



Brim Recreation Reserve Master Plan

April 2024



Yarriambiack
SHIRE COUNCIL

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Executive summary

Introduction

Forming a true sport and recreation precinct with the adjacent Brim Golf Club, the Brim Recreation Reserve offers the sports of AFL, cricket, netball and tennis. This precinct plays an important role in providing such opportunities to the Brim and surrounding communities. In addition to the precinct, the Brim Bowling Club provides further opportunities to residents and visitors.

The Reserve is used year-round with these and other activities, and it is noted that the clubs also use Anzac Park in Warracknabeal.

The Recreation Reserve and Golf Club are located in the northern aspect of town with the Bowling Club less than 500m to the east between the Reserve and the main highway.

Sporting facilities at the site are in good condition (with possible minor improvements noted later in this report) with recreation opportunities, that although limited, are also in good condition.

Existing situation

As mentioned, the approximate 4ha Council-owned Reserve and the approximate 17.4ha golf course is located in the northern aspect of Brim. The Reserve is zoned Public Park and Recreation.

The Reserve is flat and is reasonably well embellished with:

- lit football field (with 5 pitch turf cricket wicket block)
- functional main pavilion and announcers box
- new, lit multi-courts with three tennis courts and two netball courts and shaded players/officials shelters
- 2-net cricket practice facility (synthetic grass pitches)
- dated ancillary buildings (public toilets, equipment sheds, players dugouts, scoreboard)
- well located, medium size, shaded playground between pavilion, courts and gold golf course
- informal parking areas
- ticket booth at main entry.

Demand for upgrade

Demand for upgrades to the Reserve has been established through consultation with Council, user groups and peak bodies and with consideration of existing opportunities. Key directions include:

- sport
 - replacement of scoreboard
 - netting behind goal posts
 - re-alignment of cricket nets
 - replacement of field perimeter fencing
 - replacement of coaches boxes
- recreation
 - upgrade existing playground
- other facilities
 - toilet/change rooms renovation
 - consolidation of old equipment sheds
 - improve informal parking
 - internal pavilion improvements
 - minor entrance improvements.

Over-arching design principles

Preparation of the Master Plan reflects efforts to:

- improved provision of sport and recreation through proposed improvements
- improved functionality of existing pavilion
- improved recreation opportunities
- continued use of the Reserve by the community.

VIC
GRAIN



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Introduction

Project overview

ROSS Planning was commissioned by Yarriambiack Shire Council to develop a master plan for Brim Recreation Reserve. The site is the main provider of formal sport for Brim, with golf provided from the adjacent course and bowls provided less than 500m away at the Brim Bowling Club.

The Reserve also functions as a community gathering space for community events and this master plan is intended to increase community use of the site.

This Master Plan represents an opportunity to build upon the existing uses and to provide a clear strategic (and sustainable) vision for the Reserve.

What is a master plan?

A master plan provides a vision for a site, identifying what it should look like and how it should function into the future. It establishes a strong and consistent direction by providing a framework for ongoing improvement. It considers the interrelationship between:

- current character and functionality
- public expectations and needs
- emerging issues and trends
- the realities of the economic, social, environmental and legislative context of the time.

The result is a plan that balances needs across a range of often conflicting interests. The master plan does not necessarily suggest that all elements should proceed immediately, or that Council or the user groups should be responsible for all capital costs, in respect of those items that are progressed.

It is important to note that the intent of a master plan is to provide a framework for future development of the Reserve over an extended period of time so that ad hoc improvements are avoided, and community use and long-term viability are maximised. To ensure this intent is achieved, a master plan should be monitored regularly to ensure the outcomes continue to meet community needs in the best possible way.

Hierarchy of planning and processes

It is important to note that the master plan provides a preferred strategic concept for the site. However, further detailed investigation and design is required prior to construction of the individual elements identified. These investigations may include:

- topographic surveys
- geotechnical investigations
- required planning approvals
- detailed design and construction drawings
- bill of quantities
- tenders and procurement processes.

Engagement of professionals with appropriate qualifications will be essential for these tasks.

Project objectives

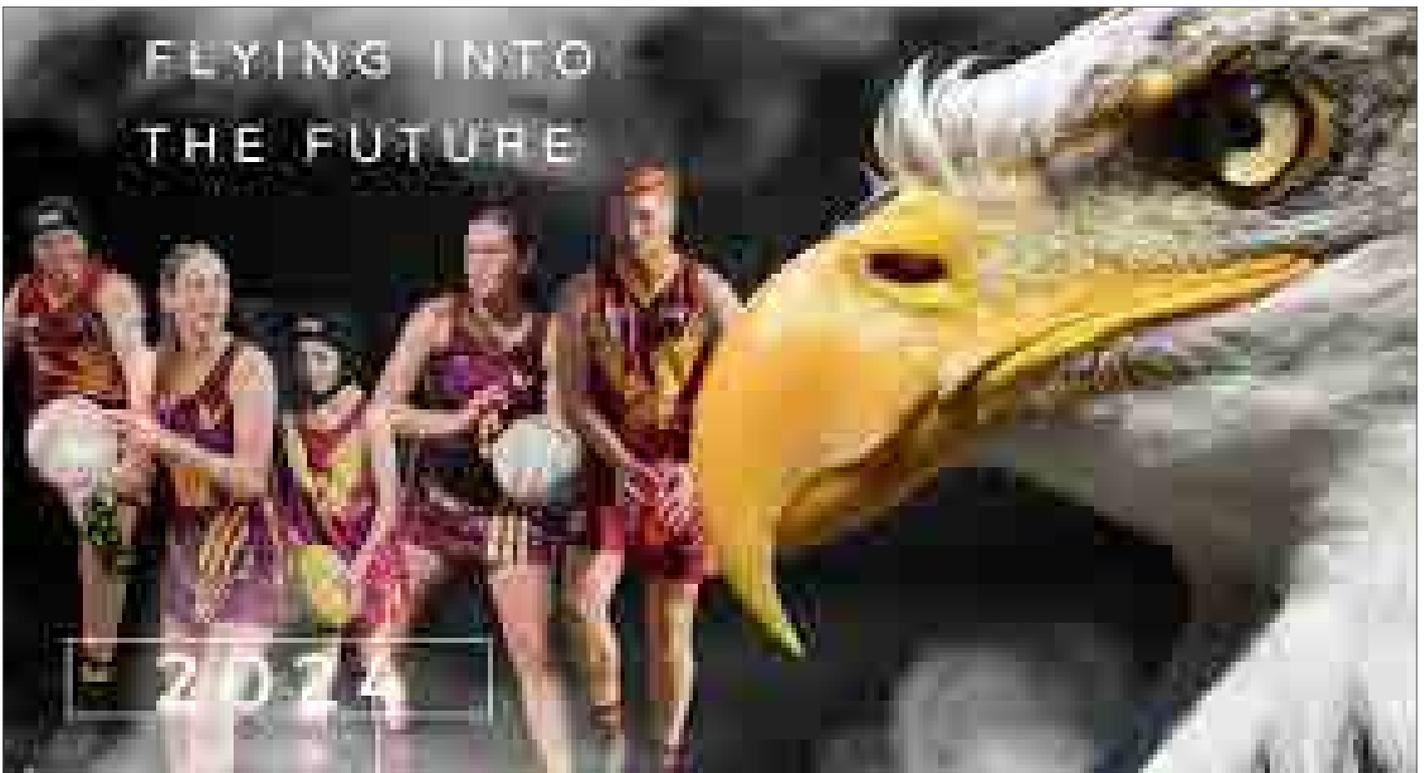
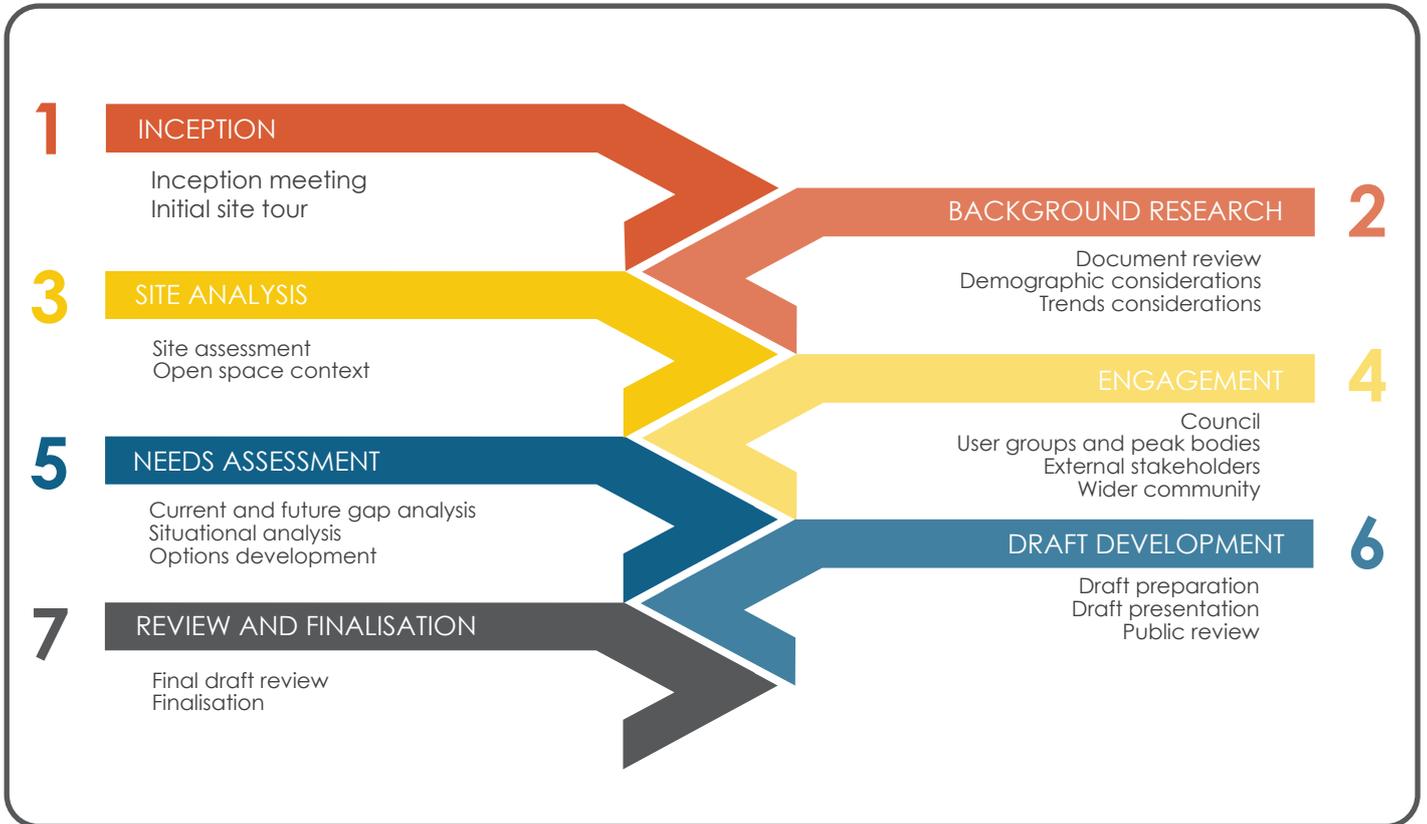
The Master Plan will provide a planning and design framework for the future development and enhancement of the Recreation Reserve. The Master Plan will guide the creation of sport, recreation and community facilities to cater for the needs of the community and user groups over the next 20 years. The Master Plan has the following objectives:

- ❑ to encourage informal recreation activities to be enjoyed by the general community
- ❑ to consider the diversity of recreation and sport opportunities to ensure equitable access
- ❑ to create safe access and integrated movement to, and through, the Reserve
- ❑ to promote sustainable development and practical maintenance regimes
- ❑ to foster partnerships for capital development and ongoing management of the Reserve.



Process

The project program spans across seven stages and has been delivered as follows:





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Strategic context

Literature review

In order to present a clear picture of the background issues and opportunities influencing the potential development of the Recreation Reserve, a literature review has been undertaken. Relevant policies and adopted strategies and plans have been reviewed and considered in preparation of the Master Plan.

Council Plan 2021-2025

This Plan articulates Council's overarching community vision, objectives and actions. With a vision of:

A connected rural community who values its land and wellbeing...

It is clear that parks and reserves can play a key role by providing opportunities for connection, health and wellbeing. Key actions influencing the development of the Master Plan are also contained within Key Objective 2 - A Healthy and Inclusive Community:

- master planning of sport and recreation facilities
- assisting clubs and organisations to attract funding to support sport, active and passive recreation programs, initiatives and infrastructure
- identify priority projects and assist in the development of concept plans and schematic drawings.

The undertaking of this master plan is in clear alignment with the Council Plan 2021-2025.

Asset Management Plan 2022-2032

This Asset Management Strategy was prepared to ensure that Council's critical infrastructure (roads, footpaths, bridges and culverts, buildings and facilities, stormwater drainage, plant and equipment, open spaces and airports) is provided for in a financially responsible manner, while reflecting appropriate levels of services. As the Plan notes "moving forward in the future, the challenge for Council is to continue to deliver the expected quality services to the community from its aging and increasingly costly infrastructure, while making the best use of Council's limited financial capacity" (p. 4).

Buildings and facilities (that include halls, library, kindergartens, sports clubrooms etc) have been shown to be in overall poor condition. Combined, 91% of buildings are considered fair, poor or very poor (fair - 38%, poor - 48%, very poor - 5%). With poor and very poor buildings and facilities requiring major works within 2 years, Council faces a significant asset maintenance and upgrade backlog.

No major assets at the Reserve are in need of immediate replacement. However, minor assets such as the equipment sheds and scoreboard are proposed to be replaced.

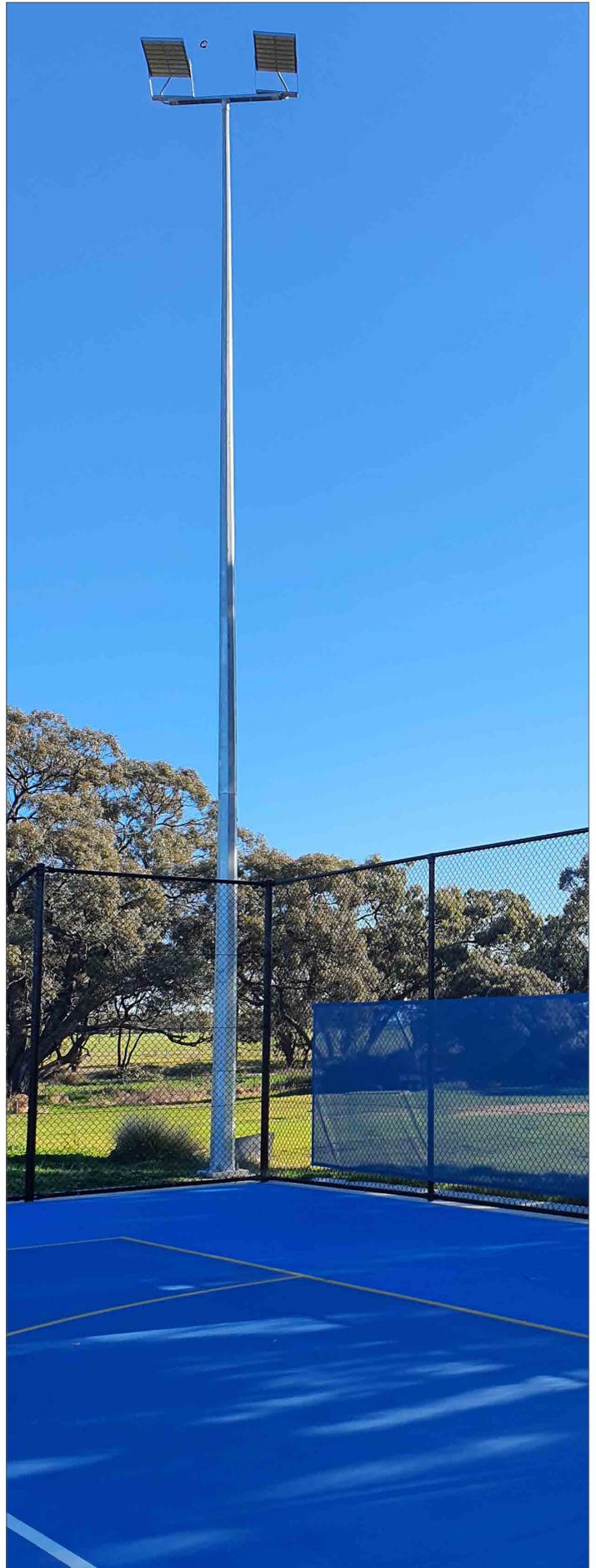
Sport and Recreation Strategy 2016-2025

The Strategy outlines a clear desired level of embellishment for each size town and village. Given its population base, Brim is considered a *Small Town*. The preferred sport and recreation embellishments for small towns will be closely considered in development of the Master Plan with recommended actions for Brim Recreation Reserve undertaken.

Venue inspection final site report - Brim Recreation Reserve (AFL Victoria)

Although this report rated the Reserve moderately well with an overall rating of 81/111, it did identify some possible facility improvements:

- gender neutral change facilities
- umpire facilities.





STRATEGIES AND PLANS - KEY IMPLICATIONS

When considered together, the literature review highlights a number of key considerations:

- no major infrastructure developments for the Reserve have been identified, however, improvements to the existing facilities would be beneficial
- Council recognises the value of providing quality community infrastructure in order to enhance health and wellbeing.



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Site analysis

Site context

Location

With the main entrance on Simson Street, the 4ha Reserve and adjacent 17.4ha golf course are located to the north of the town centre with the bowling club less than 500m to the south-east.

Land

The Reserve itself is one whole land parcel, as is the golf course, and are both flat with Yariambiack Creek running along the northern edge of both.

Planning considerations

In accordance with the Yariambiack Planning Scheme (2023), the entire Reserve is zoned Public Park and Recreation (PPRZ).

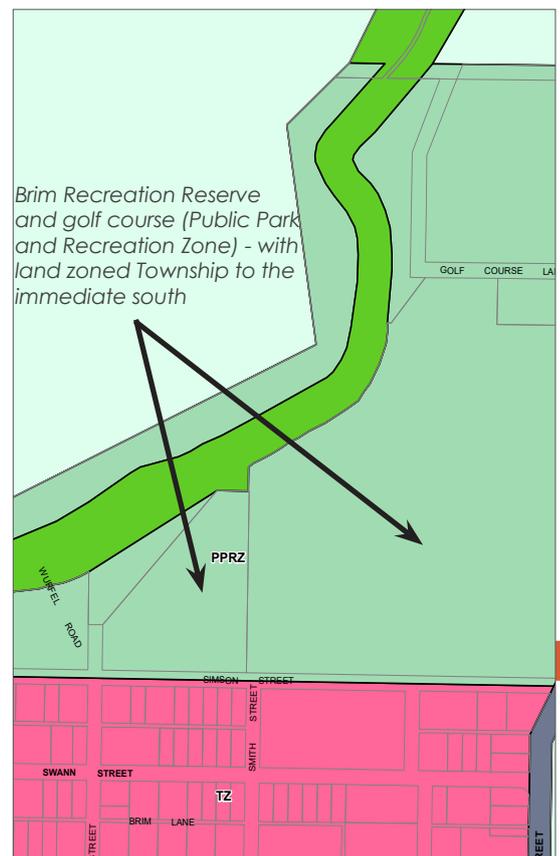
Public Park and Recreation zone

Yariambiack Planning Scheme 2023

36.02 The purpose of the Public Park and Recreation zone is:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To recognise areas for public recreation and open space.
- To protect and conserve areas of significance where appropriate.
- To provide for commercial uses where appropriate.

The proposed Master Plan will not alter the current uses at the Reserve. Rather, it will extend and enhance formal sport and recreation uses in a manner compatible with the Public Park and Recreation zone code.



Existing site elements

Main pavilion

- ❑ large and functional and well maintained
- ❑ recent minor renovations including painting in past 12 months
- ❑ large paved viewing area oval field and surrounds well kept (neat and tidy)
- ❑ older club rooms and toilets
- ❑ the Brim Country Club has its clubhouse in the rear of the pavilion .



Sporting facilities

Main playing field

- ❑ large oval with well maintained 5 pitch turf cricket block
- ❑ field lighting in place (4 towers, each with five-six older metal halide fittings) and noted to provide 50-99 lux by AFL inspection report
- ❑ playing surface in very good condition (considered 'excellent' in AFL inspection report)
- ❑ two synthetic grass cricket practice nets immediately adjacent to courts in generally good condition but poor run-ups and surrounds
- ❑ player dugouts in good condition but ageing.



Courts

- ❑ newly upgraded hard surface courts (with electronic netball scoreboards)
- ❑ two netball courts at each end of court area
- ❑ three tennis courts
- ❑ playing surfaces in very good condition and LED lighting
- ❑ long, spacious players/scorer's dugouts at each end of court area providing seating and high visibility (with lights)
- ❑ well maintained area with open views to Reserve and adjacent golf course
- ❑ immediately adjacent to playground.



Golf course

- ❑ 9 hole course with sand greens
- ❑ low level of maintenance.

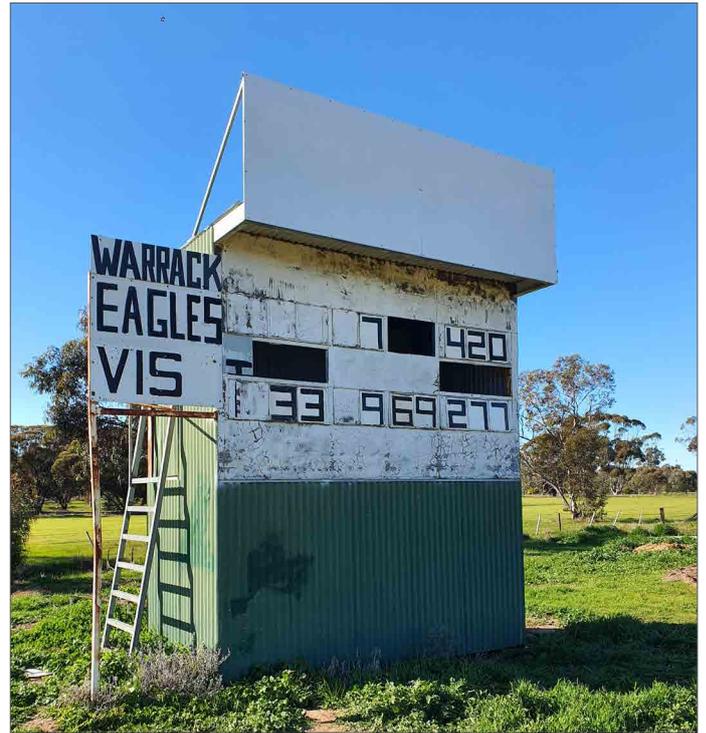
Recreation facilities

- well maintained and attractive playground, but ageing
- well located adjacent to other activity nodes and rear car parking area
- shaded with sails.

Additional improvements

Other features

- old and untidy equipment sheds on eastern edge of site
- old and decrepit scoreboard close to equipment sheds
- ticket booth at main entrance off Simson Street
- old but functional public toilet block on western side of oval
- entry to gold course (Brim Country Club) behind courts and playground.



Parking

Parking is limited to informal areas across the site, with the main two being between the courts and the oval and a gravel area to the rear of the main pavilion.

Additional space is available when needed through various informal areas including the track around the oval and large open spaces across the site that are accessible from it. These spaces are located all over the site, providing ample parking opportunities.

Although the site is therefore well catered for in regard to parking, minor works to the well used area between the courts and the oval is proposed.

Access, linkages and connectivity

Walk and cycle connections

Due to its proximity, the site is easily accessed from town be it through vehicular, cycling or pedestrian access. Although there is a lack of dedicated concrete pathways, the generous road widths and wide footpaths support this access.

All activity nodes within the site are easily accessed due to the entry road and the internal track around the oval. Internal access is further maximised with the majority of site features being concentrated in the one area around the pavilion in the north of the site.

Vehicle entry and access

The main entry to the site (and golf course) is off Simson Street, while a secondary, informal exit/entry is also located on Simson Street at the eastern end of the site's frontage.

These two points of entry/exit are proposed to be retained, with the main entry to the west of the road frontage improved as the main entry. .

Shade and shelter

There is limited shade across the site, but due to the concentration of the relatively low number of spectators at regular events around the pavilion area, this is proposed to be addressed there.

Although no identified in detail in the master plan, the planting of shade trees across the site could be undertaken, but consideration to their ongoing maintenance and level of benefit should be considered.

Signage

There is almost a complete lack of signage across the Reserve, including at the main entry.

The signage that does exist is limited to basic club signage and some that acknowledge funding received for past improvements.

Sponsorship signage is virtual non-existent.

While the proliferation of signage is not being recommended, the Master Plan has identified the need to create a more welcoming entry statement at the Simson Street entrance through the use of appropriate signage and landscaping. The proposed signage should include information for community members/visitors regarding what the site offers and ensures they are encouraged to use the facilities and any programs that are being offered.

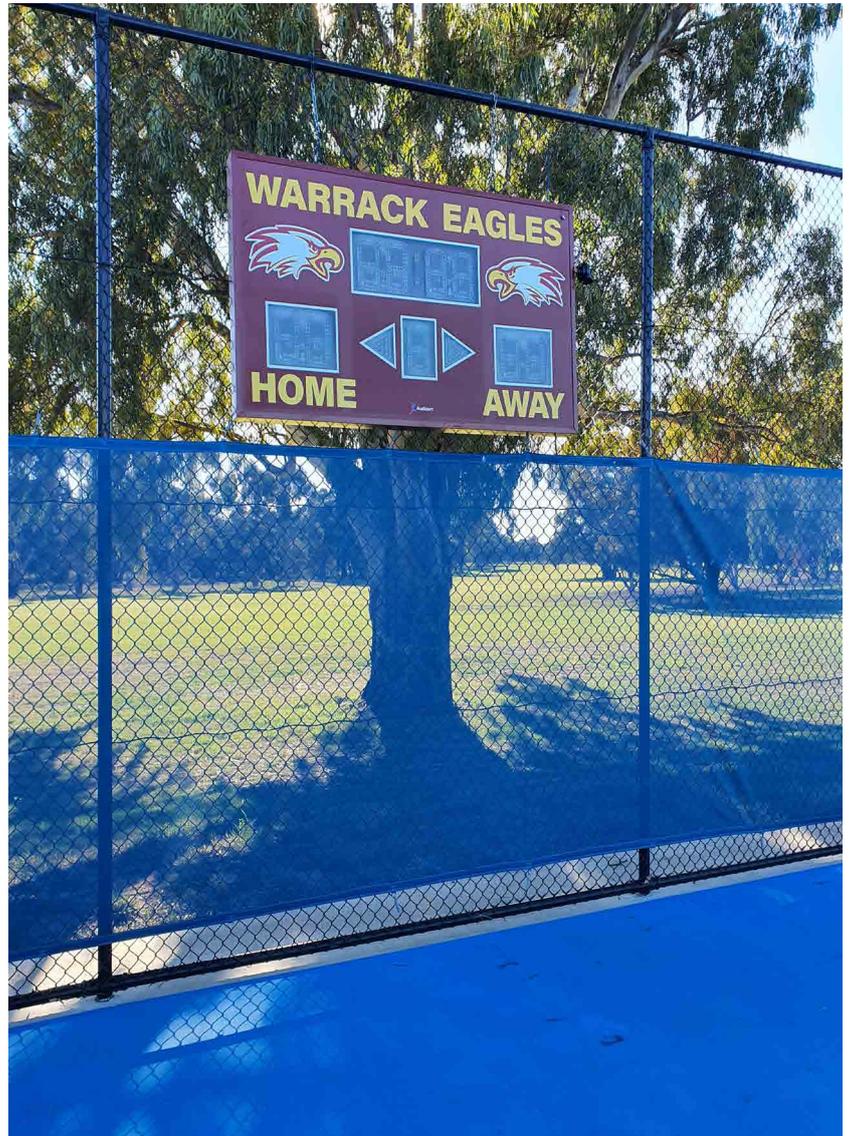


Facility snapshot



Existing key facilities

1. Pavilion
2. Playground
3. Country Club entry
4. Golf course
5. Netball/tennis courts
6. Cricket practice nets
7. Informal parking
8. Scoreboard
9. Equipment sheds
10. Turf pitch block
11. Toilets
12. Players dugouts/coach's boxes
13. Main entry
14. Secondary entry.





WARRACK EAGLES
HOME AWAY

5

Demand analysis

Community profile

The way in which a community participates in sport and recreation activities is influenced by age and demographic considerations. Understanding the spatial and demographic variations in communities, such as concentrations of older residents or youth, is fundamental to responding to, and planning for, the future provision of public open space.

In order to understand the make-up for the Recreation Reserve 'catchment', a snapshot of existing and future population and demographic characteristics has been undertaken.

One of few sport and recreation facilities in the town, the Reserve plays a pivotal role in providing such opportunities for the community and surrounds. And while it is acknowledged that many participants will come from outside the township of Brim, core participation in recreation activities will come from the wider Brim area.

Population considerations

Analysis of Brim's population characteristics¹ reveals:

- ❑ an estimated residential population of 181 in 2021. Considering this relatively low population, the town has experienced a significant drop since the 2006 population of 240
- ❑ with a median age of 50 years, the average Brim resident is younger than in Warracknabeal (51 years) but significantly older than Victoria (38 years). This median age has significantly risen since 2006 when the median age was 45 years
- ❑ only 33 children under the age of 15 and only 24 residents aged between 15 and 24 years (the peak age groups for formal sports participation)
- ❑ there are also clear projections for significant population decline² across the Yarriambiack Shire Council area. The LGA population of 6,460 in 2021 is projected to decrease to just over 5,500 by 2036. The reduction is expected to be more marked in the younger age groups with the 0-29 years cohort reducing by almost 20%. Projections are not available at any level smaller than the entire Council area.

COMMUNITY PROFILE - KEY IMPLICATIONS

In terms of impacts for the preparation of the Master Plan these demographic considerations suggest:

- ❑ demand will likely increase for activities aimed at older residents, but opportunities for people of all ages should continue to be offered
- ❑ demand for additional facilities is unlikely to increase moving forward
- ❑ formal sporting clubs will need to continue to look beyond Brim and the wider Council area to retain membership bases.

¹ ABS Census QuickStats, 2021

² Dept of Environment, Land, Water and Planning - Victoria in the Future, 2019

Trends in sport and recreation

Participation patterns in recreation are changing at a community level. Factors such as a move toward non-organised or social sport, increased outdoor nature-based recreation and increased use of technology have all had a significant impact on how people recreate and use public open space. Understanding these trends (and their impacts) is important as Council looks to develop a Master Plan that ensures the sustainability of existing groups whilst also encouraging people to further engage in activity in public open spaces.

Participation trends

Since 2015, Sport Australia has conducted a national sport and physical activity participation survey, *Ausplay*. The most recent results of the survey were released in April 2023. In 2011-12 and 2013-14, a similar survey, the *Participation in Sport and Physical Recreation Survey* was conducted by the Australian Bureau of Statistics (ABS). Between 2001-2010, the *Exercise, Recreation and Sport Survey* (ERASS) was conducted by the Committee of Australia Sport and Recreation Officials (CASRO).

Overall, participation in physical activity has increased in the last two decades. More adults participate more frequently compared to 2001. Female participation (at least once a year) has remained on par with male participation throughout. However, more women have constantly participated more often.

Participation in sport-related activities has decreased, while non-sport physical activities have increased significantly (by more than 20 percent since 2001). Participation in recreation activities such as walking and fitness/gym have increased the most.

More children participate in organised (out-of-school) sport, than adults. The top activities children participate in changes as children age, with a focus on the life skill of swimming for infants and toddlers and running, fitness/gym, football and walking being the dominant activities by the time children reach the ages between 15 and 24 years old.

National participation rates in organised sport have been declining for a number of years as participants move toward more social (drop-in drop-out) sport and informal recreation. It will be important for Council to monitor participation trends into the future to ensure resources are allocated appropriately to support a broad range of both recreation and sport activities.

Formal sport trends

Busy lifestyles

Shift work, increases in part-time and casual employment and family commitments influence participation as:

- people do not have the time to commit as a regular participant or volunteer
- people seek facilities and participation opportunities with flexible hours.

If membership stagnation or decline became a concern for the user groups based at the Recreation Reserve, additional delivery models such as social fixtures or 'pay as you play' approaches should be considered.

Diversification of sport

Modified sports such as T20 cricket and 7s rugby are burgeoning. Changes are placing additional pressure on councils with regard to playing field capacity, facility flexibility and need to plan for additional demand.

Masters sport

There are indications that people may continue to engage in sport later into their old age. The Australian Sports Commission highlights that organisations may need to provide a wider range of products tailored to meet the needs of older Australians.

The development of the preferred layout at the site has clearly considered the need for formal and informal activities that are attractive across the ages. Council may consider working closely with Country Club representatives in promoting golf to the ageing community.

Field and court quality

Facility providers face an increasing trend to develop and re-develop sporting fields and courts to a higher level in order to increase carrying capacity. Upgrades, such as lighting and field irrigation, allow training and competition times to be extended and increases the ability of turf playing fields to cope with the resulting wear and tear. Further, to achieve ongoing field quality, fields need 'rest periods' (of up to four weeks) where necessary maintenance can be undertaken.

The replacement of turf fields with synthetic fields, however, can significantly increase carrying capacity by limiting maintenance-required field down time. A number of facility providers are moving toward the provision of synthetic fields (particularly for football and hockey where internationally certified surfaces are available).

It is not considered financially viable to consider this as an option for the Brim Recreation Reserve, especially considering the main sports offered being AFL and cricket.

With its current level of use, the playing surface is in good condition, and this is expected to continue to be the case.

Field and court sharing

With many sports extending the lengths of pre-season and season fixtures, sports are no longer classifying themselves as strictly summer or winter sports, this has led to the sharing of field space becoming more difficult. While providers strive to maximise the use of community resources (and State Government espouses field sharing), the reality is that shared use of ancillary facilities (e.g. clubhouses, car parks) rather than fields will be more likely.

This is the case at the Reserve, and there have been no identified significant issues in this regard.

The courts at the Reserve were developed considering both Netball Victoria and Tennis Victoria's identification of the potential for dual court marking - particularly in more rural and remote areas where club memberships (and facility use) tend to be smaller. The courts are an example of how well these type of facilities can work.

Facility management

Councils across Australia employ various management structures over their sport and recreation facilities. Where resources allow, there is a growing trend towards councils taking on more responsibility for the overall management (and maintenance) of facilities. This involves users (tenant clubs) paying higher user fees, but being able to focus more on their core function of providing the relevant sport/activity, rather than face the burden of maintenance and asset management.

Recreation trends

Park design

Parks play multiple roles in establishing and maintaining a community's quality of life; ensuring the health of residents and visitors and contributing to economic and environmental well-being. The design of a park is critical in ensuring that it is successfully utilised by the community. Public open spaces should include:

- a range of recreation nodes that comprise clustered activities such as picnic and play areas that are attractive and safe open areas with good lighting, seating, shade, shelters and areas for play
- well-lit, level and shaded walk/cycleways that provide links to open space, community, commercial areas, and public transport (where available)
- a range of infrastructure that supports all abilities participation.

Although relatively limited opportunities are provided by the Reserve, they are considered appropriate, given the low population and the availability of opportunities provided by the Country Club and Bowling Club.

Creating connections

Numerous studies highlight the need for trails linking residential areas with parks and other types of open spaces. Walking continues to be the preferred physical activity for both men and women. Parkrun has experienced unprecedented growth and is one of the largest running events in the world. There is, therefore, a recognised need for path systems that provide good connectivity between places of activity, are aesthetically appealing, provide safe links for users, and are easy to navigate.

As mentioned previously, the site is easily accessible from within town so it is expected that increased use of the site will be enhanced by this direct connection and easy access.

Ageing communities

With the significantly higher median age of 58 years and expectations that the community will continue to be an aged one, the master plan has been developed to reflect and provide (where possible) facilities that will cater for older residents considering requirements such as:

- greater emphasis on low impact physical activity
- ability to compete in age-appropriate formal sport opportunities (e.g. masters)
- access to community infrastructure that requires wider paths, improved wheelchair/disabled access/parking, more lighting, shaded seats for resting along pathways
- places offering a sense of safety and serenity
- increased use of mobility scooters as a convenient method of transportation.

Also mentioned previously, increased promotion of golf as an activity for older residents and increased use of the Reserve in general as a result of the proposed improvements will result in increased opportunities for this demographic.

Impacts of technology

In just one generation, there has been a dramatic shift in childhood activity from outdoors to indoors. This has been driven in part by increased use of technology. Technology remains one of the main contributors towards decreased physical activity and increased sedentary behaviour. However, active gaming is becoming a contemporary approach to exercise.

Increasing use of smart phones and apps allows people to obtain information, communicate with each other very quickly, and provide feedback on their recreation experience at any time of the day or night. Many people using parks, playgrounds, paths and trails make the decision on where to recreate based on the information available via the internet, blogs, forums and social media.

A number of mobile phone apps are aiding the community in tracking, recording and mapping their activities including running and cycling. The apps allow participants to compete against themselves, as well as other app users. It can also be a useful tool for managing authorities in determining where the community is currently participating in activities (whether authorised or not).

There are also increasing expectations of technology within recreation areas including WiFi access in key parks, charging hubs, and digital tools for information and marketing on tracks and signage.



A typical 'Map My Ride' output from a mountain bike rider

Increasing 'screen time' during leisure time

Time spent looking at a screen is somewhat unavoidable in many workplaces and schools. More of our leisure time is also being spent looking at screens, at the cost of active leisure activities including socialising, reading, writing, arts and crafts, sports, exercise and recreation³. Excessive screen time has been associated with negative health outcomes as people have less time available to participate in active pursuits such as play and physical activity.

TREND CONSIDERATIONS - KEY IMPLICATIONS

These trends in the provision and use of sport and recreation facilities have been considered in the development of this master plan with the most relevant summarised as follows:

- ❑ clubs and Councils need to recognise that social sport and modified games are becoming increasingly popular, and can increase participation in sport all age groups, and particularly people over the age of 40
- ❑ traditional use and management of sport fields may require review and adjustment to meet the needs of users in the future, and to take advantage of technology (e.g. telemetry systems for lighting and irrigation)
- ❑ demand for higher standard facilities, including playing surfaces (well-drained), field lighting, and all-weather synthetic fields is increasing.

³ Krause and Sawhill. *How free time became screen time*. 2016

Gap analysis

The supply and demand (gap analysis) has been prepared by considering a range of inputs. Consultation has been undertaken with Council officers, tenant sporting clubs (and their peak bodies), local community and additional stakeholders identified throughout the project (local schools, State Government officers etc). Further, the team has considered the range of open space available in the Shire and wide-ranging trends.

Council engagement

Council staff have been interviewed several times throughout the process of developing the master plan. The key issues and opportunities identified during these discussions are summarised as follows:

Issues

- there is limited funding available for major infrastructure developments
- Brim has low population and there is no evidence to suggest significant future growth
- the football and netball clubs have joined with Warracknabeal
- need to ensure 'responsible development' rather than creating unrealistic wish-lists.

Opportunities

- the netball/tennis courts were upgraded in 2022 and are a high quality facility
- increased community use of the Reserve is a desired outcome
- considering the limited resources available to the clubs, they maintain the facilities well, and this most likely continue
- the site is considered by many as a quality cricket facility.



Existing user groups engagement

Establishing the needs of existing user groups allows the master plan to ensure the site meets their needs into the future.

Warrack Eagles Football Netball Club

The Club is the result of the merging of the Brim and Warracknabeal Clubs, and it utilises both the Brim Recreation Reserve and Anzac Park (Warracknabeal) as its home base.

No significant growth is likely for the Club but representatives believe participation numbers will remain steady, especially if some improvements are made to the facility.

As a result of the merger, the Reserve only hosts 2-3 games per year, with the remainder of home games played at Anzac Park.

Development aspirations

- there is an identified need to upgrade the change rooms (especially the existing female rooms) to be gender neutral
- change room and toilet upgrades needed due to expected increase in female participation
- netting behind each set of goal posts is required
- the public toilet block needs to be upgraded as it is ageing and not inviting
- a shade area for spectators between the barbecue area and the oval is needed
- an upgrade to field lighting would provide more opportunities for both the sports and community events
- replacing the oval's perimeter fencing with a picket-style fence and new bench seating is highly desirable.

AFL VICTORIA INSIGHTS

- the playing surface on the oval is excellent
- the overall condition of general facilities within the pavilion is good
- toilet/change facilities within pavilion need upgrading
- the growth of female participation is building a sustainable female league within the region
- recognition of the impact of the lack of population growth in the region and the need for clubs to attract players from far away areas.

NETBALL VICTORIA INSIGHTS

- courts considered in excellent condition
- player amenities/change facilities inadequate
- improvements to female change/toilet facilities are required.



Brim (Brim/Kellalac/Sheep Hills) Cricket Club

The Club has junior and senior teams and uses the facility for games during the summer season with juniors playing Saturday mornings and seniors playing in the afternoon. The Reserve is also used once a week for compulsory training.

Development aspirations

- the club is generally happy with the facilities at the Reserve with the following desired improvements noted:
 - re-alignment of the cricket practice nets along the property boundary is needed
 - replacement of the existing boundary fence with a white picket fence and additional bench seating
 - upgrade of field lighting to allow night games (although they realise this could be too expensive)
 - they agree with other clubs that the change and toilet facilities in the pavilion could be improved
 - they also agree that a shaded area between the barbecue area and oval would be beneficial
 - the public toilets need updating.

CRICKET VICTORIA INSIGHTS

- any developments to be undertaken should align with the (soon to reviewed) 2018 Victorian Cricket Infrastructure Strategy and its relevant guidelines
- there is a need for gender neutral and compliant facilities across the region
- there are possible funding opportunities for the region, including the Australian Cricket Infrastructure Fund
- there is a focus on Junior programs in the region to increase attraction and retention of junior players.

Brim Golf Club

While the Club does a sound job in maintaining the course with the resources available, its condition could only be considered average.

With a very low membership, there are valid concerns from the Club about its ongoing viability.

The only identified facility improvement was upgrading the course's perimeter fencing, yet it is realised this may be a long term initiative.

Brim Tennis Club

Using the courts on Thursday nights and every second weekend, the Club enjoys steady participation numbers and due to the recent upgrades have no additional facility needs.

Additional stakeholder engagement

Brim community

The local community were given opportunities to provide input into the development of the Master Plan through a community workshop and a community survey. Key considerations include:

- there is a need for increased shade at the Reserve
- nets behind the goalposts would reduce footballs going into netball/tennis courts or striking the court fencing
- there is a need for improved female change rooms
- oval perimeter fencing needs replacing
- the playground could be upgraded.

Brim Bowling Club

Although not physically within the master plan site, the Brim Bowling Club provides sport and recreation opportunities to the Brim community.

The main issues identified for the facility through the engagement process included:

- minor clubroom improvements such as installation of window overlooking green, new toilets (including design for people with disabilities)
- a need to replace the bowling green perimeter fencing
- a refrigerated drinking fountain
- shaded area north of clubrooms to be replaced.



DEMAND ANALYSIS - SUMMARY

In addition to the Reserve's tenant clubs having relatively low membership, consideration also has to be given to the falling and ageing population of the town and surrounding areas. This is expected to have some impact on participation numbers.

However, the role the Reserve (and the Bowling Club) plays in providing the Brim community with not only formal sport, but valuable recreation opportunities can not be underestimated.

Subsequently, proposed improvements should not involve major sporting infrastructure, but focus more on improving facilities that enable the site to better provide community recreation needs while still catering for the needs of the tenant clubs now and into the future.

This approach also considers Council's limited resources and provides a responsible and realistic guide to the site's future maintenance and development. It also considers that given its size and population, the town and surrounds is relatively well catered for in regard to sport and recreation opportunities through the Recreation Reserve, the golf course and the Bowling Club.

Directions

Key opportunities and constraints for the future development of Brim Recreation Reserve are summarised below and provide the rationale and direction for the master plan.

Opportunities and constraints

Issue	Opportunities/Constraints	Desired Outcomes/Design Drivers
Movement		
Entry	<ul style="list-style-type: none"> <input type="checkbox"/> The existing main entry from Simson Street is not obvious or inviting <input type="checkbox"/> The more informal entry just to the east of the main entry detracts from the main entry <input type="checkbox"/> There is very little naming signage around the site <input type="checkbox"/> There is the opportunity to better promote features within the site, especially the golf course and new tennis/netball courts 	<ul style="list-style-type: none"> <input type="checkbox"/> Develop a more welcoming main entry with improved signage and landscaping <input type="checkbox"/> Include promotional and directional signage for the golf course and tennis/netball courts <input type="checkbox"/> Retain the eastern secondary entry from Simson Street, but only for the operational use of the tenant clubs
Parking	<ul style="list-style-type: none"> <input type="checkbox"/> Only minor improvements required through the improvement to the existing informal parking area near courts 	<ul style="list-style-type: none"> <input type="checkbox"/> Level area and resurface with gravel (not fully sealed)
Pedestrian network	<ul style="list-style-type: none"> <input type="checkbox"/> No existing pedestrian network <input type="checkbox"/> Site could be better used for casual walking 	<ul style="list-style-type: none"> <input type="checkbox"/> Encourage use of existing track around oval by the community for recreation walking
Vehicle movement	<ul style="list-style-type: none"> <input type="checkbox"/> The existing layout works well for vehicular traffic 	<ul style="list-style-type: none"> <input type="checkbox"/> Improvements to main entry and informal parking area (as above) only improvements required



Issue	Opportunities/Constraints	Desired Outcomes/Design Drivers
Precincts		
Football, netball and cricket	<ul style="list-style-type: none"> <input type="checkbox"/> Large, functional main pavilion <input type="checkbox"/> Limited shaded spectator areas <input type="checkbox"/> Outdated player dugouts at oval <input type="checkbox"/> Two synthetic grass cricket practice nets in good condition <input type="checkbox"/> Cricket practice nets not in ideal location <input type="checkbox"/> Oval perimeter fencing in poor condition <input type="checkbox"/> Scoreboard in poor condition <input type="checkbox"/> Footballs impacting on other activities behind goalposts 	<ul style="list-style-type: none"> <input type="checkbox"/> Upgrade toilet and change facilities within pavilion ensuring a gender neutral design <input type="checkbox"/> Internal pavilion improvements such as kitchen upgrade <input type="checkbox"/> Install shade structure between barbecue area of pavilion and oval <input type="checkbox"/> Replace football player dugouts with movable structures <input type="checkbox"/> Re-align practice nets <input type="checkbox"/> replace oval perimeter fencing with picket-style fencing and additional bench seating <input type="checkbox"/> Replace/renovate scoreboard <input type="checkbox"/> Install netting behind goalposts
Playground	<ul style="list-style-type: none"> <input type="checkbox"/> Shaded and in fair condition 	<ul style="list-style-type: none"> <input type="checkbox"/> Upgrade existing play features when at the end of life with modern features (including shade canopy if necessary)
Other buildings	<ul style="list-style-type: none"> <input type="checkbox"/> Two old and unattractive equipment sheds 	<ul style="list-style-type: none"> <input type="checkbox"/> Replace existing sheds with one large, consolidated equipment shed





Master Plan

Maintaining a current master plan is a key requirement to guide facility development (to avoid ad hoc and piecemeal progress) and can be a key resource in assisting to attract funding.

The Brim Recreation Reserve Master Plan has been developed by considering all consultation, appropriate strategic contexts, previous research, trends analysis and demand. Overall, it provides an ideal opportunity to develop the facility to meet the identified needs of the sporting community and the recreation (and community facility) needs of locals and visitors.

The Master Plan integrates existing facilities with new elements and embellishments to enhance the current sporting activities and provide improved recreation opportunities to establish a quality community hub.

Vision

The medium- to long-term vision for the Recreation Reserve is:

to ensure quality facilities that not only meet the formal sporting needs of the community but also provide community recreation opportunities and events for residents and visitors of all ages and abilities.

Master plan elements

Key elements of the Brim Recreation Reserve Master Plan are:

Element	Description	Rationale
1. Pavilion	Renovate existing toilets/change rooms to meet gender neutral needs	To provide equal opportunities for all participants and meet sports' requirements
2. Equipment sheds	Consolidate two existing equipment sheds into one new structure	To improve functionality and site aesthetics
3. Cricket practice nets	Re-align cricket nets to run north-south along fence line	To improve functionality for cricket club
4. Playground	Upgrade existing playground with modern play equipment and replacement of both shade sails	To improve the quality of recreation opportunities provided
5. Oval fencing	Replace existing perimeter field fencing with new white picket fencing, incorporating new bench seats at appropriate locations	To improve the functionality and aesthetics and provide additional spectating options
6. Scoreboard	Demolish and replace, or significantly renovate, existing scoreboard	To eliminate safety concerns and modernise the feature
7. Netball/tennis courts	Nil	No improvements required for recently completed three tennis/two netball courts
8. Parking	Level existing informal parking area and apply gravel surface (not sealed) in time	To improve vehicular access and ongoing safety
9. Player dugouts/coach's boxes	Replace dugouts/coach's boxes with movable structures at appropriate time	To modernise and improve functionality
10. Main entry	Minor enhancements to main entry statement (including ticket booth area) with signage and landscaping	To better promote the venue and inform of features within
11. Oval	Continue maintenance practices for oval and turf wicket block	To ensure the continued high quality of features
12. Netting	Install netting behind goalposts	To control impact of footballs on other areas



BRIM COUNTRY CLUB

Legend:

- 01. Renovate existing toilets/change rooms to meet gender neutral needs
- 02. Consolidate two existing equipment sheds into one new structure
- 03. Re-align cricket nets to run north-south along fence line
- 04. Upgrade existing playground with modern play equipment and replacement of both shade sails
- 05. Replace existing perimeter field fencing with new white picket fencing, incorporating new bench seats at appropriate locations
- 06. Demolish and replace, or significantly renovate, existing scoreboard
- 07. No improvements required for recently completed three tennis/netball courts
- 08. Level existing informal parking area and apply gravel surface (not sealed) in time
- 09. Replace coaches boxes with movable structures at appropriate time
- 10. Minor enhancements to main entry statement (including ticket booth area) with signage and landscaping
- 11. Continue maintenance practices for oval and turf wicket block
- 12. Install netting behind goalposts

MASTER PLAN

BRIM RECREATION RESERVE

Brim VIC 3391



DISCLAIMER: THE INFORMATION REPRESENTED IN THIS MASTER PLAN IS INDICATIVE OF POSSIBLE INTENDED USES ONLY AND IS SUBJECT TO FURTHER APPROVALS, DESIGN DEVELOPMENT, ENGINEERING ADVICE, SURVEYING, AND FUNDING, PRIOR TO CONSTRUCTION.

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Staged implementation and indicative costs

The proposed staging and indicative costs provided will depend on a range of factors such as final detailed designs, sourcing of materials, any relevant approvals that may be required, procurement scheduling and financial management. The cost of implementation of the Master Plan is beyond Council's and the community's ability to fund in the short-term. Thus, this section provides for staged budgeting. The information provided is designed as a flexible guide - changes in user priorities or earlier opportunities for funding may alter staging.

These recommendations do not commit Council or the tenant clubs to their implementation. However, the plans do support Council and the community to seek grant funding and other investment opportunities.

Item Number (from Plan)	Description	Indicative cost (\$)
<i>Short term</i>		
1 - Pavilion	Renovate toilets/change rooms to gender neutral	90,000
2 - Equipment sheds	Consolidate two existing equipment sheds into one new	50,000
6 - Scoreboard	Replace existing scoreboard	20,000
12 - Netting	Netting behind goal posts	60,000
<i>Medium term</i>		
3 - Cricket practice nets	Re-align cricket practice nets	40,000
4 - Playground	Upgrade existing playground (and shade)	180,000
8 - Parking	Level existing informal parking	20,000
1 - Pavilion	Internal pavilion improvements	Not costed
<i>Long term</i>		
5 - Perimeter fencing	Replace existing oval perimeter fencing (recycled white plastic picket-style)	65,000
9 - Dugouts/coach's boxes	Replace dugouts/coaches boxes (with movable)	10,000
10 - Main entry	Minor enhancements to main entry	10,000

