

BRIGHTON OVAL REDEVELOPMENT



Multi-purpose Buildings

- 3 new two-storey buildings
- Modern, accessible design
- Unisex change rooms

Increase in Participation

- Across each sport
- Growth in female and junior participation
- Improved club sustainability

Healthy Communities

- Social and health benefits of \$6.14 million to SA
- Improved informal recreation opportunities
- Large catchment area of South Western Suburbs

Informal Community Recreation

- New Playspace
- New 3 on 3 basketball court
- Fitness Hub



PROJECT AT A GLANCE

Brighton Oval is a major multi-use sport and recreation facility home to Rugby, Football, Cricket, Lacrosse, Croquet and Dog Club. There are also a number of community groups and other users that utilise the site, in addition to the general public. Existing infrastructure on-site is largely out dated, not meeting current building standards or the technical requirements of each sport, with club membership and participation restricted due to capacity restraints.

This project delivers on a number of key objectives for the sporting clubs and community:

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| 1. Healthy, active communities | 4. Technical requirements of the sports |
| 2. Opportunities for everyone | 5. Amenity and spectator experience |
| 3. Liveability, vibrancy and the local economy | 6. Operational efficiency |
| | 7. Building compliance |

PROJECT STAGING AND BENEFITS

The \$13.7 million redevelopment of Brighton Oval is funded by the Federal Government (\$5 million), State Government (\$2 million), and the City of Holdfast Bay (\$6.7 million).

The redevelopment of Brighton Oval is being undertaken in two stages.

Stage 1,

- New two-storey club rooms facilities for each club providing universally accessible community facilities for all
- Reducing barriers to participation by providing additional uni-sex change rooms enabling greater equality in participation opportunities.
- Upgrade to lighting of main Lacrosse field enabling increased training and playing opportunities.
- Improved spectator and participant amenities, with elevated, undercover viewing.
- New community clubrooms / function spaces available for the wider community to use.

Stage 2,

- Improved community spaces allow for increased opportunities for social interaction
- New picnic areas, playspace, and fitness equipment
- New 3 on 3 basketball court
- Upgraded training facilities for cricket
- New spectator and public amenities including shelters, seating and electronic score boards
- Precinct lighting upgrades
- Safety upgrades to adjacent roadway
- Improved on-site car parking and pedestrian access

PROJECT OUTCOMES

A cost benefit analysis has been undertaken using a Social and Economic Benefit Cost Analysis Tool. The quantitative analysis includes the following benefits:

- ↑ Increase of 53% in youth participation
- ↑ Increase of 46.8% in male participation
- ↑ Increase of 53.2% in female participation
- ↑ Consumer health benefits of \$2.83 million
- ↑ Social and health benefits of \$6.14 million
- ↑ Increase in volunteer opportunities
- ↑ Increase in non-sporting use of facilities
- ↑ Enhanced passive recreation opportunities
- ↑ Increased capacity to host mass participation events

*KPMG December 2017

ECONOMIC AND SOCIAL BENEFITS

There are a range of other benefits that have a positive impact on the project and key stakeholders. In addition to the financial quantitative benefits, a number of social and economic benefits will be delivered by the project. Facilitating participation in sport, regional sporting facilities like Brighton Oval brings participants, volunteers and the wider community a host of economic, social and health benefits.

- Social capital creation
- Improved education and employment outcomes
- Employment through the operation, maintenance and sporting facilities at the facility
- Facilities directly contributing to the local economy
- Reduction in crime and anti-social behaviour
- Regional identity, pride and recognition

Key stakeholders (clubs) will benefit from the following:

Available community facilities – increase in revenue from external hirers.

Opportunities for local businesses – Increased participation will lead to higher visitation, and increase in expenditure.

Capacity to host multi-sport mass participation events - enabling additional on-site event days, attracting visitors from outside the City of Holdfast Bay.

Improved sustainability through participation – clubs will be in a stronger financial position due to receiving a greater number of participation fees.

Improved financial sustainability through improved operational efficiency – increase profit from bar and kitchen facilities. Compounded through an increased propensity for spectators to spend more time in the club.

Volunteering

Another benefit from the project is increased volunteer opportunities. It is estimated that there will be 2,500 incremental hours associated with the project objectives.

The City of Holdfast Bay has over 400 registered Volunteers; redevelopment of this project will enhance future volunteer opportunities for current and potential new volunteers.



Brighton Football/Cricket Club

STRATEGIC ALIGNMENT

This table outlines the key objectives from Local, State and Federal Government that this project will deliver on:

City of Holdfast Bay	Federal Government Sport 2030 Strategic Plan	State Government	Office for Recreation and Sport Strategic Plan – 2017-2021
Strategic Plan – 2030 <ul style="list-style-type: none"> Building a healthy, active and resilient community – complete new sporting and community hubs Providing welcoming and accessible facilities. 	Building a more active Australia - More Australians, more active, more often; This project will deliver on this strategic priority and the following outcomes: <ul style="list-style-type: none"> Improve the physical health of Australians Improve the mental health of Australians. Grow personal development Strengthen our communities 	SA Strategic Plan <ul style="list-style-type: none"> Our community – this project will create an inviting space for members of the community to congregate, participate and contribute. Specific targets, increasing the use of public spaces 	<ul style="list-style-type: none"> Places and Spaces - this project will facilitate greater participation through quality inclusive infrastructure Capacity and Capability – this project supports stakeholder clubs and organisations in their capacity and capability to deliver sport and recreation opportunities
Tourism Plan 2020 <ul style="list-style-type: none"> Driving Demand – contribute to the generation of demand by creating a vibrant facility for a multitude of different events 	This project will assist in the key PARTICIPATION goal outlined in Sport 2030: By 2030, 15% more Australians participating in at least 150 minutes of moderate to vigorous activity each week.	30 Year Plan Greater Adelaide <ul style="list-style-type: none"> A green liveable city – this project aims to increase the quality and usability of the one of the most regions important green spaces 	<ul style="list-style-type: none"> Access and Opportunity – this project encourages and enables participation from members of the community who otherwise might have been discouraged, for example, female participants
Open Space and Public Realm Strategy <ul style="list-style-type: none"> Brighton identified as a high priority project aligned with one of the strategies key these, 'Activated Hubs and Communities'. 	Sport and physical activity for all, for life: every Australian, at all stages of their life, can undertake the exercise they need and want in a safe, fun and inclusive way, whether it is through sport or other types of activity, ensuring sport is accessible to all Australians.	Seven Strategic Priorities <ul style="list-style-type: none"> Creating a Vibrant City this project would enhance opportunity for those looking to participate in sport and better venues for community events. 	<ul style="list-style-type: none"> Sporting Excellence – This project supports sporting excellence through providing better quality facilities for emerging sporting talent, along with the ability to host higher level competition.

COMMUNITY PARTICIPATION

Participation

One of the key drivers of the benefits delivered by the Brighton Oval Redevelopment project is the increase in participation in sport and recreation that is facilitated through the facility. More specifically, it is the incremental participation that is enabled as a result of the project. One key objective outlined in the strategic response is increasing the capacity for greater participation outcomes, as well as enabling greater equality in participation opportunities.

The full redevelopment, including the addition of change room facilities and lighting upgrades will result in step-increases in participation. The facilities will accommodate future population growth and demand in club membership.

- Current Club Membership - 1,363
- Proposed Participants - 1,729
- Female Increase - 53.2%
- Male Increase - 56.8%

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Community Events

The facility, once redeveloped, will become a multiuse community hub, hosting a wide range of events. Beyond community events and activities, the facility will support improved community services:

Increased child-friendly facilities, allowing existing relationships with local schools and other clubs to be improved, with associated benefits of driving participation.

Members of the business and wider community can access the facilities for business events and conferences.

Improved community spaces allow for increased opportunities for social interaction for all members of our community.