

City of Melton Cricket Strategy 2022-2032

Draft September 2022







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EXECUTIVE SUMMARY

The City of Melton Cricket Strategy 2022-2032 aims to grow cricket participation across the municipality through the provision of high-quality facilities and diverse participation opportunities for the community.

The Strategy provides Council with a comprehensive guide for the future planning, development, governance and growth of cricket over the next 10 years.

The City of Melton is one of Australia's fastest growing municipalities, with the development of new communities creating opportunities to grow cricket.

With the rate of population growth within the City of Melton driving participation, Council must focus on delivering the facilities required to cater for demand and establishing new cricket clubs to activate facilities. In addition to this, existing cricket clubs must be supported to continue to drive participation outcomes in established communities.

Based on current forecasting and City of Melton sports facility demand planning, Council is aiming to deliver 21 additional ovals across 14 sites between 2022 and 2032. This level of new cricket infrastructure will be required, as cricket participation is forecast to grow by 876 competition participants and 79 competition teams over the life of the Strategy.

The activation of new facilities may require the development of up to seven new cricket clubs by 2032. The strategy recommends developing cricket clubs at district-level facilities (two or more ovals), with the preference for new clubs to be developed in new communities.

The scale of planning, construction and development required to support the growth of cricket in the City of Melton over the next decade is significant. The Strategy provides a prioritised implementation plan for \$195 million of investment into multipurpose greenfield sites that will host cricket, along with other seasonal sports, and over \$13.3 million of investment into the upgrade of existing facilities.

The Strategy provides a series of resources to support its delivery, including:

- Strategic Framework: Outlining the strategic priorities for implementation
- Cricket Governance Framework: Outlining the roles of Council, government, cricket and community stakeholders
- Sustainable Planning Framework: Outlining the stages of planning and delivery for new facilities
- Implementation Plan: Outlining short, medium and long term recommendations
- Turf Wicket Facility Development Framework

To ensure that new and existing facilities reach their potential, clubs, associations and other cricket stakeholders must work in partnership towards the long term vision for cricket to be:

"a growing and diverse sport that strengthens the physical, social and mental health of our community through participation and inclusion"

The next 10 years provides a significant opportunity to grow cricket across the City of Melton. To ensure that this opportunity is realised, the City of Melton, it's partners and the cricket community must work together to deliver outcomes that will support Melton's next generation of cricketers, volunteers, officials and administrators.



PROJECT BACKGROUND

The City of Melton Cricket Strategy 2022-2032 has been developed to outline the strategic priorities and actions that will support the sustainable growth of cricket across the municipality.

The Strategy is underpinned by Council's vision – A vibrant, safe and liveable City Accessible to all, and the Council and Wellbeing Plan 2021-2025. Further to Council's core corporate plans, the Strategy draws direction from Council Infrastructure Plans, Precinct Structure Plans, Facility Guidelines and Sports Demand Planning.

The Strategy is supported by a range of data and evidence collated by the City of Melton, including consultation with the cricket community and key stakeholders, facility audits, Council plans and strategies, participation data and demographic profiling.

The Strategy has been developed to align with Council's broader planning for community infrastructure and the development of new communities in growth corridors.

The City of Melton engaged specialist consultants to work in collaboration with Council staff to analyse all relevant information and establish strategic directions for cricket within the municipality between 2022 and 2032.

The amount of growth and change likely to be experienced across the municipality by 2032 is significant. The Strategy has been developed to plan for change, providing Council with a plan that is supported by evidence and flexible over time.

The development of the City of Melton Cricket Strategy 2022-2032 supports the cricket community by:

- Ensuring new communities have the right number and type of facilities to support the growth of cricket
- Prioritising investment in facilities that support the creation of vibrant and sustainable clubs
- Collaborating with clubs and associations to provide diverse participation opportunities
- Working in partnership with government, developers, Cricket Australia and Cricket Victoria to fund and deliver priority projects
- Addressing legacy issues with existing facilities and clubs, and ensuring equitable opportunities to participate locally



CITY OF MELTON COMMUNITY PROFILE

The City of Melton is one of Australia's fastest growing municipalities, located in Greater Melbourne's western metropolitan growth corridor approximately 40 kilometres from Melbourne's CBD.

The population of the City of Melton is split between two primary residential areas in the eastern and western areas of the City, with a central growth corridor generating population growth in the medium-to-long term.

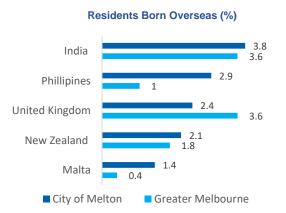
The total population of the City of Melton will grow from 193,788 in 2022 to 275,157 in 2032, representing 42% growth over the ten-year life of this strategy. The City will grow to 448,053 to 2051, representing 131% growth.

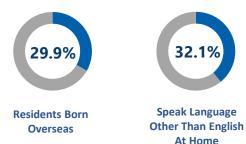
Based on the percentage of population change 2018-2019, the City of Melton is Australia's fourth fastest growing local government authority, with 5.2% annual growth.

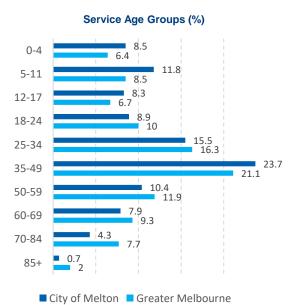
Melton is a multicultural community, with 29.9% of residents born overseas and 32.1% of residents speaking a language other than English at home. India represents the largest cohort of overseas born residents (3.8%), followed by the Philippines (2.9%), United Kingdom (2.4%), New Zealand (2.1%) and Malta (1.4%).

The age profile is younger than the average for Greater Melbourne, with higher proportions of 0–4-year-olds, 5–11-year-olds, 12–17-year-olds and 35–49-year-olds. This age profile is consistent with a community that consists of a high proportion of young families.

Population Forecast 2022-2042 374,991 324,426 275,157 231,552 193,788



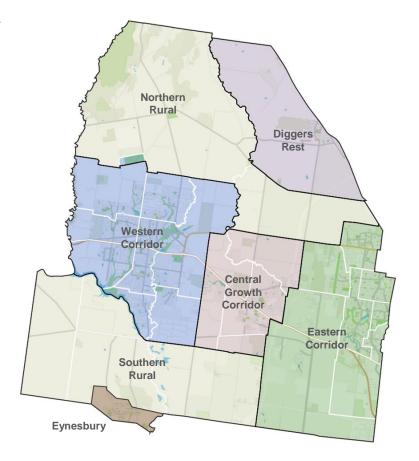




PLANNING FOR GROWTH

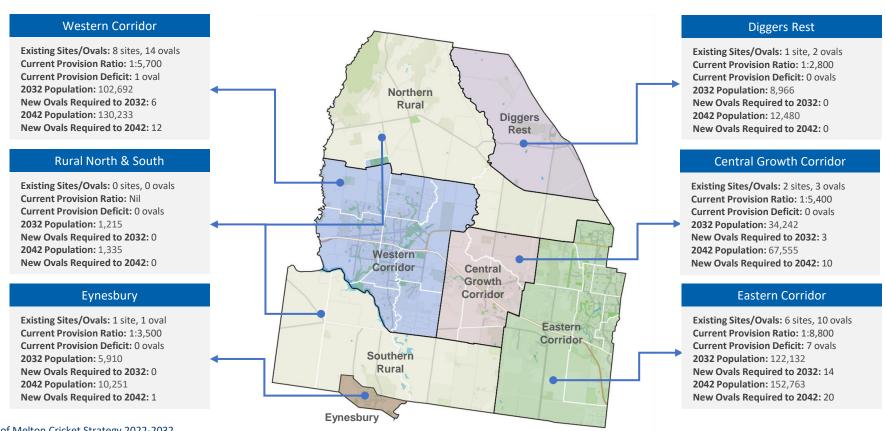
The City of Melton will grow primarily through the Western, Central Growth and Eastern Corridors between 2022 and 2032, providing opportunities to establish new cricket facilities and clubs.

PRECINCT	SUBURBS	2022	2032	2022-2032 % GROWTH	2042	2022-2042 % GROWTH
Eastern Corridor	Burnside, Burnside Heights, Caroline Springs, Deanside, Fraser Rise, Hillside, Taylors Hill, Truganina- Ravenhall	87,662	122,132	39.3%	152,763	74.3%
Western Corridor	Brookfield, Cobblebank- Strathtulloh, Harkness, Kurunjang, Melton, Melton South, Melton West, Weir Views	79,760	102,692	28.8%	130,233	63.3%
Central Growth Corridor	Aintree, Bonnie Brook, Fieldstone, Grangefields, Rockbank, Thornhill Park	16,189	34,242	111.5%	67,555	317.3%
Diggers Rest	Diggers Rest	5,575	8,966	60.8%	12,480	123.9%
Eynesbury	Eynesbury	3,475	5,910	70.1%	10,251	195.0%
Southern & Northern Rural	Southern & Northern Rural	1,127	1,215	7.8%	1,335	18.5%
TOTAL	•	193,788	275,157	42.0%	374,991	93.5%



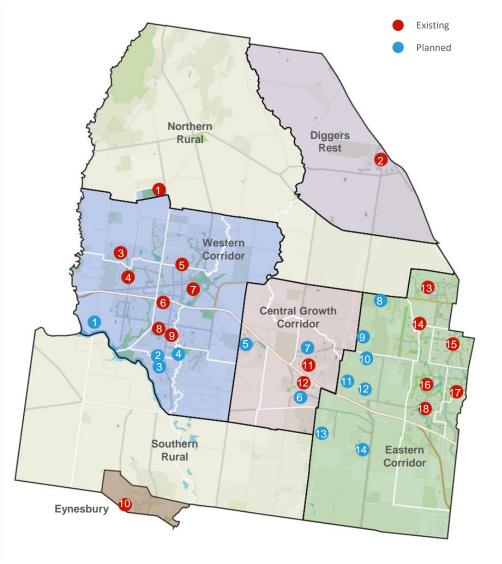
PLANNING FOR FUTURE CRICKET FACILITY PROVISION

Sports facility demand planning undertaken by the City of Melton aims to provide one cricket oval for every 5,000 persons to ensure all residents have access to local cricket participation opportunities. The infographic below outlines existing provision, current provision ratios and deficits, and the number of new ovals required in each precinct by 2032 and 2042.



PLANNED CRICKET FACILITY PROVISION 2022-2032

EX	ISTING SITES	PLANNED NEW SITES 2022-2032			
So	uthern & Northern Rural	0 new ovals planned			
1.	MacPherson Park Recreation Reserve (4 ovals) - services Western Corridor	Nil			
Dig	ggers Rest	0 new ovals planned			
2.	Diggers Rest Recreation Reserve (2 ovals)	Nil			
We	estern Corridor	6 new ovals planned			
3. 4. 5. 6. 7. 8. 9.	Arnolds Creek Recreation Reserve (2 ovals) West Lakes Recreation Reserve (1 oval) Kurunjang Recreation Reserve (1 oval) Blackwood Drive Recreation Reserve (3 ovals) Melton Recreation Reserve (1 oval) Mt Carberry Recreation Reserve (1 oval) Melton South Recreation Reserve (1 oval)	 Brookfield Recreation Reserve (2 ovals) Toolern Playing Fields 1 Hub 1 (2 ovals) Toolern Playing Fields 2 (1 oval) Bridge Road Recreation Reserve (1 oval) 			
Еу	nesbury	0 new ovals planned			
10.					
	Eynesbury Recreation Reserve (1 oval)	Nil			
Cei	Eynesbury Recreation Reserve (1 oval)	Nil 3 new ovals planned			
11.					
11. 12.	ntral Growth Corridor Aintree Recreation Reserve (2 ovals)	 3 new ovals planned 5. Paynes Road Reserve (1 oval) 6. Rockbank East Sports Reserve (1 oval) 			



STAKEHOLDER CONSULTATION

The City of Melton Cricket Strategy has been influenced by the outcomes of consultation with cricket stakeholders to understand their expectations, challenges and opportunities for growth.

The City of Melton consulted with:

- Five community cricket associations:
 - Victorian Turf Cricket Association (VTCA), Victorian Sub-District Cricket Association (VSDCA), North-West Metropolitan Cricket Association (NWMCA), Gisborne Cricket Association (GCA), Western Suburbs Churches and Community Cricket Association (WSC&CCA)
- Twelve cricket clubs:
 - Aintree CC, Burnside Springs United CC, Caroline Springs CC, Diggers Rest Bulla Village CC, Eynesbury CC, Falcons CC, Melton CC, Melton Centrals CC, Melton South CC, St Anthony's CC, Sydenham-Hillside CC and Western Lions CC
- Cricket Victoria's Outer West Metro Cricket Manager

The adjacent table summarises the key themes raised by cricket stakeholders.

		KEY CONSULTATION THEMES	
	FACILITIES	PARTICIPATION	OPPORTUNITIES
CRICKET VICTORIA	 Investigating facility and infrastructure grants and funding partnerships to support council. Identify synergies & alignment with Council plans and the Victorian Cricket Infrastructure Strategy 	 Growing female, junior and multicultural participation and club involvement. Understanding player participation migration trends to design potential actions and strategies. 	 Utilisation of Cricket Victoria's centralised administration support and programs for clubs. Investigate grant funding opportunities from the Australian Cricket Infrastructure Fund.
ASSOCIATIONS	 Challenges include accessing grounds, ground availability and fixturing games. Due to growth of teams and clubs, VTCA & GDCA require access to more turf wickets. 	City of Melton is seen as a growth area for new clubs and teams.	Desire for associations to be more aligned and collaborative with Council.
CLUBS	 Accessing grounds on Saturdays for competition fixtures is a challenge. Clubs want to grow team numbers and fully utilise facilities. Provision of female friendly rooms, practice facilities and additional storage. Increase access to turf wickets. Access to school ovals for overflow. Maintenance and risk concerns relating to practice facilities. Increase and upgrade synthetic wickets and practice nets. 	 Participation is holding steady since 2017 following large growth in team numbers. Aim to sustain men's teams while growing junior and female participation. Some clubs cap men's senior team numbers due to limited ground access. Club development in governance, promotion of women's seniors, junior boys and girls, and entry level programs. 	Collaboration and partnerships with Cricket Victoria, Cricket Australia, Council and schools would be beneficial and assist in increasing participation, diversity, club development opportunities, alternative fixturing arrangements and advocating for investment.

PARTICIPATION TRENDS

The following participation trends have been identified through the analysis of participation data and competition teams (see Appendix 1).

Cricket is the third highest participation sport in the City of Melton, behind Australian rules football and basketball. Following five seasons of significant growth between 2014/15 and 2018/19, cricket participation slightly decreased in the COVID-19 affected 2020/21 season.

Despite the impact of COVID-19 at the commencement of the season and many matches being interrupted due to players isolating, cricket participation has rebounded in 2021/2022. Although limited access was allowed within schools by Cricket Victoria to deliver programs and promote junior cricket and Woolworths Cricket Blast, registered team and player numbers increased to the highest level recorded.

Whilst player participation has continued to grow in the City of Melton, the percentage of residents playing cricket remains lower than the Victorian average cricket participation rate.

It should also be noted that Cricket Australia has revised the number of players per team in some formats. In addition, some players may play in multiple teams concurrently. These factors contribute to the growth in team numbers despite a slight decline in actual participation numbers.



PARTICIPATION GROWTH

Between 2015 and 2022, an additional 58 teams joined competitions, representing a 77% increase in the number of teams.



FEMALE PARTICIPATION

In season 2021/2022, a total of 160 women and girls represented clubs in competition (10.6% of total) and 42 girls participated in Cricket Blast (17% of total).



JUNIOR PARTICIPATION

Junior participation comprises 58% of total participation, with a total of 769 junior cricketers and 253 Cricket Blast participants in 2021/2022.



SENIOR PARTICIPATION

Senior participation comprises 42% of total participation, with a total of 740 senior cricketers in 2021/2022.

Associations and clubs report growing demand for Mid-Year Cricket and Social Cricket competitions.



WOOLWORTHS CRICKET BLAST

253 children participate in Cricket Blast at nine clubs, including 42 girls.

On average 24 children attend each club program, representing the highest average participants per centre in Victoria.



SUPER CLUBS

Three 'Super Clubs' have emerged with 200 or more participants (including Cricket Blast) and in excess of 4-5 senior and 6-8 junior teams.

PARTICIPATION INSIGHTS

Participation Growth

Community cricket participation has achieved strong growth between 2015 and 2022, with 58 teams added to competitions within the City of Melton over this period.

Based on current population growth and participation rates, it is expected that an additional 876 players and 79 teams will play in competitions by 2032 (see analysis on page 12).

Player Migration

Player migration in and out of the City of Melton has been analysed to determine the proportion of Melton residents seeking cricket outside of the city (migration out) and non-City of Melton residents playing cricket at Melton-based clubs (migration in).

While players may "migrate" in and out of the municipality to play, there is a healthy cricket offering across all precincts. Reasons for player migration generally relate to finding appropriate levels of competition, playing with friends/family, or remaining with their existing club if they have recently moved to the City of Melton.

Ensuring that residents are able to easily access cricket participation opportunities to suit their age, level of ability and preferred formats within close proximity will limit the need for residents to travel outside of the municipality to play the game.

Super Clubs

'Super clubs' are clubs that have grown to a large number of teams due to geographic spread into new residential areas beyond their district catchment. The City of Melton currently has three 'super clubs' that each have more than 200 participants (including Cricket Blast).

Super clubs may lead to uneven competitions, volunteer burnout, excessive travel, disconnection from local facilities, lower social connection and ground allocation issues.

The model for sustainable participation suggests approximately 4-5 senior teams, 6-8 junior teams and entry level programs at each club.

Council and Cricket Victoria should monitor the level of growth of super clubs and support smaller clubs and newly established clubs to grow sustainably.

Junior and Female Participation

Cricket Victoria and Cricket Australia are changing playing trends through focused efforts to grow participation by girls and women, smaller team sizes for juniors, and flexible and shorter game formats. These changing trends will continue to impact the demand for cricket facilities.

While female participation in the City of Melton has developed from a low base, 10.6% of competition participants and 17% of Cricket Blast participants represents growth in women and girls engaging in cricket.

Access to Turf Competition Pathways

Turf cricket competition is played by five clubs within the well-established eastern and western corridors. The clubs that play in turf cricket competitions currently account for 53% of participation, providing access to turf cricket pathways to the majority of cricketers.

With participation forecast to continue to grow, ongoing planning for the balanced provision of synthetic and turf wickets is required to ensure access to turf cricket pathways, particularly in new communities.

Social Cricket and Winter Cricket

Increasing social cricket and winter cricket use of facilities has resulted in conflicts of use with club use. Issues occur when social groups arrive unannounced and access facilities reserved for club training and competition. There are also examples of social groups removing protective covers that are placed over cricket wickets for winter sport resulting in facilities being unsafe for football matches and training.

With participation in social and winter cricket projected to grow, Council can support these new opportunities to participate in cricket by encouraging alignment with club and association structures and adherence to Council's facility booking processes.

PARTICIPATION PROJECTIONS TO 2032

Participation in cricket is predicted to grow significantly, with an additional 876 players and 79 teams forecast by 2032.

In projecting cricket participation, the following assumptions have been made:

- Cricket participation to remain at 1.08% of population (as outlined in Council's sports facility demand planning)
- Growth in teams is based on 11 players per team
- Cricket Blast participation has been excluded for the purpose of predicting growth in competition teams (253 Cricket Blast participants in 2021/2022)

Cricket Victoria and Cricket Australia have responded to changes in participation behaviour, now offering more flexible playing formats and teams requiring less players. Recruitment of Cricket Blast, juniors, girls and women have also been prioritised as key target cohorts for growth.

Cricket Australia's Junior Formats recommend smaller team numbers, shorter games and shorter pitch lengths. These formats have been adopted by a number of City of Melton's cricket clubs and associations.

Growing preferences for flexible scheduling and social/informal cricket will require clubs, associations and Council to consider ground allocation and competition structures to cater for forecast growth over time.

	POPULATION			CURRENT PARTICIPATION		2022-2032 FORECAST PARTICIPATION				
PRECINCT	2022	2032	10 YEAR GROWTH	10 YEAR % GROWTH	PLAYERS 2022*	TEAMS 2022	PLAYER GROWTH*	TOTAL PLAYERS BY 2032*	TEAMS GROWTH**	TOTAL TEAMS BY 2032
Eastern Corridor	87,662	122,132	34,470	39.3%	629	58	372	1,001	34	92
Western Corridor	79,760	102,692	22,932	28.8%	463	40	247	710	22	62
Central Growth Corridor	16,189	34,242	18,053	111.5%	218	17	195	413	18	35
Diggers Rest	5,575	8,966	3,391	60.8%	90	7	36	126	3	10
Eynesbury	3,475	5,910	2,435	70.1%	109	11	26	135	2	13
Southern & Northern Rural	1,127	1,215	88	7.8%	-	-	-	-		-
TOTAL	193,788	275,157	81,369	42.0%	1,509	133	876	2,385	79	212

^{*} Cricket Blast participants excluded for the purpose of competition players and team growth analysis

^{**}Based on 11 players per team

CRICKET FACILITY HIERARCHY

Cricket facilities in the City of Melton should align with the facility hierarchy and standards to ensure suitability for the level of use at each site.

Sports facility demand planning undertaken by the City of Melton established a two-tiered hierarchy and associated standards for use during the planning and development of cricket facilities across the City. The facility development standards are outlined in further detail in Appendix 3.

To enable clubs to grow sustainably and provide local cricket participation opportunities, new cricket club home venues should be located at district level sites with two ovals.

A list of existing cricket venues is provided on page 14, outlining the hierarchy level, facility provision and use by clubs as home and secondary venues.

HIERARCHY	DEFINITION
	District level cricket facilities are designed and maintained to cater primarily for club training and competition. They are typically the 'headquarters' (or home) facility for clubs.
District	Facilities are generally multipurpose, sharing primarily with AFL or soccer clubs. Facility provision allows for clubs to grow sustainably and host club training, competition, administration and social activities at a central venue.
	New facilities that provide opportunities for new club formation should align to the district level hierarchy provision.
	The majority of cricket facilities (current and proposed) in the City of Melton will be district level cricket facilities.
	Regional level cricket facilities are designed to cater for participation, events and programming that services a municipal size catchment.
Regional	Facilities are generally multi-purpose and provision standards are generally higher than district level facilities to cater for higher level competitions and events.
	Regional facilities may also act as a home venue for a local cricket club.

CRICKET FACILTIES IN THE CITY OF MELTON

The City of Melton currently provides 30 ovals across 18 sites for cricket.

Cricket facilities in the City of Melton are currently used by 12 cricket clubs within a range of associations and competitions (see Appendix 2).

There are 12 district level facilities and one regional level facility in the City.

SITE	HIERARCHY	CLUB HOME VENUE	NO. OF OVALS	TURF PITCHES	SYNTHETIC PITCHES	CRICKET NETS
Arnolds Creek Recreation Reserve	District	St Anthony's	2	0	2	4
Blackwood Drive Recreation Reserve	District	Melton Centrals	3	1	2	3
Boronia Drive Recreation Reserve	Secondary Venue	-	1	0	1	2
Brookside Recreation Reserve	District	Falcons	2	0	2	2
Burnside Heights Recreation Reserve	District	Burnside Springs United	2	0	2	5
Caroline Springs Town Centre Reserve	District	Caroline Springs	2	1	1	4
Diggers Rest Recreation Reserve	District	Diggers Rest Bulla Village	2	0	2	4
Eynesbury Recreation Reserve	District	Eynesbury	1	0	1	2
Frontier Recreation Reserve	District	Aintree	2	0	2	4
Hillside Recreation Reserve	District	Sydenham-Hillside	1	1	0	5
Ian Cowie Recreation Reserve	District	Western Lions	1	0	1	2
Kurunjang Recreation Reserve	Secondary Venue	-	1	0	1	4
MacPherson Recreation Reserve	Regional	Melton	4	2	2	8
Melton Recreation Reserve	District	Melton South	1	1	0	2
Melton South Recreation Reserve	Secondary Venue	-	1	0	1	2
Mount Carberry Recreation Reserve	Secondary Venue	-	1	0	1	3
Taylors Hill Recreation Reserve	District	-	2	0	2	2
Westlake Memorial Reserve	Secondary Venue	-	1	0	1	2

CRICKET FACILTIES IN THE CITY OF MELTON

Turf Wickets

The centre wicket type across the City of Melton currently favours synthetic pitches, with 24 synthetic pitches and six turf pitches provided. Council has received several requests from cricket clubs in recent years to replace synthetic wickets with turf wickets. There is currently no formal framework in place to respond to these requests.

A framework to guide Council decision-making regarding the provision, maintenance and management of turf wickets is provided on page 26.

Cricket Nets

There are 60 cricket nets in the City of Melton, with 47 of these nets located at club home venues.

The facility development standards specify a provision ratio of two cricket nets per oval. Consideration should be given to providing four nets at single-oval district level facilities where the home club has reached a participation rate equivalent to a sustainable club (i.e. 4-5 senior teams, 6-8 junior teams and entry level programs at each club).

Single-Oval Facilities

The existing cricket venues represent an even proportion of single and multi-oval sites, with nine of each respectively.

A number of existing clubs operate from single-oval sites as their home venue, with access to secondary venues to cater for competition fixturing requirements. These single-oval venues generally align with district level facility provision other than the number of ovals

It is important that Council not unnecessarily invest in the development of single-oval facilities for cricket. Single-oval facilities still play an important role in the overall provision of cricket facilities in the City of Melton, however, are best utilised as secondary venues for training and matched where there is insufficient capacity at a clubs home venue.



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KEY ISSUES AND OPPORTUNITIES

Population and Demographics

- Population Growth: The City of Melton is one of Australia's fastest growing local government authorities, creating opportunities to grow participation and establish new clubs and facilities.
- Demographic Profile: The City's demographic profile consists of a high proportion of young families, with higher levels of 0-4, 5-17 and 35-49 year-old age cohorts than the average for Greater Melbourne. This age profile favours cricket participation, particularly through junior competitions and entry level programs.
- Migration: New residents migrating from overseas are predominantly coming from
 cricket-playing nations, with India (3.8% of total population), United Kingdom (2.4%)
 and New Zealand (2.1%) representing three of the top four countries of origin.
 Migration patterns should be monitored throughout the life of the Strategy due to the
 potential impacts of COVID-19.



Facilities and Infrastructure

- New Facilities: The level of population growth in the City of Melton necessitates the
 delivery of a significant number of new cricket facilities. By 2032, an additional 21 ovals
 are planned for delivery across 14 sites to meet demand.
- **Existing Facilities:** The City has 30 existing ovals across 18 sites, with the majority of facilities rated as being in good-to-moderate condition.
- Single-Oval Venues: Half of the existing sites are single-oval venues, which can limit opportunities for clubs to grow. Council should continue to support existing single-oval venues that act as club home facilities, without over-capitalising. All club home facilities in new communities should be located at district level (two oval) sites to allow for sustainable growth. Single-oval facilities should function primarily as secondary (overflow) venues. There may be instances where Council needs to work with clubs based at single-oval facilities to identify new and suitable venues to which they can be relocated to support sustainability.
- Pitch Type: The mix of turf/synthetic pitches is 20% turf / 80% synthetic (Greater Melbourne approximately 25% turf). This mix of pitches meets current needs, although clubs have identified the need for additional turf pitches over time. There is currently no framework for planning and assessing proposed turf wicket development.
- Practice Facilities: Concerns regarding the condition of practice facilities were raised by clubs during consultation. Council should continue to renew and upgrade practice facilities that are at the end of their life-cycle as part of Council's cricket facilities renewal program.
- **Practice Facilities:** Practice facilities that are under the service provision level of two nets per oval should be considered for expansion.

KEY ISSUES AND OPPORTUNITIES



Participation Growth

- State of Play: Cricket is the third most popular sport in Melton. After five seasons of significant growth between 2014/15 and 2018/19 (542 players) participation is stable with team and registered player numbers rebounding in 2021/22.
- Female participation: Female participation and entry level program participation has grown recently, although only four clubs have 20+ female participants. Cricket Victoria can support further female participation growth through programs and supporting existing clubs.
- Player Migration: Maximising local participation by building new clubs in new communities and providing a pathway for cricketers to progress within local clubs.
- Optimum Sized Clubs vs Super Clubs: Opportunity to align with Cricket Australia
 guidelines aiming for 4-5 senior teams, 6-8 junior teams and entry-level programs as a
 sustainable participation model. There are currently three 'super clubs' and a further
 three clubs with high numbers of senior teams in proportion to junior teams.
- Aligned Population Trends & Facilities Development to Grow: Drive emerging population and participant cohorts e.g. female and junior participants, and residents from cricket playing nations with planning and provision of facilities.
- Fixturing and Scheduling Flexibility: Flexible fixturing by cricket associations to include mid-week and Sunday fixtures will increase access and meet growing demand at all levels.
- Social Cricket: Increased use of facilities by unaffiliated organised competitions creates ground allocation and equity issues.
- Winter Cricket: Emerging demand for cricket during the winter season is creating ground allocation issues and potential for conflict between user groups.



Club Development

- New Communities, New Clubs: The development of new clubs as facilities are delivered
 in new communities should be a priority for Council. New clubs should be located at
 district level (two oval) sites to support sustainable growth and alignment with the
 optimum club size.
- Roles in New Clubs: Roles for cricket stakeholders in the development of clubs and activation of facilities need to be clearly defined and agreed. Roles should be established via the adoption of a governance framework.
- Club Sustainability: The indicators of sustainable clubs should be established and
 proactive steps taken to encourage new and existing clubs to align with indicators.
 Council should seek to support clubs to align with the optimum club size.
- Participation Diversity: Participation diversity should be prioritised to grow clubs and provide broad participation opportunities to male/female, senior/junior, entry-level programs, social competitions and other opportunities as they arise.
- **Volunteer Support:** Support for club volunteers via Council and Cricket Victoria resources should be widely promoted and implemented.

KEY ISSUES AND OPPORTUNITIES



Governance and Partnerships

- **Roles and Responsibilities:** The roles of Council, clubs, associations, Cricket Victoria, Cricket Australia, developers and funding partners are only partially understood and not collectively agreed.
- Partnerships: Stronger partnerships can be formed between Council, schools, clubs, Cricket Victoria and Cricket Australia. Council and Cricket Victoria will play key roles driving partnerships and planning outcomes.
- Governance Framework: The development of a governance framework with clear roles will assist in addressing operational issues, including:
 - · Fixturing and scheduling
 - Facility planning, development and activation
 - Participation
 - Club development
 - Talent pathways
- Policy Development: Policies should be developed in conjunction with stakeholders to support sustainable growth and club operations.
- Technology: Use of technology platforms will help clubs improve their administration, compliance and management procedures.



Resources and Support

 Resources and Support: Resources are required to support new and existing clubs in the following priority areas:

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- · New club development
- · Capital works planning
- · Facility activation and programming
- Policy development requirements
- Staff/volunteer requirements
- Systems and processes

STRATEGIC FRAMEWORK

MELTON CITY COUNCIL VISION:

A vibrant, safe and liveable City accessible to all

CITY OF MELTON CRICKET STRATEGY 2022-2032 VISION:

Cricket in the City of Melton is a growing and diverse sport that strengthens the physical, social and mental health of our community through participation and inclusion

	STRATEGIC PRIORITIES								
PILLARS	Planning and developing high quality cricket facilities	2. Growing a diverse cricket community	3. Vibrant and sustainable clubs, competitions and communities	4. Partnering with our cricket community					
PRIORITIES	 Planning for the growth of cricket Development of new facilities in areas of population growth Upgrade and renew existing facilities to align with Council's Community Infrastructure Planning Implement a Council framework relating to turf pitch development 	 Implement a sustainable participation model that supports growth in community cricket Prioritise growth in key participation cohorts, including female, junior, entry-level and social cricket Explore opportunities to support and integrate social cricket and winter cricket 	 Proactively plan for the development of new cricket clubs in new communities Support the ongoing development needs of new and existing clubs Work with associations to ensure competitions support participation growth 	 Implement the Cricket Stakeholder Framework Grow relationships with key stakeholders through ongoing collaboration Collaborate on project delivery and club development Ensure club development is appropriately resourced to support the establishment of new clubs and development of existing clubs Partner with Cricket Victoria in the delivery of club development and participation initiatives 					

The Implementation Plan includes recommendations for all strategic priorities. The recommendations have been prioritised and indicative costs provided for the delivery of recommended infrastructure projects and initiatives within the plan.

Estimated Costs

Estimated costs provided within the implementation plan are indicative only based on current planning and comparative projects, acknowledging the following limitations:

- Each new site will require master planning and detailed design to determine the actual scope of facilities to be delivered and associated costs
- Site conditions, planning requirements and overlays may influence the cost for planning and construction at each site
- Availability of land in new residential developments may impact the ability to deliver priorities
- Cost escalations will increase costs for project delivery over time

Priority Rating

Each action within the implementation plan is assigned a short (1 to 3 years), medium (4 to 6 years) or long-term (7 to 10 years) priority rating dependent on relative priority and expected timeframe for delivery.

It should be acknowledged that the timeframe for the delivery of recommendations within this Strategy are dependent on market forces, population growth and funding, and the actual timeframe for delivery may change over time.

Council should proactively review the priority ratings of recommended projects over time as circumstances change and opportunities emerge.



Image: Caroline Springs Town Centre Reserve

	STRATEGIC PRIORITY	RECOMMENDATION	PRIORITY	ESTIMATED COST	wно
PILLA	R 1: PLANNING AND DEVELOPING HIGH QUALIT	TY CRICKET FACILITIES			
1.1	Planning for the growth of cricket	 Plan for future cricket growth and demand via precinct structure planning Master plan new cricket facilities to align with Community Infrastructure Planning Partner with clubs and new communities in the design and delivery of facility development and upgrades 	Ongoing Ongoing Ongoing	- \$50-80k per site -	Council/VPA Council
1.2	Development of new facilities in areas of population growth	Support the delivery of new facilities in areas of population growth as proposed in the Infrastructure Plan for Cricket in Melton (Appendix 4)	Ongoing	\$195M	Council, Funding Partners
1.3	Upgrade and renewal of existing facilities to align with Council's Community Infrastructure Planning	 Support the delivery of the facility upgrades as proposed in the Infrastructure Plan for Cricket in Melton (Appendix 4) Establish a prioritised 10-year cricket facility renewal program and review this annually based on asset condition assessments and demand 	Ongoing Ongoing	\$13.3M -	Council, Funding partners
1.4	Implement a Council framework relating to turf pitch development	 Implement the turf wicket facility development framework (page 26) as the key assessment criteria for all turf wicket facility development proposals 	Short	-	Council
PILLA	R 2: GROWING A DIVERSE CRICKET COMMUNIT	Υ			
2.1	Implement a sustainable participation model that supports growth in community cricket	 Implement the Sustainable Planning Framework (page 24) Establish local clubs in new communities to provide participation opportunities Support clubs to grow to the optimum club size and provide diverse participation opportunities (e.g 4-5 senior teams and 6-8 junior teams, including female participation and entry level programs) 	Ongoing Ongoing Ongoing	- - -	Council, Associations, Cricket Victoria

	STRATEGIC PRIORITY	RECOMMENDATION	PRIORITY	ESTIMATED COST	who
PILL	AR 2: GROWING A DIVERSE CRICKET COMMUNIT	TY (CONTINUED)			
2.2	Prioritise growth in key participation cohorts including female, junior and entry level programs	 Promote entry-level program (e.g Cricket Blast) uptake at all clubs Support clubs to provide junior and female cricket participation opportunities 	Ongoing Ongoing	-	Council, Associations, Cricket Victoria
2.3	Explore opportunities to support and integrate social cricket and winter cricket	 Investigate opportunities for cricket pitches to remain uncovered for grounds that are surplus to winter season sport demand Establish policies that support social cricket and promote integration with clubs 	Ongoing Ongoing	-	Council, Associations, Cricket Victoria
PILL	AR 3: VIBRANT AND SUSTAINABLE CLUBS, COMP	ETITIONS AND COMMUNITIES			
3.1	Proactively plan for the development of new cricket clubs in new communities via implementation of the Sustainable Planning	• Eastern Corridor: Mt Atkinson East Sports Reserve, Deanside Sports Reserve, Kororoit West Sports Reserve, Mt Atkinson West Sports Reserve, Plumpton West Sports Reserve	Various	-	Council, Cricket Victoria
	Framework	• Western Corridor: Toolern Playing Fields 1 Hub 1	Long	-	
3.2	Support the ongoing development needs of new and existing clubs	 Investigate relocation of existing clubs operating from single-oval facilities to two-oval facilities for home venues 	Ongoing	-	Council, Cricket Victoria
		 Work with Cricket Victoria to identify participation program and volunteer development programs and promote uptake 	Short	-	
		 Support Cricket Victoria to establish recommended minimum standards for club governance and operation 	Short	-	
3.3	Work with associations to ensure competitions support participation growth	Advocate to cricket associations to improve fixture flexibility via mid-week and Sunday fixtures to increase participation opportunities and club growth	Ongoing	-	Council, Associations
		Conduct an annual review of competitions in partnership with associations and Cricket Victoria to identify opportunities for growth and support of clubs	Ongoing	-	

	STRATEGIC PRIORITY	RECOMMENDATION	PRIORITY	ESTIMATED COST	WHO
PILLA	R 4: PARTNERING WITH OUR CRICKET COMMU	NITY			
4.1	Implement the Cricket Governance Framework	 Refine and adopt the roles and responsibilities of each stakeholder group listed within the Cricket Governance Framework (page 25) 	Short	-	All stakeholders
4.2	Grow relationships with key stakeholders through ongoing collaboration	 Arrange periodic meetings with cricket stakeholders to discuss current operational issues and future planning requirements Establish a joint priorities plan for facility development, participation, competitions and club development 	Short Short	-	All stakeholders
4.3	Collaborate on project delivery and club development	 Establish working groups with key stakeholders relating to new facility construction and the formation of new clubs 	Ongoing	-	All stakeholders
4.4	Ensure club development is appropriately resourced to support the establishment of new clubs and development of existing clubs	 Ensure club development is appropriately resourced within Council's Recreation unit to support the delivery of club establishment and development initiatives Partner with Cricket Victoria and new communities in the establishment of new clubs Work with existing clubs to improve governance, volunteer support and access to participation opportunities 	Ongoing Ongoing Ongoing	\$100,000 - -	Council, Cricket Victoria
4.5	Partner with Cricket Victoria in the delivery of club development and participation programs	 Liaise with the Cricket Victoria Region Manager to ensure uptake of Cricket Victoria programs and resources by clubs and associations 	Ongoing	-	Council, Cricket Victoria

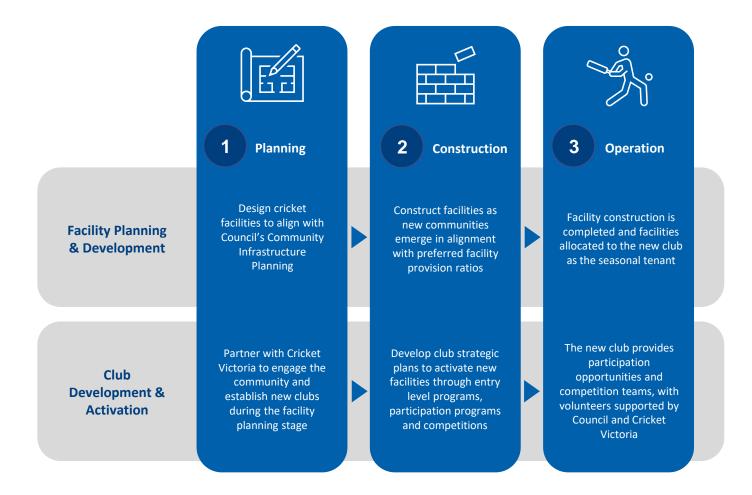
SUSTAINABLE PLANNING FRAMEWORK

The development of new cricket clubs and facilities requires careful planning and management to ensure that participation in cricket is supported by high quality facilities and sustainable clubs.

The adjacent process identifies the key actions to ensure that facility planning and development, and the creation of clubs and activation of facilities are aligned.

Council and Cricket Victoria will play key roles in ensuring that facilities are designed to ensure participation opportunities are accessible to local communities.

The activation of new facilities will be dependent on the establishment and support of new clubs. Council and Cricket Victoria will support clubs through the planning, construction and initial operation phases.

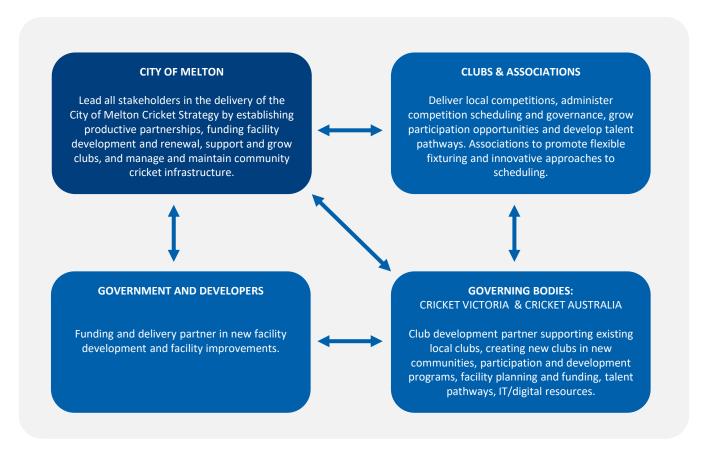


CRICKET GOVERNANCE FRAMEWORK

The proposed Cricket Governance Framework will drive collaboration by clarifying the role each key stakeholder group plays and their relationships with other stakeholders.

The Governance Framework includes:

- The City of Melton as the lead in delivery of the Strategy, and primary facility developer and manager.
- The Victorian Government and developers as key funding partners in new facility development and existing facility upgrades.
- Cricket Victoria and Cricket Australia as representative peak bodies, leading work in club formation, development and support.
- Associations as the providers and administrators of competitions.
- Clubs as the core deliverers of community cricket participation and programming.



TURF WICKET FACILITY DEVELOPMENT FRAMEWORK

The Turf Wicket Facility Development Framework has been prepared to guide Council decision-making regarding proposals for developing turf wicket facilities.

NO.	FACILITY COMPONENT	COMPLIANCE
	Club Requirements	
1.	The proponent aligns with the preferred club participation model of 4-5 senior teams and 6-8 junior teams, and should include female participation and entry-level programs.	Yes / No
2.	The proponent has an endorsed club strategic plan outlining the club's future direction.	Yes / No
3.	The proponent has an endorsed club business plan outlining the club's financial and resource commitment to the installation and maintenance of the turf square.	Yes / No
4.	The proponent has written endorsement from Cricket Victoria, the relevant association/s in which the club is seeking to play, and any other users/tenants of the facility at which the turf square will be installed.	Yes / No
5.	The proponent has a quote and description of works (including materials and work method) from a reputable turf cricket pitch installer.	Yes / No
6.	The proponent agrees to fund a minimum of 50% of the construction cost and 100% of the ongoing maintenance of the turf square, and has provided evidence of the capability to meet financial obligations.	Yes / No
	Site Requirements	
1.	The site must be a district level facility and have a minimum of two ovals, with the second oval to retain a synthetic pitch. The site should also have appropriate change facilities and practice facilities to cater for concurrent use of both ovals.	Yes / No
2.	The oval on which the turf square is to be installed must be of sufficient size to meet the relevant boundary length requirements within the Cricket Australia Community Cricket Facility Guidelines for each pitch within the turf square.	Yes / No
3.	The oval must have access to sufficient water and have suitable irrigation and drainage currently in place (or be included as part of the turf square installation).	Yes / No
	Other Conditions	
1.	The proponent must outline any impact on the existing use of the oval for competition and training, and outline how they plan to offset the impact of changes in use.	Yes / No
2.	The proponent must provide an indicative maintenance and renewal schedule, including resourcing and materials, for the review of Council.	Yes / No
3.	It is recommended that the installation of any new turf pitch does not lead to a precinct exceeding a maximum of 30% turf pitch provision	Yes / No

APPENDICES

- 1. Participation summary
- 2. Competition structure
- 3. Cricket facility development standards
- 4. Infrastructure plan for cricket in Melton

APPENDIX 1: PARTICIPATION SUMMARY

		NO. OF TEAMS									PARTICIPANTS 2021/2022					
CLUB	2015	2016	2017	2018	2019	2020	2021	2022 JUNIOR	2022 SENIOR	2022 TOTAL	CRICKET BLAST	JUNIOR	SENIOR	MALE	FEMALE	TOTAL
Burnside Springs Utd	8	12	11	13	15	16	19	11	9	20	50	138	73	216	45	261
Caroline Springs (T)	14	16	22	22	20	17	16	11	6	17	41	111	66	191	27	218
Falcons	-	-	2	4	4	3	2	-	1	1	-	-	19	19	-	19
Sydenham-Hillside (T)	14	13	14	15	17	16	17	11	9	20	37	144	78	208	51	259
Eastern Corridor	36	41	49	54	56	52	54	33	25	58	128	393	236	634	123	757
Melton (T)	7	8	8	13	12	12	13	6	8	14	7	57	85	145	4	149
Melton Centrals (T)	10	9	9	14	15	16	14	8	5	13	32	103	73	175	33	208
Melton South (T)	8	6	6	6	5	5	5	2	4	6	27	28	56	106	5	111
St Anthony's	6	10	7	13	12	10	9	3	4	7	-	24	37	50	11	61
Western Corridor	31	33	30	46	44	43	41	19	21	40	66	212	251	476	53	529
Aintree	-	-	-	-	-	9	7	6	8	14	33	57	106	188	8	196
Western Lions	5	5	4	3	3	3	3	-	3	3	-	-	55	55	-	55
Central Growth Corridor	5	5	4	3	3	12	10	6	11	17	33	57	161	243	8	251
Diggers Rest/Bulla	3	7	6	6	6	6	6	3	4	7	14	33	57	91	15	104
Diggers Rest	3	7	6	6	6	6	6	3	4	7	14	33	57	91	15	104
Eynesbury	-	8	10	9	8	9	8	8	3	11	12	74	35	118	3	121
Eynesbury	-	8	10	9	8	9	8	8	3	11	12	74	35	118	3	121
Total	75	94	99	118	117	122	119	69	64	133	253	769	740	1,560	202	1,762

(T) Represents clubs offering turf cricket

APPENDIX 2: COMPETITION STRUCTURE

Cricket has a strong presence in the City of Melton, offering a range of synthetic and turf competitions. Existing competitions cater for all participant levels, with opportunities provided for senior men and women, junior boys and girls, and All-Abilities teams.

Teams play across nine associations, with the higher levels of competition generally played on turf pitches and participation-focused competitions played on synthetic pitches:

- Turf Competitions
 - Victorian Turf Cricket Association (VTCA)
 - Victorian Sub-District Cricket Association (VSDCA)
 - Melbourne All-Abilities Cricket Association (MAACA)
 - Women's Community Cricket Competition (WCCC)

(Note: GDCA is considering offering a turf competition)

- Synthetic Competitions
 - North West Metro Cricket Association (NWMCA)
 - Gisborne & District Cricket Association (GDCA)
 - Western Region Junior Cricket Association (WRJCA)
 - Western Suburbs Churches & Community Cricket Association (WSCCCA)
 - Women's Community Cricket Competition (WCCC)
 - Mid-Year Cricket Association (MYCA)

	ASSOCIATIONS										
CLUB		TURF			SYNTHETIC						
	VTCA	VSDCA	MAACA	WCC	NWMCA	GDCA	WRJCA	WSCCCA	MYCA		
Aintree											
Burnside Springs											
Caroline Springs											
Diggers Rest Bulla											
Eynesbury											
Falcons											
Melton											
Melton Centrals											
Melton South											
St Anthony's											
Sydenham-Hillside											
Western Lions											

APPENDIX 3: CRICKET FACILITY DEVELOPMENT STANDARDS

HIERARCHY	DEFINITION	CRICKET FACILITY DEVELOPMENT STANDARDS
District	District level cricket facilities are designed and maintained to cater primarily for club training and competition. They are typically the 'headquarters' (or home) facility for clubs. Facilities are generally multipurpose, sharing primarily with AFL or soccer clubs. Facility provision allows for clubs to grow sustainably and host club training, competition, administration and social activities at a central venue. New facilities that provide opportunities for new club formation should align to the district level hierarchy provision. The majority of cricket facilities (current and proposed) in the City of Melton will be district level cricket facilities.	Area: 8 hectares. Playing surfaces: Two ovals per site. North-South pitch orientation. Oval dimensions to meet community cricket club competition standards. 60 metre radius preferred. 1.1m metre pipe and rail fence with chain-mesh infill. Complete network of sub-surface drainage and irrigation. Synthetic wicket. 1 x oval with a turf wicket may be supported where compliance with Turf Wicket Facility Development Framework can be achieved. Synthetic wicket dimensions: 28m long x 2.4m x 2.8m wide. Turf wicket dimensions: 22.56m long – 3.05m wide (5-6 pitches). Infrastructure: Two synthetic practice nets per oval. Up to four nets at single-oval district level facilities where the home club has reached a participation rate equivalent to a sustainable club. Six bench seats per oval. Consider spectator shade in key gathering areas. Vehicle and pedestrian fencing around the facility. Off-street minimum 57 cars per oval. Drinking fountains x 2 per oval / Rubbish bins – minimum 1200 litres per oval / Public toilets – externally accessible at the pavilion.
		 Scoreboard stand provided. Minimum 2m high and 2.6m wide Pavilion: Amenities - 25m2. Change Rooms - 45m2. External covered viewing - 50m2. First aid room - 15m2. Kitchen / kiosk (includes storage) - 30m2. Meeting room / office - 10m2. Public toilets - 20m2. Umpires room (includes amenities) - 20m2. Storage (10m2 per tenant) - 20m2. Social (community) room - 130m2. Social room storage - 18m2. Cleaner's storage - 5m2.

APPENDIX 3: CRICKET FACILITY DEVELOPMENT STANDARDS

HIERARCHY	DEFINITION	CRICKET FACILITY DEVELOPMENT STANDARDS
HIERARCHY Regional	Regional level cricket facilities are designed to cater for participation, events and programming that services a municipal size catchment. They are facilities that are generally multi-purpose and provision standards are generally higher than district level facilities to cater for higher level competitions and events. Regional facilities may also act as a home venue for a local cricket club. MacPherson Park Recreation Reserve is the City of Melton's regional level cricket facility.	Playing surfaces: Two ovals minimum, three preferred. North-South pitch orientation Oval dimensions: One oval at 70m. All other ovals 60 metre radius preferred. 1.1m metre pipe and rail fence with chain-mesh infill Complete network of sub-surface drainage and irrigation 1-2 x ovals with a turf wicket. Synthetic wicket dimensions: 28m long x 2.4m x 2.8m wide Turf wicket dimensions: 22.56m long – 3.05m wide (5-6 pitches) Infrastructure: Two synthetic practice nets per oval (turf practice nets may be supported where compliance with Turf Wicket Facility Development Framework can be achieved). Six bench seats per oval. Consider spectator shade in key gathering areas Fencing of reserves is discouraged, however will be assessed case by case based on safety, management and operational requirements. Recommendation of sensitive fence treatment that allows ticketed events but is not intrusive on the overall park amenity Parking assessment required for the site. Off-street minimum 57 cars per oval. Drinking fountains x 2 per oval / Rubbish bins – minimum 2400 litres main oval (960 litres for others) / Public toilets – externally
		 accessible at the pavilion Scoreboard stand provided. Minimum 2m high and 2.6m wide. Consideration for electronic scoreboard on main oval.

APPENDIX 4: INFRASTRUCTURE PLAN FOR CRICKET IN MELTON

NEW CRICKET FACILITIES										
Corridor	Short Term (1 to 3 years)		Medium Term (4 to 6 years)		Long Term (7 to 10 years)					
	Site	Estimated Cost	Site	Estimated Cost	Site	Estimated Cost				
Eastern	• Mt Atkinson East Sports Reserve (2 ovals)	\$13M	Kororoit Sports Reserve (1 oval)	\$14M	• Mt Atkinson West Sports Reserve (2 ovals)	\$14M				
Corridor	• Deanside Sports Reserve (2 ovals)	\$16M	• Plumpton West Sports Reserve (2 ovals)	\$15M	• Kororoit West Sports Reserve (2 ovals)	\$14M				
	• Plumpton North Sports Reserve (1 oval)	\$12M								
Western Corridor	Brookfield Recreation Reserve (2 ovals)	\$13M	• Toolern Playing Fields 2 (1 oval)	\$10M	• Toolern playing Fields 1 Hub 1 (2 ovals)	\$15M				
	Bridge Road Recreation Reserve (1 oval)	\$10M								
Central Growth	• Nil		Rockbank North Active Fields (1 oval)	\$23M	Rockbank East Sports Reserve (1 oval)	\$15M				
Corridor					• Paynes Road Reserve (1 oval)	\$11M				
TOTAL	Five sites, eight ovals	\$64M	Four sites, five ovals	\$62M	Five sites, eight ovals	\$69M				

APPENDIX 4: INFRASTRUCTURE PLAN FOR CRICKET IN MELTON

IMPROVEMENTS TO EXISTING CRICKET FACILITIES										
Site	Short Term		Medium Term		Long Term	Long Term				
Site —	Component	Estimated Cost	Component	Estimated Cost	Component	Estimated Cost				
Blackwood Drive Recreation Reserve	Install one additional cricket netOval synthetic pitch upgrade x2	\$45,000 \$50,000	-	-	-	-				
Burnside Heights Recreation Reserve	• Redevelopment of Oval 2 including supporting infrastructure	\$2,200,000	-	-	-	-				
Caroline Springs Town Centre Reserve	• Redevelopment of Oval 2 including supporting infrastructure	\$2,200,000	-	-	-	-				
Diggers Rest Recreation Reserve	• Redevelopment of Oval 1 including supporting infrastructure	\$1,800,000	-	-	-	-				
Eynesbury Recreation Reserve	-	-	 Install 1-2 additional cricket nets (subject to sustainable club growth) 	\$90,000	-	-				
lan Cowie Recreation Reserve	Oval synthetic pitch upgradePractice facility run-up upgrade	\$25,000 \$35,000	-	-	-	-				
Kurunjang Recreation Reserve	Replace synthetic surface	\$1,200,000	Pavilion extension	\$750,000	-	-				
Melton Recreation Reserve	Pavilion replacement	\$4,300,000	 Install 1-2 additional cricket nets (subject to sustainable club growth) 	\$90,000	-	-				
Mt Carberry Recreation Reserve	Female-friendly facilities upgrade	\$250,000	-	-	-	-				
Melton South Recreation Reserve	Female-friendly facilities upgrade	\$250,000	-	-	-	-				
TOTAL		\$12,355,000		\$930,000		-				