it is reported as inappropriate.</li> </ol>	TBA	April 2007	To ensure all of the Town's facilities are safe and useable

### STRATEGIC DRIVERS/JUSTIFICATION FOR CHANGE

- ❖ *Contemporary legal, policy and community standards demand improvements in:*
  - *Fire prevention;*
  - *Access;*
  - *Community safety features;*
  - *Occupational health and safety ; and*
  - *Energy efficiency.*
- ❖ *Community expectations of the standard of facilities have risen and continue to rise.*
- ❖ *Community safety and security.*

### 4.4 Access and Inclusion

#### PROPOSED DIRECTION

**Vision**            **Our communities provide an inclusive environment where all Western Australians participate equitably, in a spirit of mutual respect, experiencing the benefit of sport and recreation.**

#### STRATEGY

The Department of Sport and Recreation and the Disability Services Commission have been working together to facilitate the inclusion of people with disabilities in sporting and recreational activities throughout Western Australia. A more coordinated, collaborative and strategic approach is necessary to ensure that the social and health benefits are available to all Western Australians with disabilities.

The framework focuses on inclusion, rather than 'disability'. As disability intersects with gender, ethnicity, Aboriginality, cultural and linguistic diversity and socioeconomic status, it is important that all members of the sport and recreation community develop practices, attitudes and skills that can effectively incorporate this rich diversity at the local community level. In turn, the development of inclusive services should have broader benefits to other community members who have been unable to enjoy the benefits of community sport and recreation.

The framework focuses on six key values:

- “Inclusion:** we are committed to building communities that are welcoming, inclusive and encourage health and wellbeing for all members.
- Accessibility:** we want to create communities where all people are able to access opportunities for development, fulfillment and citizenship.
- Diversity:** we appreciate difference as an integral part of our society and value the unique contribution of individuals and communities.



- Equity:** we value fairness and openness in the decision making and the allocation of advocacy, supports and information.
- Dignity:** we support the rights of individuals to make choices and be empowered to make decisions about their own lives.
- Respect:** we value practices that uphold individuality and personal and community choice.”

The Town needs to ensure that all of its officers are aware of this framework and positive steps are taken to ensure that all individuals and facilities have access to programs and services.

## ACTION PLAN

PRIORITY	ITEM	ACTION TO BE TAKEN	INDICATIVE COST	COMPLETION DATE	DESIRED RESULT
MEDIUM	10. Develop appropriate activities and courses for specific target groups within the community	<ol style="list-style-type: none"> <li>1. Identify specific communities to focus service delivery such as: <ul style="list-style-type: none"> <li>▪ Seniors;</li> <li>▪ PWD;</li> <li>▪ Indigenous population;</li> <li>▪ Young people; and</li> <li>▪ Migrants.</li> </ul> </li> <li>2. Conduct focus groups with each specific group to identify needs</li> <li>3. Develop pilot programs</li> <li>4. Conduct programs</li> <li>5. Identify individuals who could take on responsibility for the continuation of the program once completed</li> <li>6. Evaluate programs</li> </ol>	\$2,000 per program	June 2007	To provide high quality programs specifically aimed at addressing the needs of a variety of generic groups within the community of Bassendean
Medium	11. Ensure all facilities are accessible.	<ol style="list-style-type: none"> <li>1. Complete and implement Access and Inclusion Plan.</li> <li>2. Provide a feedback system to allow for the community to raise concerns or issues with existing facilities.</li> <li>3. Access feedback and action</li> </ol>	TBD	June 2007	The Town's facilities are accessible and inclusive
High	12. Asset Management Officer	<ol style="list-style-type: none"> <li>1. Define responsibilities of new position.</li> <li>2. Job description centred on coordination, recording, collating information and providing a clear line of communication for internal staff and community.</li> </ol>	TBD	January 2007	To provide clear lines of communication and a one stop shop for the community in dealing with issues associated with providing best practice facilities

## **STRATEGIC DRIVERS/JUSTIFICATION FOR CHANGE**

- ❖ *Increasing awareness of the need for Physical Activity by group and individuals;*
- ❖ *The continuing demand for “convenience” sport; and*
- ❖ *The health benefits associated with increased physical activity.*

### **4.5 Physical Activity PROPOSED DIRECTION**

**Vision**            **The community of the Town of Bassendean is aware of and actively involved in physical activity**

#### **STRATEGY**

In order to increase the physical activity rates of the Town of Bassendean community, it is important to address the existing level of service and facility provision and measure it against the core characteristics of an active community as defined by the WA Physical Activity Task Force.

The characteristics have been identified as:

- a) Active schools – policies, programs and facilities that support and encourage physical activity;
- b) Active workplaces – policies and programs that support and encourage physical activity;
- c) Active homes – promotion and encouragement of physical activity within and around home environments;
- d) Wide range of recreational and sporting opportunities, inclusive of all population groups;
- e) Safe environments for physical activity;
- f) Accessible and affordable community facilities and services for physical activity;
- g) Clean and pleasant physical and natural environments for physical activity;
- h) Health professional and health sectors support and encouragement of physical activity;
- i) Programs and opportunities for specific population groups;
- j) Transport systems, policies, programs that compliment the promotion of physical activity;
- k) Participation in community life and organisations;
- l) Physical activity widely promoted, encouraged and modelled; and
- m) Inter-sectoral initiatives and resource sharing conducive to physical activity<sup>2</sup>.

Local government is best placed to address directly the majority of the characteristics and can influence significantly those characteristics it feels are not specifically related to them.

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<sup>2</sup> WA Physical Activity Task Force Research and Evaluation Working Party

## ACTION PLAN

PRIORITY	ITEM	ACTION TO BE TAKEN	INDICATIVE COST	COMPLETION DATE	DESIRED RESULT
MEDIUM	13. That a Physical Activity Plan be developed	<ol style="list-style-type: none"> <li>Based on the core characteristics of an Active community as defined by the WA Physical Activity Task Force a range of strategies be developed to assist in an increase of Physical Activity within the Town of Bassendean</li> <li>Seek input from the Towns clubs and organisations regarding how they can assist in the strategies</li> <li>Develop a marketing theme that consolidates existing services and facilities with a common focus.</li> <li>Publicise the strategies</li> <li>Seek community partners.</li> <li>Implement the plan.</li> <li>That the plan be supported by the creation of an across departmental working group whose prime importance will be to ensure the implementation of this plan whilst at the same time ensure communication across divisions.</li> </ol>	<p>Either completed by in house staff or Independent Consultant @ cost of \$5-10,000.</p> <p>Funding can be accessed from the Physical Activity Foundation grant scheme</p>	March 2008	The Town is aware of and involved in the creation of "Active Community" which is fully supported across all departments of the Town's administration
MEDIUM	14. Bicycle Paths/Bike Plan	<ol style="list-style-type: none"> <li>Identify key transport routes and venues</li> <li>Assess existing cycle ways</li> <li>Making connected cycle-ways a high priority, particularly around school zones</li> <li>Ensuring walking or cycling to school are safe and accessible alternatives for children and their parents</li> <li>Place a high priority on promoting the use of active transport (walking and cycling and public transport)</li> </ol>	TBD	December 2011	The Town of Bassendean has a network of cycle paths for both transport and recreational use

### STRATEGIC DRIVERS/JUSTIFICATION FOR CHANGE

- ❖ Increasing awareness of the need for physical activity by group and individuals;
- ❖ The continuing demand for "convenience" sport; and
- ❖ The health benefits associated with increased physical activity.

## 4.6 Policy

### **PROPOSED DIRECTION**

**Vision**            **The Town will have in place a clear statement of Policy regarding the provision of facilities and services for leisure.**

### **STRATEGY**

The lack of a Council philosophical position as to why it is involved in the provision of facilities and services for sport and recreation, results in some inconsistencies and lack of currency in existing policies.

The development of clear philosophical statements will not remove all areas of contention but will aid decision making by the provision of a guideline or standard for consideration.

The Town should, at the very least, be conscious of why it provides sport and recreation facilities and services and needs to quantify this provision in terms of benefits to the community and indeed to the Town.

The development of policy allows for clear statements of intent and can prevent ad hoc decision-making resulting in precedent setting.

It is not intended to limit the Town's ability to manage individual cases but rather aid the management and policing of expected standards and expectations.

<b>PRIORITY</b>	<b>ITEM</b>	<b>ACTION TO BE TAKEN</b>	<b>INDICATIVE COST</b>	<b>COMPLETION DATE</b>	<b>DESIRED RESULT</b>
<b>HIGH</b>	<b>15. Council to adopt Policy and Operating Procedures on Leisure Services</b>	<ol style="list-style-type: none"> <li>1. Assess draft policy (Appendix 1)</li> <li>2. Submit draft policy to Executive Management Group</li> <li>3. Submit draft policy to Council</li> <li>4. Conduct workshop with Council</li> <li>5. Amend draft policy as required</li> <li>6. Seek community input</li> <li>7. Amend draft policy as required</li> <li>8. Submit amended policies to Council for final approval</li> </ol>	Nil	February 2007	To provide an understanding to all as to why Council is involved in recreation and how it sees its involvement in terms of resources and role.
<b>Ongoing</b>	<b>16. Conduct a review of this plan every three years</b>	<ol style="list-style-type: none"> <li>3. Identify items that have been completed</li> <li>4. Assess items still to be completed</li> <li>5. Identify any changes in participation trends and community needs</li> <li>6. Amend plan as required</li> </ol>	In house	Ongoing	To ensure that the Town's Strategic Recreation Plan remains current and relevant to the community.

### ***STRATEGIC DRIVERS/JUSTIFICATION FOR CHANGE***

- ❖ *Open and accountable management;*
- ❖ *Clarity in the implementation of Council direction and policy; and*
- ❖ *Communication that is relevant and responsive to the community.*

## 4.7 Marketing

### **PROPOSED DIRECTION**

**Vision**            **It is widely acknowledged that the Town of Bassendean has a lot to offer as a place to live, work and re-create and its full potential is realised.**

### **STRATEGY**

The need to ensure that the Town's facilities and services are well known and communicated to the community are key elements in the Optimising of Sporting and Cultural Participation. The Town has recently adopted a Marketing and Communication Strategy for the Town of Bassendean for the period July 2006 to June 2010. The key recommendations of this report included the following:

*“Key recommendations, as addressed in this strategy include the following:*

- ❖ *Aim to create an environment in which the potential of the Bassendean area can be realised.*
- ❖ *Target all key audiences including internal, local community, broader community, stakeholders and the media.*
- ❖ *Ensure that all marketing and communication is consistent with, and reflects the vision, mission and values as articulated in this document.*
- ❖ *Firmly position the Bassendean area vis-à-vis other areas in the metropolitan area.*
- ❖ *Adopt the positioning statement ‘The community on the river’.*
- ❖ *Implement a comprehensive branding strategy for the Town of Bassendean.*
- ❖ *Reflect the branding of the Town of Bassendean in a new brand identity, incorporated in the new positioning statement.*
- ❖ *Ensure that all marketing and communication conveys a consistent theme and message.*
- ❖ *Give priority to ‘communication’ ahead of the production of ‘collateral’.*
- ❖ *Establish the Town of Bassendean website as the focal point of the Marketing and Communication Strategy.*
- ❖ *Support the website with an intranet, public relations, events, meetings, relationship management and advertising.*
- ❖ *Streamline the collateral, focusing on service and facilities brochures, invitations, media packs and essential notices.*
- ❖ *Delete collateral inconsistent with the strategic objectives, including:*
  - *Town News;*
  - *Calendar;*
  - *Community Directory; and*
  - *Business Directory.*
- ❖ *Produce the new marketing materials including banners, a display system and appropriate signage bearing the branding, for all Council facilities.*
- ❖ *Maintain a consistent approach to content and tone throughout all communication.*
- ❖ *Implement the strategy in accordance with the comprehensive program detailed in this document.*
- ❖ *Implement the strategy in accordance with the comprehensive action plan and budgets detailed in the strategy.*
- ❖ *Put in place an effective implementation and management system as detailed in this document.*
- ❖ *Implement the issues management strategy detailed in this document.*

*Research suggests that a highly strategic, structured and coordinated approach to marketing and communication will ensure the achievement of the objectives outlined in this document. It will also ensure that they are achieved cost efficiently.”*

The support and implementation of these recommendations will assist in the aim to Optimise Sporting and Cultural Participation within the Town.

<b>PRIORITY</b>	<b>ITEM</b>	<b>ACTION TO BE TAKEN</b>	<b>INDICATIVE COST</b>	<b>COMPLETION DATE</b>	<b>DESIRED RESULT</b>
Medium	<b>17. Signs</b>	<ol style="list-style-type: none"> <li>1. Determine appropriate locations</li> <li>2. Design signs and theme in accordance with the Towns Marketing and Communication Strategy</li> <li>3. Seek funds</li> <li>4. Call quotations</li> <li>5. Select and appoint contractors</li> <li>6. Install signage</li> </ol>	TBD	December 2007	Provide ease of access and recognition of the facilities council provides and linkage with the Town's theme

#### **STRATEGIC DRIVERS/JUSTIFICATION FOR CHANGE**

- ❖ *Open and accountable management;*
- ❖ *Consistency in message given to the community*
- ❖ *Communication that is relevant and responsive to the community.*