



Rebounding better than ever

Advocacy Toolkit



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Introduction

Message from our CEO:

Thank you for helping us create a better Moorabool. We all share a vision of a happy and healthy place to live – a place that encourages active lifestyle, green open spaces and the highest standard all-accessible recreation facilities.

We have created this toolkit to empower people who want to help us advocate to other levels of government and private enterprise to help us realise our vision.

We hope you find the toolkit valuable, with ideas and suggestions on how you can help us approach and keep conversations going with MPs, Ministers and relevant departments.



Thank you,
Derek Madden

Why do we need the community to support our Advocacy?

It is important we have community help and support with our advocacy because we want to project a united front. We don't want to be just Council asking for government investment, we want to be Moorabool Shire (Council, community, user groups etc) asking for investment. It's a lot more powerful. Also, with the community's help we can align our advocacy priorities with your expectations.

We're doing this for YOU!

Contacting Members of Parliament

Local Members of Parliament are great people to get on side. At the back of this document, we have a list of our State and Federal MPs. Any advocating we are doing to State and Federal Ministers and departments are always sent through to our local MPs. We want them working with us to achieve great outcomes!



Tips on writing a letter to MPs and Ministers

Be clear who you are representing if you're writing as an organisation, not an individual

Double check the correct title of the person to whom you are writing: ie do they have The Hon in their title?

Clearly state what you are after and how it will benefit the community

Make mention of any meetings you have had, or any prior correspondence you have had with relevant MPs, Ministers or departments



Example of letters

Dear Minister/Local MP,

Funding for Bacchus Marsh Bowls Club facility at Moorabool Aquatic and Recreation Centre (MARC)

Our purpose in writing to you is to urge you to consider funding for the Bacchus Marsh Bowls Club's new home at the MARC, in Bacchus Marsh – a \$52 million project being developed by Moorabool Shire Council and local sporting groups.

Plans for the project include a \$13.8 million indoor sports stadium, a \$31 million aquatic centre and a \$7 million regional bowls facility.

The recent merger of The Avenue Bowls and Bacchus Marsh Bowls has strengthened the efforts of the club to join with representatives from local aquatic and recreation groups to advocate for funds to see MARC become a reality.

The bowls facility is much needed for bowls participants as numbers of bowlers in the region had grown substantially and a new facility was needed to cater for the growth.

Moorabool has 5,400 residents over the age of 65, with bowls being the fourth most played sport for this age group.

This facility will have a social aspect, very important for this age group, with social competitions, a bistro and a community room.

We are working closely with Moorabool Shire Council on this project. Council has already contributed \$2 million to the bowls facility, so we are seeking government contributions to fund the extra \$5 million.

Please see the Council's prospectus on the MARC project for more information.

Yours sincerely

Name

Dear Minister/Local MP,

Funding for Bacchus Marsh Aquatic facility at Moorabool Aquatic and Recreation Centre (MARC)

Our purpose in writing to you is to urge you to consider funding an aquatic centre in Bacchus Marsh at the new MARC – a \$52-million project being developed by Moorabool Shire Council and local sporting groups.

Plans for the project include a \$13.8 million indoor sports stadium, a \$31 million aquatic centre and a \$7 million regional bowls facility.

The local community of Bacchus Marsh has been advocating for an indoor aquatic facility for many years and we need government help to make this a reality.

Many other towns similar size to Bacchus Marsh have indoor aquatic facilities and the need is shown in Bacchus Marsh, with 56 per cent of surveyed outdoor pool users saying they've travelled outside the Shire to attend indoor pools in other municipalities.

We are working closely with Moorabool Shire Council on this project. Council has already contributed \$11 million to the aquatic facility and there is \$10 million coming from other sources, so we are seeking government contributions to fund the extra \$10 million.

Please see the Council's prospectus on the MARC project for more information.

Yours sincerely

Name

Dear Minister/Local MP,

Funding for Indoor Recreation facility at Moorabool Aquatic and Recreation Centre (MARC)

Our purpose in writing to you is to urge you to consider funding an indoor recreation centre in Bacchus Marsh at the new MARC – a \$52-million project being developed by Moorabool Shire Council and local sporting groups.

Plans for the project include a \$13.8 million indoor sports stadium, a \$31 million aquatic centre and a \$7 million regional bowls facility.

The population in Moorabool is set to double in the next 20 years and we are already struggling now to meet the demands of people wanting to play sports in the area, so this facility is vital to address this need.

A new 4-court indoor sports stadium will enable existing sports to expand and ensure a greater number of residents can participate in various levels of competition.

We are working closely with Moorabool Shire Council on this project. Council has already contributed \$6.9 million to the recreation facility, so we are seeking government contributions to fund the extra \$6.9 million.

Please see the Council's prospectus on the MARC project for more information.

Yours sincerely

Name



Tips on writing a media release

If you're representing an organisation (ie a sporting or community group) use your logo at top of the release

Keep the title of the release on one line

Try to keep the release to one page in length

State clearly what you're after and what problem it will be addressing

Acknowledge any funding already received from governments or other bodies

Include contact details so the media can easily follow up

Find the best contact details for each local media outlet (your Council contact person should be able to help with this)

Include relevant images when sending out a media release



Example of a media release

Media Release

Day Month Year (ie 8 January 2021)

FUNDING NEEDED TO MAKE OUR BOWLS VISION A REALITY

Bacchus Marsh Bowls Club is urging both State and Federal Governments to partner with Moorabool Shire Council to help fund the much-needed bowls facility for the Moorabool Aquatic and Recreation Centre (MARC) project.

The recent merger of The Avenue Bowls and Bacchus Marsh Bowls has strengthened the efforts of the club to join with representatives from local aquatic and recreation groups to advocate for funds to see MARC become a reality.

Bacchus Marsh Bowls Club president (insert name) said the facility was much needed for bowls participants as numbers of bowlers in the region had grown substantially and a new facility was needed to cater for the growth.

“The number of bowls participants has increased (insert stat here if applicable). We have merged two clubs in preparation for a new bowls facility at MARC and we need government to support Council to provide funding,” Mr/Ms ?? said.

“Plans have shown there is a shortfall of \$5-million needed from other levels of government, with Council already contributing \$2-million, so we are urging our local Members of Parliament and relevant Ministers and departments to prioritise this project.”

Anyone wanting information about the bowls club and the club’s plans at the MARC, can contact club president on (phone number/email).

For media enquiries and photos, contact club president: (phone)

Media Release

Day Month Year (ie 8 January 2021)

FUNDING NEEDED TO BRING INDOOR SPORTS PRECINCT TO MOORABOOL

Sports groups who are advocating for an indoor recreation centre to be built in Bacchus Marsh are urging both State and Federal Governments to partner with Moorabool Shire Council to help fund the facility.

The sports centre will form part of the Moorabool Aquatic and Recreation Centre (MARC).

Plans for MARC include a \$13.8 million indoor sports stadium, a \$31 million aquatic centre and a \$7 million regional bowls facility.

Group representative ?? said the population in Moorabool was set to double in the next 20 years and Council and the community had to keep up with demand.

“We are already struggling now to meet the demands of people wanting to play sports in the area, so this facility is vital to address this need.

“A new 4-court indoor sports stadium will enable existing sports to expand and ensure a greater number of residents can participate in various levels of competition.

“We are working closely with Moorabool Shire Council on this project. Council has already contributed \$6.9 million to the recreation facility, so we are seeking government contributions to fund the extra \$6.9 million.”

For media enquiries and photos, contact club president: (phone)

Media Release

Day Month Year (ie 8 January 2021)

FUNDING NEEDED TO BRING AQUATIC CENTRE TO MOORABOOL

A community group with an interest in aquatics are advocating for an indoor aquatic centre to be built in Bacchus Marsh.

The group is urging both State and Federal Governments to partner with Moorabool Shire Council to help fund the facility.

The aquatic centre will form part of the Moorabool Aquatic and Recreation Centre (MARC). Plans for MARC include a \$13.8 million indoor sports stadium, a \$31 million aquatic centre and a \$7 million regional bowls facility.

Group representative ?? said the local community of Bacchus Marsh had been advocating for an indoor aquatic facility for many years and needed government help to make it a reality.

“Many other towns similar size to Bacchus Marsh have indoor aquatic facilities and the need is shown in Bacchus Marsh, with 56 per cent of surveyed outdoor pool users saying they’ve travelled outside the Shire to attend indoor pools in other municipalities,” Mr/Ms ??? said.

“We are working closely with Moorabool Shire Council on this project. Council has already contributed \$11 million to the aquatic facility and there is \$10 million coming from other sources, so we are seeking government contributions to fund the extra \$10 million.”

For media enquiries and photos, contact club president: (phone)



Tips for meeting an MP or Minister

Prior to the meeting

Be flexible with your times and location for the meeting.

Be organised. Prepare a one page summary on your ask and ensure you understand and are across all the information.

Find out about the politician. Look up their website to find information about their views and interests as this can inform your discussion with them.

Think big picture. Ministers want projects that will benefit a lot of people – so think about and be prepared to answer how your project will benefit the region or the state.

On the day

Be on time. Allow time to find parking, navigate the grounds and sign-in if necessary

Be patient if they are late.

Be concise. If they have allocated you a time, you will need to stick to it, so although it's important to exchange pleasantries, get to the point quickly once you start your presentation.

Introduce yourself clearly and explain what your role is and why you have met with them.

Leave the summary document you have prepared with them for them to refer to later.

If you are asked a question and do not know the answer, tell them you will follow up and get back to them.

Be prepared with suggestions on what you and your organisation can do to work towards the goal you are trying to achieve.

After the meeting

Send a thank you note and follow-up with any information promised during the meeting.

Write or send an email to the Minister/MP to update them on anything in relation to the project.



Social Media Tips

Facebook is a fantastic communications tool. It's easy to use once you get started and easy to monitor. It will enable you to communicate directly with others in your organisation and more importantly, the wider community who support your project. It can attract the interest of local media, which can help you get your story out there.

We've provided some tips to help you promote your campaign using Facebook.

Build your Facebook following. Encourage community members to find you on Facebook by including links to your Page on any campaign collateral that you create.

Assign one or two administrators for creating and managing content. You'll need committed people in this role as, along with creating and posting content, they'll have to monitor and respond to comments.

Create and share relevant content.

Create Facebook events if applicable. This is a great way to provide information about events such as fundraising activities, community information sessions or other events that you will be taking part in that relate to your project.

Share stories. These could be personal stories of your supporters. The stories should demonstrate why your campaign/project is important.

Share information. Post about new information and share news articles that are relevant to your campaign.

Ask questions: Bring up problems, issues or new ideas and invite the public to make suggestions and comment.

Share photos and videos from events. Video is a great engagement tool on Facebook so use it if you can.

Engage. If someone asks a question on your page, respond to them.

If someone shares feedback, thank them and make a comment back.

Tag people who can help. Establish strong relationships with influential supporters who have many connections and tag them in your relevant Facebook posts so they can share your post.

Connect with other Facebook community groups. Cross-promote if there are other groups you could work well with and who support your campaign.

List of MPs/Ministers

Name	Title	Address	Email	Phone Number
Local State MPs				
Steve McGhie (ALP)	Member for Melton (Lower House)	3 Alexandra St, Melton, VIC 3337	Stephen.McGhie@parliament.vic.gov.au	9743 9825
Michaela Settle (ALP)	Member for Buninyong (Lower House)	Ground Floor, 15 Main Rd, Bakery Hill, VIC 3350	Michaela.Settle@parliament.vic.gov.au	5331 7722
Mary-Anne Thomas (ALP)	Member for Macedon (Lower House)	Shop 14, Nexus Centre, 9 Goode St, Gisborne, VIC 3437	mary-anne.thomas@parliament.vic.gov.au	5428 2138
Jaala Pulford (ALP)	Western Victoria MLC (Upper House)	211 Dana St, Ballarat, VIC 3350	jaala.pulford@parliament.vic.gov.au	5332 2405
Gayle Tierney	Western Victoria MLC (Upper House)	Ground Floor, 1 Yarra St, Geelong, VIC 3220	gayle.tierney@parliament.vic.gov.au	5224 2088
Bev McArthur (Lib)	Western Victoria MLC (Upper House)	Suite 5, 400-404 Pakington St, Geelong, VIC 3220	Beverley.McArthur@parliament.vic.gov.au	4245 4430
Stuart Grimley (Derryn Hinch's Justice Party)	Western Victoria MLC (Upper House)	Tenancy One, 15 Pearl St, Torquay, VIC 3228	Stuart.Grimley@parliament.vic.gov.au	5218 5001
Andy Meddick (Animal Justice Party)	Western Victoria MLC (Upper House)	69A Gheringhap St, Geelong, VIC 3220	Andy.Meddick@parliament.vic.gov.au	5222 1941

State Ministers				
Daniel Andrews (ALP)	Premier of Victoria	Level 1, 1 Treasury Place, East Melbourne, VIC 3002	daniel.andrews@parliament.vic.gov.au	9651 5000
Jacinta Allan (ALP)	Minister for Transport Infrastructure	Level 20, 1 Spring St, Melbourne, VIC 3000	jacinta.allan@parliament.vic.gov.au	8392 6100
Ben Carroll (ALP)	Minister for Roads and Road Safety	Level 20, 1 Spring St, Melbourne, VIC 3000	ben.carroll@parliament.vic.gov.au	9095 4301
Lily D'Ambrosio (ALP)	Minister for Energy, Environment and Climate Change	Level 16, 8 Nicholson St, East Melbourne, VIC 3002	lily.dambrosio@parliament.vic.gov.au	9637 9504
Luke Donnellan (ALP)	Minister for Disability, Ageing and Carers	Level 22, 50 Lonsdale St, Melbourne, VIC 3000	luke.donnellan@parliament.vic.gov.au	9606 0301

Shaun Leane (ALP)	Minister for Local Government	Level 16, 121 Exhibition St, Melbourne, VIC 3000	OfficeMinLeane@ecodev.vic.gov.au	8392 2240
James Merlino (ALP)	Deputy Premier, Minister for Education	Level 3, 1 Treasury Place, East Melbourne, VIC 3002	james.merlino@parliament.vic.gov.au	9651 1222
Jenny Mikakos (ALP)	Minister for Health	Level 22, 50 Lonsdale St, Melbourne, VIC 3000	minister.health@health.vic.gov.au	9096 8561
Martin Pakula (ALP)	Minister for Tourism Sports and Major Events, Minister for Coordination of Jobs, Precincts and Regions	Level 36, 121 Exhibition St, Melbourne, VIC 3000	martin.pakula@parliament.vic.gov.au	8392 2221
Tim Pallas (ALP)	Treasurer, Minister for Economic Development	Level 4, 1 Treasury Place, East Melbourne, VIC 3002	tim.pallas@parliament.vic.gov.au	7005 9474
Jaclyn Symes (ALP)	Minister for Regional Development, Minister for Resources, Minister for Agriculture	Level 36, 121 Exhibition St, Melbourne, VIC 3000	jacklyn.symes@parliament.vic.gov.au	8392 2261
Richard Wynne (ALP)	Minister for Planning	Level 16, 8 Nicholson St, East Melbourne, VIC 3002	richard.wynne@parliament.vic.gov.au	8683 0964

State Shadow Ministers				
Michael O'Brien (Lib)	Leader of the Opposition	313-315 Waverley Rd, Malvern East, VIC 3145	michael.obrien@parliament.vic.gov.au	9576 1850
Brad Battin (Lib)	Shadow Minister for Road Safety	Suite 3, 445 Princes Hwy, Officer, VIC 3809	brad.battin@parliament.vic.gov.au	5953 0216
Roma Britnell (Lib)	Shadow Minister for Rural Roads	94 Liebig St, Warrnambool, VIC 3280	roma.britnell@parliament.vic.gov.au	5562 8230
Tim Bull (Nat)	Shadow Minister for Carers and Disability	143 Main St, Bairnsdale, VIC 3875	tim.bull@parliament.vic.gov.au	5152 3491
Georgie Crozier (Lib)	Shadow Minister for Health	Suite 1, 780 Riverdale Rd, Camberwell, VIC 3124	georgie.crozier@parliament.vic.gov.au	7005 8699
David Davis (Lib)	Shadow Minister for Transport Infrastructure, Shadow Minister for Priority Precincts	1/670 Chapel St, South Yarra, VIC 3141	david.davis@parliament.vic.gov.au	9827 6655

David Hodgett (Lib)	Shadow Minister for Tourism, Sport and Major Events	60 Main St, Croydon, VIC 3136	david.hodgett@parliament.vic.gov.au	9725 3570
Cindy McLeish (Lib)	Shadow Minister for Education	Shop 10, 38-40 Bell St, Yarra Glen, VIC 3775	cindy.mcleish@parliament.vic.gov.au	9730 1066
David Morris (Lib)	Shadow Minister for Ageing	Shop 1, 321 Main St, Mornington, VIC 3931	david.morris@parliament.vic.gov.au	5975 4799
Ryan Smith (Lib)	Shadow Minister for Energy and Renewables, Shadow Minister for Resources	Suite 2, 1020 Doncaster Rd, Doncaster East, VIC 3109	ryan.smith@parliament.vic.gov.au	9481 5166
Tim Smith (Lib)	Shadow Minister for Local Government, Shadow Minister for Planning and Heritage	Suite 1, 400 High St, Kew, VIC 3101	tim.smith@parliament.vic.gov.au	9853 2999
Louise Staley (Lib)	Shadow Minister for Economic Development	177 High St, Maryborough, VIC 3465	louise.staley@parliament.vic.gov.au	5461 1255
Bridget Vallence	Shadow Minister for Environment and Climate Change	143 Main St, Lilydale, VIC 3140	bridget.vallence@parliament.vic.gov.au	9735 3208
Peter Walsh (Nat)	Nationals Leader, Shadow Minister for Agriculture, Shadow Minister for Regional Victoria and Decentralisation	496 High St, Echuca, VIC 3564	peter.walsh@parliament.vic.gov.au	5482 2039

Local Federal MPs

Catherine King (ALP)	MP for Ballarat	5 Lydiard St, North Ballarat, VIC 3550	Catherine.King.MP@aph.gov.au	5338 8123
Sarah Henderson (Lib)	Senator for Victoria	231-233 Moorabool St, Geelong VIC, 3220	senator.henderson@aph.gov.au	5221 5900

Federal Ministers

Senator Simon Birmingham (Lib)	Minister for Trade, Tourism and Investment	107 Sir Donald Bradman Drive, Hilton, SA 5033	senator.birmingham@aph.gov.au	(08) 8354 1644
Senator Michaela Cash	Minister for Employment, Skills, Small and Family Business	44 Outram St, West Perth, WA 6005	senator.cash@aph.gov.au	(08) 9226 2000

Senator Richard Colbeck (Lib)	Minister for Aged Care and Senior Australians, Minister for Youth and Sport	5-7 Best St, Devonport, TAS 7310	senator.colbeck@aph.gov.au	(03) 6424 5960
Susan Ley (Lib)	Minister for the Environment	517 Kiewa St, Albury, NSW 2640	susan.ley.mp@aph.gov.au	(02) 6021 3264
David Littleproud (LNP)	Minister for Agriculture	T40-42 Dalby Shopping World, 17-67 Cunningham St, Dalby, QLD 4405	Minister.Littleproud@awe.gov.au	(07) 4662 2715
Michael McCormack (Nat)	Deputy Prime Minister, Minister for Infrastructure, Transport and Regional Development	Suite 2, 11-15 Fitzmaurice St, Wagga Wagga, NSW 2650	michael.mccormack.mp@aph.gov.au	(02) 6921 4600
Angus Taylor (Lib)	Minister for Energy and Emissions Reduction	18 Hill St, Camden, NSW 2570	angus.taylor.mp@aph.gov.au	(02) 4658 7188

Department/Agency	Contact	Address	Email	Phone Number
State Government				
Department of Premier and Cabinet	Chris Eccles AO, Secretary	1 Treasury Place, East Melbourne, VIC 3002		9651 5111
Department of Treasury and Finance	David Martine, Secretary	1 Treasury Place, East Melbourne, VIC 3002	information@dtf.vic.gov.au	9651 5111
Department of Jobs, Precincts and Regions	Simon Phemister, Secretary	1 Spring St, Melbourne, VIC 3000		9651 9999
Community Sport and Recreation	Georgina McCann, Executive Director			
Department of Health and Human Services	Kym Peake, Secretary	50 Lonsdale St, Melbourne, VIC 3000		9606 9000
Department of Education and Training	Jenny Atta, Secretary	2 Treasury Place, East Melbourne, VIC 3002		9637 2000
	Wendy Timms, Regional Director, South West Victoria	109 Armstrong St North, Ballarat, VIC 3350	swvr@edumail.vic.gov.au	1300 333 232

Department of Environment, Land, Water and Planning	John Bradley, Secretary Julian Lyngcoln Deputy Secretary planning	8 Nicholson St, East Melbourne, VIC 3002		136 186
Department of Justice and Community Safety	Rebecca Falkingham, Secretary	121 Exhibition St, Melbourne, VIC 3000		8684 4000
Regional Development Victoria (RDV)	Beth Jones, CEO	SRV Head Office Level 31, 121 Exhibition St, Melbourne, VIC 3000	rdv@rdv.vic.gov.au	132215
	Anthony Shinck, Regional Director, Grampians	RDV Regional Office 11 Armstrong St North, Ballarat, VIC 3350	information.ballarat@rdv.vic.gov.au	5327 2800
Sport and Recreation Victoria (SRV)	Jane Ferguson, Manager Regional Facilitation	SRV Head Office Level 17, 50 Lonsdale St, Melbourne, VIC 3000	jane.ferguson@sport.vic.gov.au	9606 9930
	Michelle Anderson, Manager Grampians Region	SRV Regional Office 111 Armstrong St North, Ballarat South, VIC 3350	michelle.anderson@sport.vic.gov.au	5327 2806
Environment Protection Authority (EPA)	Dr Cathy Wilkinson, CEO	200 Victoria St, Carlton, VIC 3053	contact@epa.vic.gov.au	1300 372 842
	Carolyn Francis, South West Region Manager	Pivot City Innovation District at Federal Mills, 33 Mackey St, North Geelong, VIC 3215	contact@epa.vic.gov.au	1300 372 842
Local Government Victoria	Colin Morrison, Acting Executive Director	Level 35, 2 Lonsdale St, Melbourne, VIC 3000		1300 764 373
Invest Victoria	Chris Barrett CEO	Level 21, Exhibition St, Melbourne, VIC 3000		9651 8100
Regional Roads Victoria	Paul Northey, Chief Regional Roads Officer	88 Learmonth Rd, Wendouree, VIC 3305		133 778
	Michael Bailey, Regional Director, Western Region			
West Gate Tunnel Authority	Peter Sammut CEO	West Gate Tunnel Project, Transport Infrastructure Authority, GPO Box 4509 Melbourne, VIC 3001	info@wgta.vic.gov.au	1800 105105
Visit Victoria	Brendan McClements CEO	Collins Square, Tower Two, Level 28, 727 Collins St, Melbourne 3008		9002 2222

Federal Government				
Department of Infrastructure, Transport, Regional Development and Communications	Simon Atkinson, Secretary Rachel Bacon, Deputy Secretary Regional and Territories Marissa Purvis-Smith, Regional Development	111 Alinga St, Canberra, ACT 2601		1800 075 001
Department of Agriculture, Water and Environment	Andrew Metcalfe, Secretary	John Gorton Building, King Edward TCE, Parkes, ACT 2600		(02) 6274 1111

Local Government				
Municipal Association of Victoria (MAV)	Kerry Thompson, CEO	Level 12, 60 Collins St, Melbourne, VIC 3000	inquiries@mav.asn.au	9667 5555
Victorian Local Government Association (VLGA)	Kathryn Arndt, CEO	The Green Building, 60 Leicester St, Carlton, VIC 3053	vlga@vlga.org.au	9349 7999
Australian Local Government Association (ALGA)	Adrian Beresford-Wylie	8 Geils CRT, Deakin, ACT 2600	agla@alga.asn.au	(02) 6122 9422
Rural Councils Victoria	Rural South Central Region representatives Cr Robert Vance (Mayor Pyrenees Shire) Evan King (CEO, Hepburn Shire Council)	PO Box 102, Tallangatta, VIC 3700	secretariat@ruralcouncilsvictoria.org.au	(02) 6071 5100
Peri Urban Group of Rural Councils	Geoff Potts, EO	Executive Officer C/- Moorabool Shire Council, PO Box 18, Ballan VIC 3342	gpotts@moorabool.vic.gov.au	0418 249 436

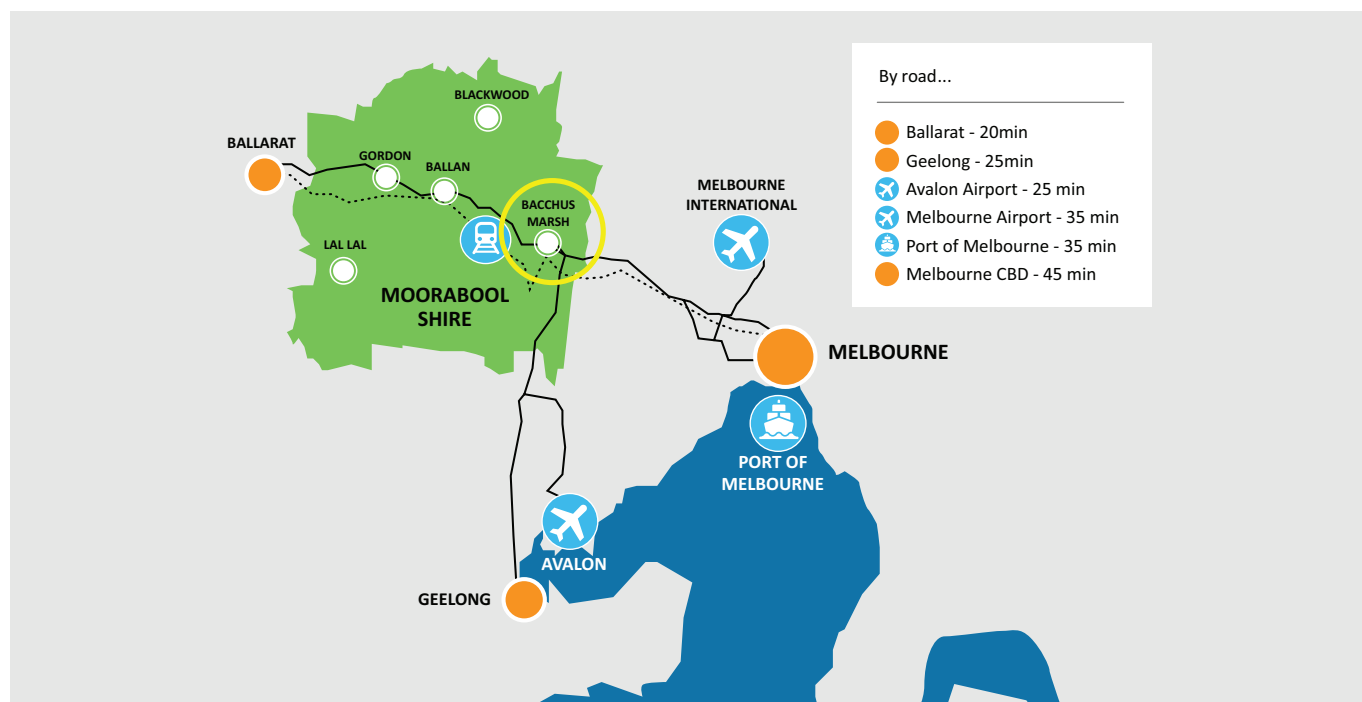
Business				
Ballan and District Chamber of Commerce	Michael Ryan, President	PO Box 241, Ballan, VIC 3342	president@ballanchamberofcommerce.com.au	0408 823 184

Moorabool Aquatic & Recreation Centre



Moorabool Shire

Step into the Central Highlands



Nestled at the foot of the Central Highlands between Melbourne and Ballarat, sits the picturesque rolling hills and heritage townships of Moorabool Shire.

A stepping stone from rural to urban living

As one of six municipalities in the Central Highlands region, Moorabool Shire provides a welcome change of pace to the hustle and bustle of the city and is just 45km away from Melbourne. Situated at the eastern step of the region, it strikes the perfect balance between enchanting terrain and a vibrant community.

Moorabool Shire acknowledge the Indigenous history of Moorabool Shire. The land was traditionally occupied by and connected to a number of Aboriginal communities, most notably the Wathaurung Tribe, Wurundjeri Tribe, and the Dja Dja Wurrung Tribe. In the 1850s, European settlers discovered gold in the region, giving rise to the beautiful gold rush towns across the Shire.

Step into nature with us

This thriving agricultural region is abundant with a diverse range of produce. It is home to 64 localities and towns including Bacchus Marsh, Ballan, Gordon and Blackwood, to name a few. Moorabool Shire is one of the fastest growing areas in Victoria. There is a rising number of enterprises and services such as retail, manufacturing, health, community services, education, property and a growing arts & culture corridor.

The beauty of Moorabool Shire lies in its inspiring landscape and native wildlife. Residents and visitors can enjoy numerous hiking, camping, and recreation opportunities across its state, regional, and national parks. Werribee Gorge, the Avenue of Honour, Blackwood mineral springs, Lal Lal waterfalls, forests and more; all what you will come to find when you step into the Central Highlands of Moorabool Shire.

MARC - delivering jobs and economic growth now and into the future



As we emerge from COVID 19, it is more important than ever for governments at all levels to invest in projects that will deliver jobs and economic growth.

Moorabool Shire Council stands ready to help deliver a major new sports, recreation and aquatic precinct for the region.

Located in Taverner Street, Bacchus Marsh, the planned Moorabool Aquatic and Recreation Centre (MARC) comprises:

1. 4-court Indoor sports stadium
2. Indoor aquatic centre
3. Regional bowls facility

MARC will create more than 200 direct and indirect jobs during construction and generate more than \$100M in economic activity during the life of the project.

The precinct will add to other important recreation facilities in the area including Maddingley Park.

Council is seeking to partner with the State and Federal Governments to make this game-changing sports and recreation precinct a reality.

Fly through



<https://www.moorabool.vic.gov.au/moorabool-aquatic-and-recreation-centre-marc>

About MARC:



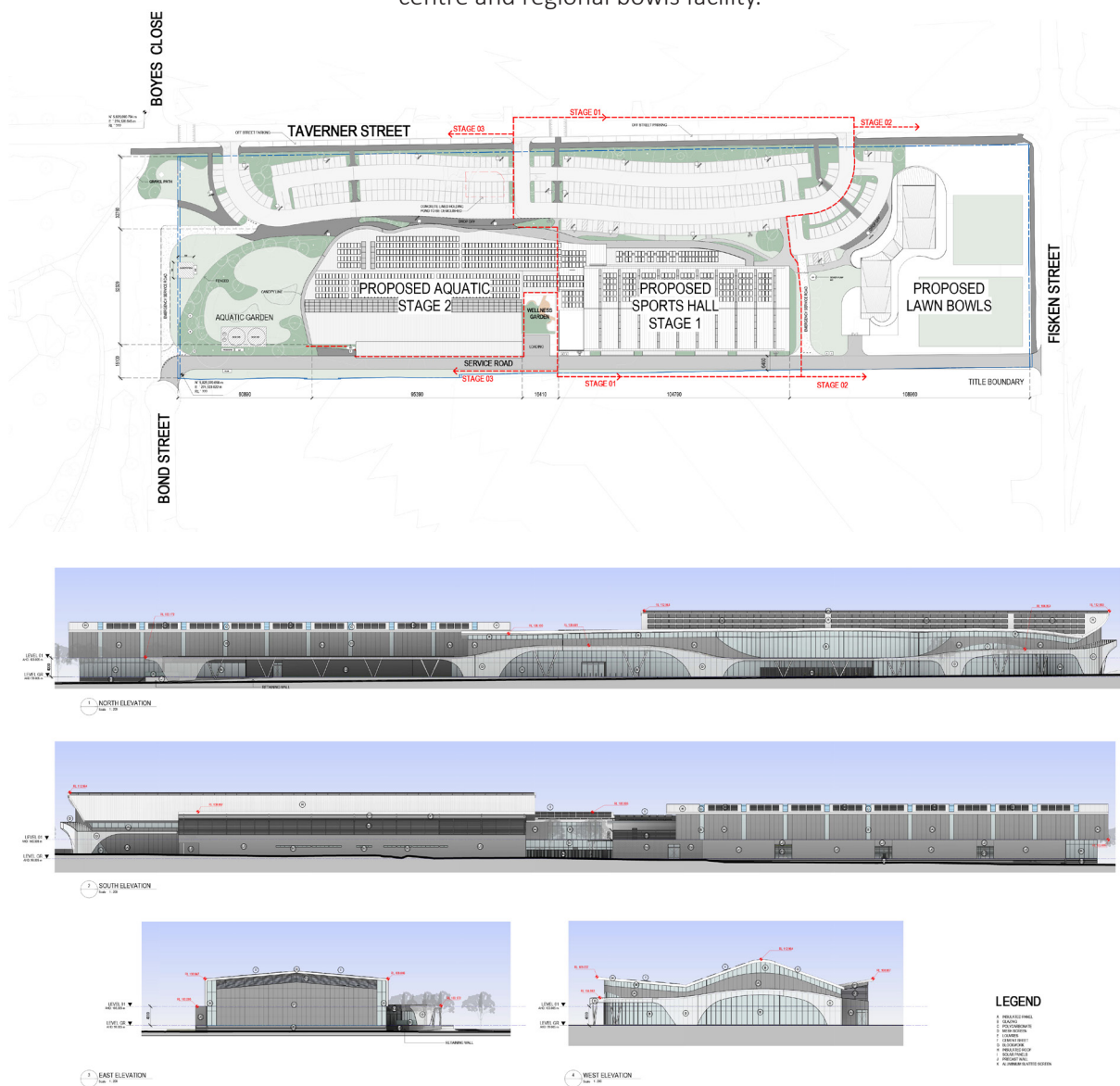
- Caters for population growth.
- Provides improved and more equitable access to sporting facilities. Maximises the opportunities for the shared use of a sporting and community stadium.
- Offers a welcoming and inclusive place which brings people together and strengthens community connections, well-being. Promotes participation in sport and physical activity.
- Increases residents' participation rates in sport and physical activity.
- Provides a facility that meets the needs of a number of sporting groups, community groups, schools and other users.

*REMPLAN modelling

MARC - delivering jobs and economic growth now and into the future

Project is well advanced

The MARC project is well advanced with the completion of detailed design work on the indoor stadium, indoor aquatic centre and regional bowls facility.



Indoor sports stadium

Total cost

\$13.8M

Council contribution

\$6.9M

Government contribution

\$6.9M



About the project

With Moorabool Shire's population forecast to double in the next 20 years, an indoor stadium is needed to meet growing demand in the region for competitive sports venues.

The Bacchus Marsh Leisure Centre is the only indoor facility in Moorabool and is at capacity with no further options to grow indoor sports.

A new 4-court indoor sports stadium will enable existing sports to expand and ensure a greater number of residents can participate in various levels of competition.

The project includes:

- 4 indoor sports courts
- Community café and seating
- Public amenities
- Athlete and referee change rooms
- Administration office
- Merchandise area

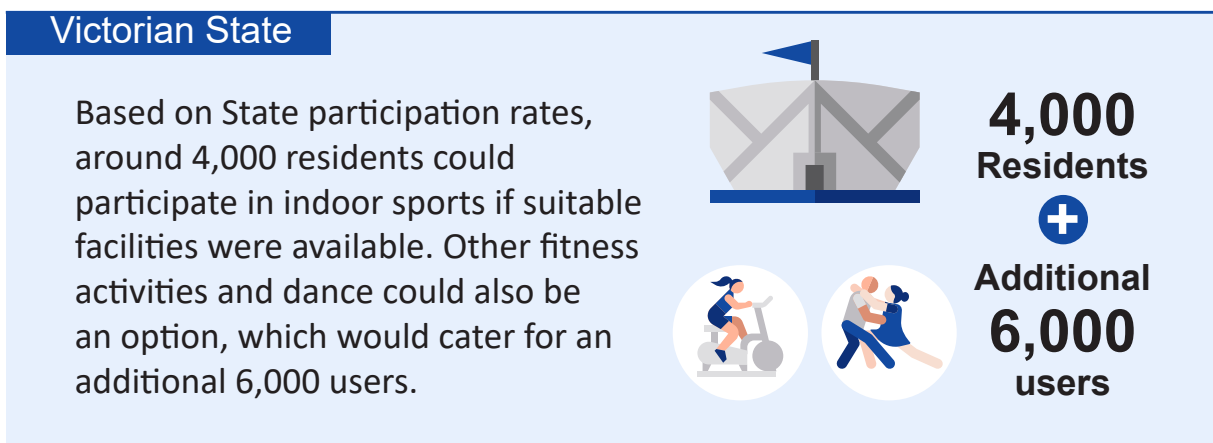
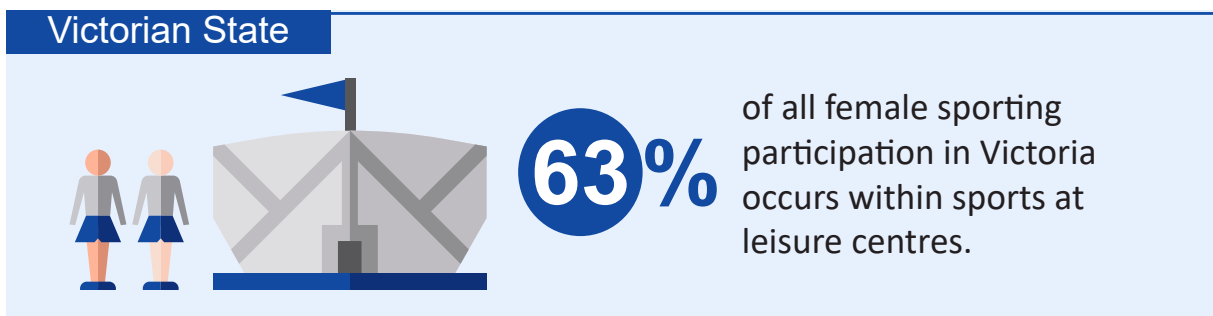
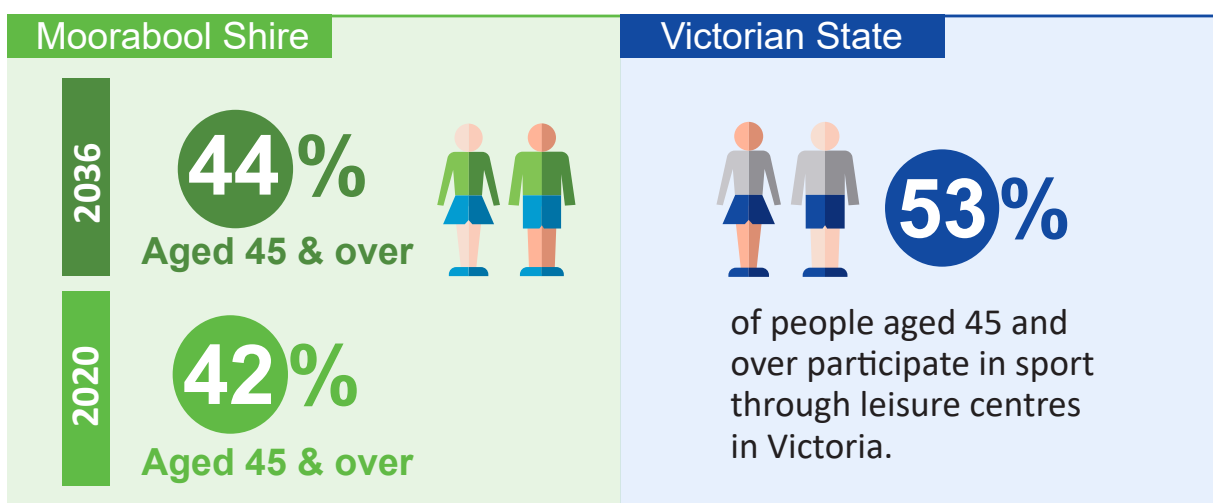
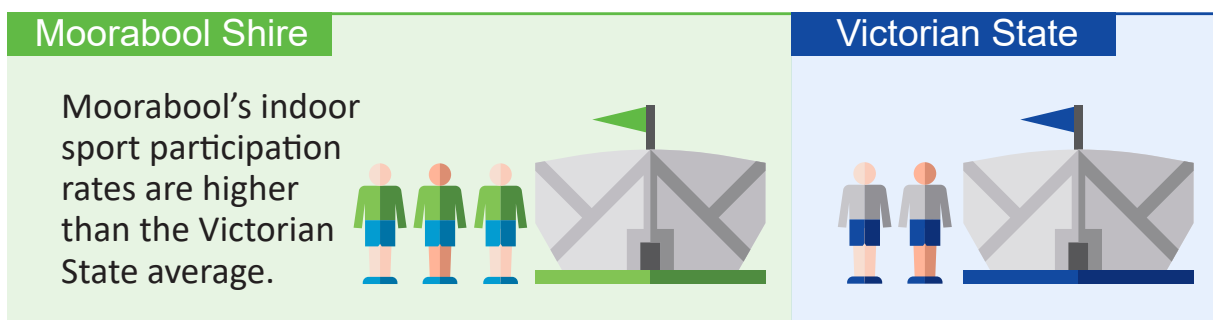
The project forms part of a new sport and recreation precinct, which also features an indoor aquatic centre and regional bowls facility.

Together these projects will generate more than \$100M in local economic activity and generate more than 200 direct and indirect jobs during construction.

Policy alignment:

- Council Plan 2019-2021
- Recreation and Leisure Strategy 2015-2021
- State Government: Active Victoria Strategic Framework 2017

Key supporting data:



Indoor Aquatic Centre

Total cost

\$31M

Council contribution

\$11M

Government contribution

\$10M

Other

\$10M



About the project

With the local community actively advocating for this project, combined with forecast population growth, an Indoor Aquatic Centre will provide a much-needed recreation facility for our region.

Unlike similar-sized towns in Victoria, Bacchus Marsh does not have an indoor aquatic facility. The existing outdoor pool was built in the 1930s.

This project will upgrade the pool to a year-round multi-purpose recreation centre, featuring aquatic, health, fitness and leisure facilities to meet community and visitor needs.

There is widespread community support for this project with the Bacchus Marsh Aquatic Centre Community Consortium Inc, a community group established to advocate and raise funds for this facility, aiming to contribute \$1M towards this project.

The project forms part of a new sport and recreation precinct, which also features an indoor sports stadium and regional bowls facility.

Together these projects will generate more than \$100M in local economic activity and generate more than 200 direct and indirect jobs during construction.

Council can tender this project immediately once funding is secured.

Policy alignment:

- Council Plan 2019-2021
- Recreation and Leisure Strategy 2015-2021
- State Government: Active Victoria Strategic Framework 2017

Key supporting data:

Moorabool Shire

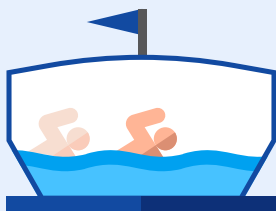


There is high demand for year-round pool facilities with

56%

of surveyed pool users having to travel outside Moorabool to participate in swimming activities.

Macedon Ranges and Mitchell Shire



per 25,000 residents

Moorabool Shire

35,000 Moorabool residents



Population growth

Other areas, including Macedon Ranges and Mitchell Shire, have an indoor pool for per 25,000 residents. Moorabool presently has 35,000 residents and considerable population growth occurring.

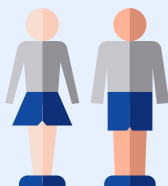
Victorian State



Aged 4 to 15

35%

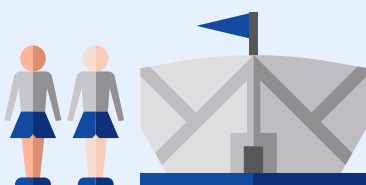
of children aged 4 to 15 years in Victoria participate in organised swimming activities.



Aged 45 & over

53%

of people aged 45 and over in Victoria participate in sport through sports and leisure centres, such as the planned Moorabool Aquatic and Leisure Centre (MARC).



63%

of all female sporting participation in Victoria occurs within sports at leisure centres.

Regional Bowls facility

Total cost

\$7M

Council contribution

\$2M

Government contribution

\$5M



About the project

The merger between the Bacchus Marsh Bowling Club and Avenue Bowling Club provides an opportunity for the clubs to come together in a modern purpose-built facility in the heart of a major new sport and recreation precinct.

The clubs' existing facilities are outdated and not well equipped to cater for projected membership growth, particularly in social bowls activities.

The new facility will provide:

- Social/Bowling Club Facilities
- Bistro
- Commercial kitchen and bar
- Community function and meeting rooms
- Amenities to support the above facilities and bowling greens
- 2.5/3 new bowling greens
- All weather cover over one (possibly two) of the bowling greens
- Bowls Club storage
- Maintenance facilities for bowling greens
- Outdoor decking/dining
- Landscaping
- Carparking

With club agreements in place and initial design work complete, the project is ready to go to market for detailed design and tender documentation.

Policy alignment

- Council Plan 2019-2021
- Recreation and Leisure Strategy 2015-2021
- State Government: Active Victoria Strategic Framework 2017

Key supporting data:

Moorabool Shire

5,400
Residents
aged 65 & over



4 Most popular
sport in Victoria

Moorabool has around 5,400 residents aged 65 years and over. Bowls is the fourth most popular sport in Victoria for people in this age bracket.



Sports Medicine Australia says lawn bowls is a great way for people to develop their skills, coordination and fitness.

Victoria

Regular bowls participation 2010-2019



200,000
Participants in 2019

Over the period 2010-2019, regular bowls participation increased on average by 3.4% a year. Bowls is one of the most popular sports in Victoria with almost 200,000 participants in 2019.

Victoria

Participation in regional Victoria is much higher than in metropolitan areas.



Regional Victoria

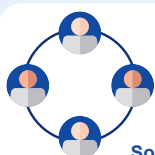


Metropolitan



Sense of camaraderie & belonging

53%



Social connectiveness

40%

A La Trobe University study found 53% of players listed a sense of camaraderie and belonging as a key reason for participating, while 40% listed social connectiveness.



MOORABOOL
SHIRE COUNCIL

Thank you.

MOORABOOL Shire Council

www.moorabool.vic.gov.au
info@moorabool.vic.gov.au
03 5366 7100