



**Moorabool**  
Shire Council

# **MOORABOOL RECREATION AND LEISURE STRATEGY 2025-2035**

**VOLUME 1: STRATEGY - JULY 2025**





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## **Acknowledgement of Country**

Council respectfully acknowledges the Traditional Owners of the land which includes the Wurundjeri Woi Wurrung, Wadawurrung and Dja Dja Wurrung people. We pay our respects to the Elders past, present and emerging.

## **About this Report**

This document is Volume 1 of the Moorabool Recreation and Leisure Strategy 2025-2035. It is the Strategy that articulates Council's direction for supporting participation and activity opportunities, infrastructure provision and promotion of recreation and leisure.

Volume 2 of the Moorabool Recreation and Leisure Strategy 2025-2035 is a support document to Volume 1 and is the documented strategy implementation plan. It is a live document that details "how Council will deliver on strategic objectives and what the expected outcomes will be".

Volume 3 of the Moorabool Recreation and Leisure Strategy 2025-2035 ("the MRLS") is a Background Report that provides a detailed summary of all strategy inputs and considerations, including research, analysis and consultation. It provides the basis and evidence to support Volume 1 - Strategy.



# EXECUTIVE SUMMARY

## The Moorabool Recreation and Leisure Strategy aims to create an active community that is connected to its people, providers and places.

The Moorabool Recreation and Leisure Strategy 2025-2035 ("the MRLS") provides a framework focused on fostering an active and healthy community. This will be achieved through long-term strategic planning, providing quality facilities and spaces and activating them by promoting and supporting a wide range of sport, recreation and leisure activities.

Aligned with the Moorabool Shire Council Plan, the MRLS is underpinned by three key strategic priorities:

1. **Utilise community insights to understand** community needs.
2. Identify priority projects for delivery and advocacy.
3. Identify ways to increase participation and activation of community spaces.

Each strategic priority is supported by a strategic purpose statement, and a range of key objectives, actions and guiding principles. Guiding principles including: community and connectivity; equity and shared access; collaboration and partnerships are reflected through all levels of the MRLS.

Actions have been developed for each strategic priority. Each action is aimed at increasing the range and diversity of opportunities to participate, improving the participation

experience for residents and visitors, and/or working with activity providers to support the delivery of opportunities.

In developing the MRLS, extensive community engagement was undertaken to inform the Strategy, inclusive of a community survey, focus group workshops with key stakeholder groups, interviews with neighbouring councils, and workshops with Moorabool Shire representatives to inform issues and opportunities.

Consultation and community engagement identified many specific challenges and influences that impact access to participation opportunities across the Moorabool Shire. The four common themes raised through consultation to address through the MRLS and aligned Council planning were:

1. Connectivity of the trail network and improved wayfinding
2. Facility inclusiveness and quality
3. Informal physical activity opportunities
4. The need for a new aquatic centre.

In addition to a broad range of existing Council plans, strategies and policies that were reviewed in the preparation of the MRLS, the 2014 Moorabool Hike and Bike Strategy was reviewed and a number of relevant directions and actions from the 2014 strategy have been retained and incorporated into this document to reflect the future needs of the Moorabool community.





## DEFINITIONS

Moorabool Shire is an active community with residents participating in a wide range of physical activities. Activities and related spaces that are considered throughout the MRLS relate to either sport, recreation and/or leisure, each of which have been defined below for the purpose of this Strategy.

### SPORT

Council defines Sport as physical activities that are competitive, organised, involve observation of rules and may be participated in either individually or as a team.

### RECREATION

Council defines Recreation as leisure time physical activity undertaken outside of structured, competition sport. It is a set of activities within the wider range of physical activity options. The most popular recreation activities are those that can be participated in alone, informally or outside of competition sport and include walking, running/jogging, fitness/gym, swimming, cycling.

### LEISURE

Leisure is traditionally seen as the time outside of work, sleep and daily duties and the time when an individual is free to choose an activity for its intrinsic value and reasons.

## OUR ROLE

The Moorabool Shire Council plays a crucial role in supporting the community's engagement in sport, recreation and leisure activities and in promoting healthy and active lifestyles. This includes key roles as a “provider, partner and promoter”.

### PROVIDER

- As a provider, Council owns, manages and maintains many sport, recreation and leisure facilities across the Shire.
- Council plans for future provision to meet community demand.
- Council manages the sustainable use of the facilities through various agreements such as leasing, licensing or user agreements.

### PARTNER

- In the role of a partner, Council collaborates with various sectors, including governments, peak sport and industry organisations, business and community organisations, to enhance the provision and quality of sport, recreation and leisure opportunities.
- This involves identifying relevant stakeholders and supporting community organisations involved in sport, recreation and leisure initiatives.

### PROMOTER

- As a promoter, Council provides information to the community regarding opportunities that are available across the Shire and the region, increasing the awareness and potential of the community being more active and engaging in a broader range of activities.



# BENEFITS OF PHYSICAL ACTIVITY



Participation in physical activity (including sport, recreation and leisure activities) has numerous benefits for individuals, including improved health and well-being and stronger community connections.

## PHYSICAL HEALTH

- Engaging in recreational activities helps to improve physical health and well-being. Regular exercise can reduce the risk of chronic diseases such as obesity, heart disease, and diabetes. It also helps to strengthen muscles, improve flexibility and balance, enhance overall fitness levels and increases life expectancy - *Betterhealth.vic.gov.au* (Victorian Government).
- The Victorian Population Health Survey (2020) shows that 31% of Moorabool residents were obese while 28% were considered overweight but not obese.
- 9% of the Moorabool community reported having a long-term health condition with 5% having diabetes, 10% having asthma and 10% having arthritis - *Australian Bureau of Statistics, Census of Population and Housing 2021. Compiled and presented by .id (informed decisions)*.

## SOCIAL CONNECTION

- Sport, recreation and leisure activities provide opportunities for social interaction and building social connections. Participating in group activities, team sports, or community events helps to foster friendships, develop social skills, and promote a sense of belonging and community integration.
- Providing connections between newly arrived residents into Moorabool's growth areas will be important in developing a sense of community across these areas and providing a community that is 'more than a house' to come home to.

## MENTAL HEALTH

- Recreation and leisure activities have a positive impact on mental health. They can help reduce stress, anxiety, and depression - *Betterhealth.vic.gov.au* (Victorian Government).
- 10% of the Moorabool population reported having a mental health related condition in 2021 - *Australian Bureau of Statistics, Census of Population and Housing 2021. Compiled and presented by .id (informed decisions)*.
- The Victorian Population Health Survey (2020) data found that 23% of Moorabool residents had a high or very high levels of psychological distress.

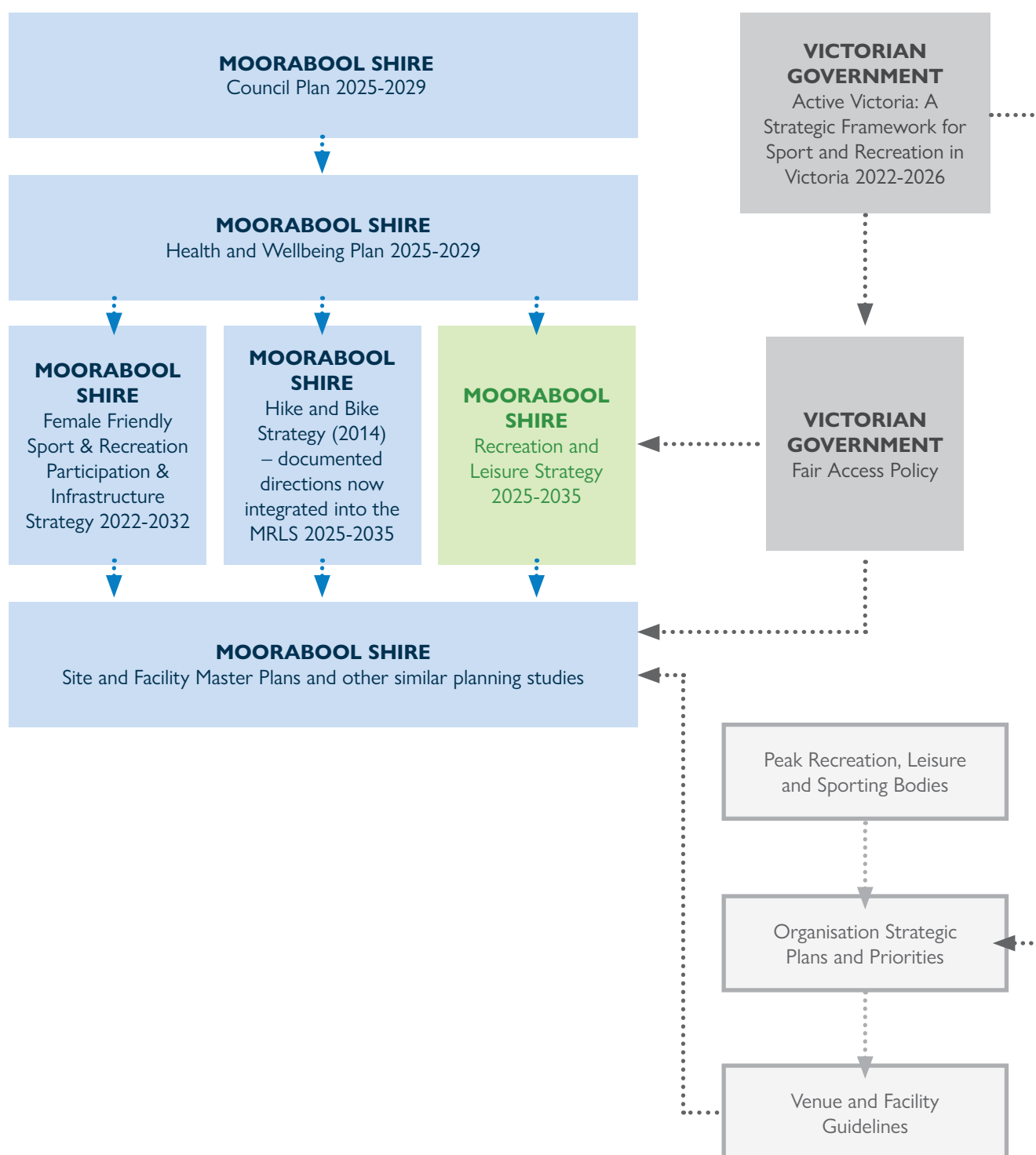
## ECONOMIC IMPACT

- The recreation and leisure industry has a significant economic impact. The Active Victoria 2022-2026 strategic framework identifies that recreation provides employment opportunities, contributes to local economies through tourism and spending, and supports local businesses.
- People walking and riding within their local neighbourhoods can encourage greater spend in local shops while active tourism attracts investment through targeted funding.



# STRATEGIC INFLUENCES ON THE MRLS

The following policies and strategies play a role in influencing the preparation of strategic and implementation priorities within the Moorabool Recreation and Leisure Strategy.





# COMMUNITY INFLUENCES ON THE MRLS



Moorabool is one of the fastest growing peri-urban local government areas in Victoria. The Moorabool Shire is continually challenged to provide a mix of rural, regional and urban lifestyles and environments.

The Moorabool Shire has a unique geographic setting, encompassing a significant area of state significant parks and places, residential growth areas and localised townships.

Moorabool is located between the regional cities of Geelong and Ballarat, and shares borders with Western Melbourne's two most significant growth areas in Wyndham and Melton. Population growth of almost 300,000 people (an estimated 30% growth) between 2025 and 2035 will be on or around Moorabool's boundary over the next decade.

Moorabool's population is projected to grow by an estimated 14,300 people to 54,640 (a 35% increase) over the next decade. Key existing population centres of Bacchus Marsh (+3,300 residents) and Ballan (+1,750) will contribute to supporting some of this growth. However, it will be new development areas at the far east of the Shire including Merrimu and Hopetoun Park (+5,170) and Parwan Station (+2,800) that will experience the greatest residential increases.

These new growth areas have limited existing infrastructure, particularly sport, recreation and leisure facilities. Planning for these new communities will be essential and will need to be targeted to local resident needs and activity preferences over time.

Moorabool Shire's population increase between 2025 and 2035 is predicted to be the highest in the 35–39 age cohort, followed by the 40–44. Typically, these age groups are family cohorts with children whose activities lean towards sport, active recreation, aquatics and modified and introductory sport programs.

The population of Moorabool is increasingly diverse. As a result, there will be changing demand for a range of sport, recreation and leisure activities within the municipality. Specific local demographic and community influences must be considered in future activity and facility planning to address the needs of our community.

Outside of growth area development, there is limited projected growth in the Shire's rural and township based areas. These are established areas that have a range of historical clubs, infrastructure and more traditional sport, recreation and leisure activities. Council will need to ensure there is a balance of support for existing residential areas and amenities, while planning for new growth.





# INDICATORS OF ACTIVITY DEMAND

Participation in, or demand for, specific activities is often influenced by a series of factors that guide decision making. Availability of programs or activities, quality of and access to facilities, distance to travel, cost and many other factors all play a role in choosing an activity.

Key indicators of the demand for specific activities and programs can also be derived from population numbers and projected change, demographic characteristics (such as age or gender) or from historical or projected future trends.

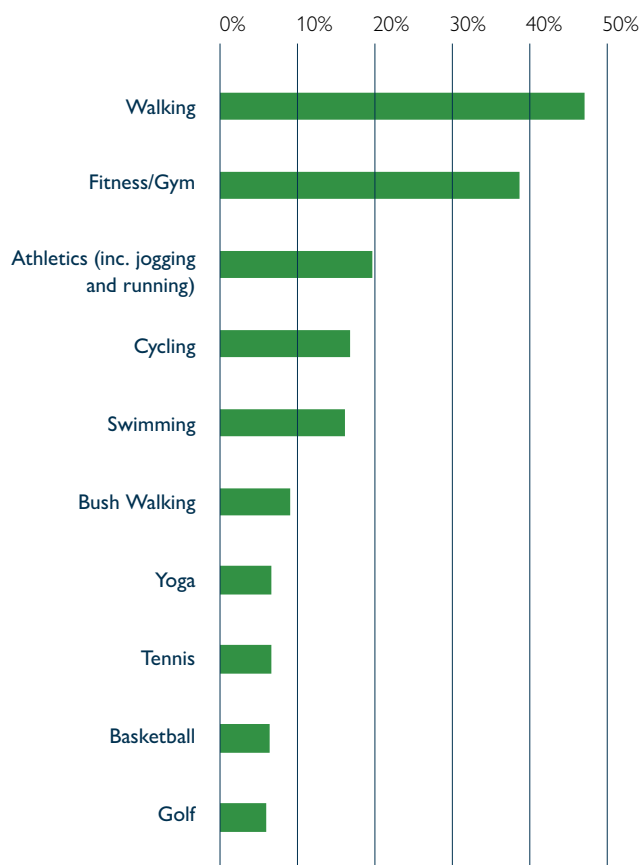
The Australian Government's participation survey, Ausplay, collects data on sport and physical activities providing an insight into the patterns of participation from across the country.

The Ausplay statistics for Victoria in 2022 (Jan- Dec) for the Top 10 activities for both adults (15 years and above) and children (aged 0-14 years) are closely reflected by the Moorabool community survey responses recorded in this Strategy.

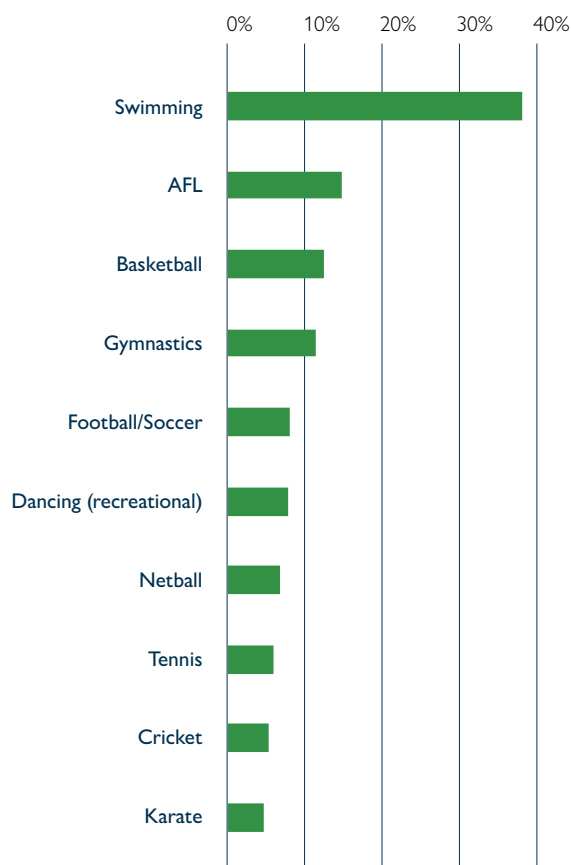
Walking (46% participation rate) and fitness/gym (38%) were the highest participated activities in Ausplay results for adults in Victoria. Other high participation activities were jogging and running (19%), cycling (16%) and swimming (16%).

Swimming is the highest participation activity for children aged 0-14 (37%). Other high participation activities for children in Victoria include Australian Rules Football (14%), basketball (12%) and gymnastics (11%).

## AUSPLAY- TOP 10 ACTIVITIES 2022 (JAN-DEC) BY PARTICIPATION RATE (VICTORIA) 15+



## AUSPLAY TOP 10 ACTIVITIES 2022 (JAN-DEC) BY PARTICIPATION RATE (VICTORIA) 0-14





The community survey conducted as part of the MRLS identified the following as the most popular physical activities of the 116 survey respondents.<sup>1</sup>

- |                    |                    |
|--------------------|--------------------|
| 1. Walking         | 37% of respondents |
| 2. Fitness/gym     | 12% of respondents |
| 3. Running/jogging | 11% of respondents |
| 4. Swimming        | 9% of respondents  |
| 5. Bushwalking     | 5% of respondents  |
| 6. Basketball      | 5% of respondents  |
| 7. Cycling/riding  | 4% of respondents  |

The top activities identified by respondents to the community survey about what activities they would like to do, but currently don't include swimming (55%), cycling/bike riding (32%), bush walking (30%), fitness and gym (28%), pilates (24%) and running/jogging (10%).

Swimming, with 16% for adults and 37% for children is one of the highest participated in activities for both children and adults in Victoria (according to Ausplay). 9% of adult respondents to the community survey said that swimming was their main or preferred activity, but 55% indicated they would like to swim but did not currently swim. This significant latent demand is influenced by existing facilities in Moorabool that do not meet year-round demand for swimming, with the proposed aquatic facility at MARC aiming to meet this demand in the future.

Other activities that local Moorabool residents said they would like to do also included many of the top activities as identified by Ausplay. This provides some indication that investment in these activities would support community preferences, which are aligned with state-wide activity trends.

Basketball was the only organised sport in the top responses to MRLS community survey, which also features in the top 10 adult and children's activities for Ausplay.

Separate to the MRLS community survey and Ausplay findings, Moorabool Shire has collected sporting club participation numbers from a number of sports across the Shire. Formal sports participation numbers exceed 4,000 participations collectively in Australian Rules football, basketball, netball, cricket, tennis and soccer.

The participation numbers are representative of the 2022 (or equivalent) season. These activities operate primarily at Council owned or managed facilities and represent formal/organised sports activities. Projected participation growth has been forecast (details provided in MRLS – Volume 3: Background Report) for each of these sports, with an additional 1,600+ participants anticipated collectively by 2035. These projected numbers will however be heavily influenced by the key activity indicators and influences on demand over the next decade, in particular by the rate of residential growth and capacity to support new and improved facilities to cater for demand.



1. 44% of respondents in the MRLS community survey were in the 35-44 age group, 17% were in the 25-34 age group and 16% were in the 45-54 age group. There were no responses in the community survey from residents aged under 15 and therefore the above activities and responses reflect the views of adult residents only. A high-level summary of MRLS community survey findings is provided in Appendix 1.



# FACILITY PROVISION ACROSS MOORABOOL



A variety of sport, recreation and leisure facilities are available across Moorabool that cater for formal and informal community participation opportunities and promote active lifestyles. A full inventory is provided in MRLS – Volume 3: Background Report) and in Appendix 2.

**Formal sports grounds, playing fields and specialised surfaces are provided across Moorabool to support activities including:**

- Athletics / Little Athletics\*
- Australian Rules football\*
- Baseball\*
- Cricket\*
- Equestrian\*
- Golf
- Lawn Bowls\*
- Netball\*
- Soccer\*
- Tennis\*

**Indoor sport, recreation and leisure facilities are provided for activities including:**

- Basketball\*
- Pickleball
- Volleyball
- Badminton
- Calisthenics
- Dance
- Gymnastics
- Fitness / gym
- Karate / martial arts
- Swimming

**A range of other places, spaces, trails and amenities are also available, including:**

- BMX tracks\*
- Dog parks
- Picnic areas and play spaces
- Skate parks\*
- State Parks and natural areas
- Tracks, paths and trails.

A facility provision ratio analysis was undertaken in the preparation of the MRLS against 12 sport, recreation and leisure facility types across the Moorabool Shire. These facility types are indicated by an (\*) in the lists above. This method of analysis is primarily based on population-to facility provision rates. It is widely used “as one measurement tool” and should be considered as a general guide only to highlight potential infrastructure network gaps and to help identify Shire-wide facility needs.

The detailed analysis and description of individual ratios used is provided in MRLS – Volume 3: Background Report.

Based on the ratio analysis conducted, the current provision of sport, recreation and leisure facilities in Moorabool generally aligns with the number of facilities required to meet projected population and participation estimates to 2035.

However, provision ratios do not take into account the quality and functionality of facilities, which was raised as a regular theme throughout stakeholder and community consultation. The provision of amenities to cater for all users, need for increased flexibility and improved lighting to maximise utilisation were regular themes raised throughout the development of the MRLS.

Given the unique mix of suburban growth and rural areas within Moorabool Shire, provision ratio analysis must be applied carefully and consider a range of additional planning, demand and feasibility elements. However, should residential population grow as projected and demand for activities remains similar to 2024 levels, access to additional playing areas will be required for Australian Rules football, soccer and indoor sports courts (i.e. for basketball and other multi-use activities) by 2035.

Additional provision may also include “access to existing facilities” (such as school locations) for new or additional activities, and not necessarily just focused on the provision of new sites or infrastructure.

A strong focus on the provision of flexible spaces that can meet multi-sport and multi-use needs and be re-purposed to meet changes in community demand will be important to meet future provision needs across Moorabool.



# OUR CHALLENGES AND OPPORTUNITIES



Communities across the Moorabool Shire experience a range of opportunities, issues and challenges relating to sport, recreation and leisure – including access, supply and delivery.

The MRLS has been developed to identify and address barriers to participation that are faced by Moorabool Shire residents and visitors. The following opportunities and challenges have been formed from research, analysis and consultation completed as part of the MRLS. They have been themed to ensure a consistent approach to strategy development and to ensure there is alignment of the MRLS with Council's broader planning, policies and existing funding and investment environment.

More detailed information on issues and opportunities are explored in the MRLS – Volume 3: Background Report.



## INFORMATION

Information as to how the community can get involved in sport, recreation and leisure opportunities across Moorabool.



## AGEING AND ADEQUATE INFRASTRUCTURE

Fit for purpose, functional, sustainable and inclusive infrastructure for sport, recreation, and leisure.



## DIVERSITY IN PARTICIPATION OPPORTUNITIES

A variety of informal recreational opportunities are being sought by the community. Not all opportunities are either available or functional in Moorabool.



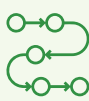
## BARRIERS TO PARTICIPATION

Communities are facing a variety of barriers to participation in physical activity. Identifying and reducing barriers to participation is a key to increasing participation and gaining the benefits of active recreation.



## PARTNERSHIPS

The development of strategic partnerships to support the delivery and funding of participation opportunities and facilities.



## PLANNING AND POLICY

Further developing and implementing Council planning and policies to prioritise participation, diversity and inclusion.



## VOLUNTEERS AND CLUBS

Providing support for club volunteers through training opportunities and policies that support their important role in providing active recreational opportunities.



## EQUAL ACCESS FOR ALL

Promoting inclusive and accessible opportunities for individuals of all ages, abilities, genders, and cultures to participate in and engage with sports and active recreation.



# MRLS STRATEGIC FRAMEWORK



The Strategic Framework is provided to guide the development of the MRLS. The framework focuses on community need, alignment with local policy objectives, and the promotion of a diversity of opportunities and activities. It provides a vision, guiding principles, three key strategic priorities (with objectives) and a series of implementable actions and a process for strategy monitoring.

Vision	The Moorabool Recreation and Leisure Strategy aims to create an active community that is connected to its people, providers and places.		
Guiding principles	Community and connectivity	Equity and shared access	Collaboration and partnerships
Strategic priorities	Priority 1: Utilise community insights to understand community needs	Priority 2: Identify priority projects for delivery and advocacy	Priority 3: Identify ways to increase participation and activation of community spaces
Strategic purpose	Meet the sport, recreation and leisure needs of the Moorabool community by taking a data driven, evidence-based approach to planning. This includes planning for physical activity opportunities in new and existing areas, and planning for the improvement of existing facilities, programs and services.	Advocate, develop, deliver and activate places that are fit for purpose, functional, sustainable, inclusive and support participation in organised sport and informal recreation and leisure activities.	Provide diverse ways to participate in physical activity, support clubs with adequate training and policies, and promote inclusion and access for people of all ages, abilities, genders, and cultures. Work collaboratively with sport, recreation and leisure partners to develop, deliver, and invest in service provision across the community.



# STRATEGIC PRIORITY 1



## UTILISE COMMUNITY INSIGHTS TO UNDERSTAND COMMUNITY NEED

### STRATEGIC PURPOSE

Meet the sport, recreation and leisure needs of the Moorabool community by taking a data driven, evidence-based approach to planning. This includes planning for physical activity opportunities in new and existing areas, and planning for the improvement of existing facilities, programs and services.

### OBJECTIVES AND ACTIONS

1.1 Review existing offerings to ensure services and infrastructure are fit for purpose and reflect community needs	<ul style="list-style-type: none"><li>1.1.1 Undertake a gap analysis of existing recreation infrastructure and programs across the Shire, including non-council facilities</li><li>1.1.2 Undertake a gap analysis to understand the level Moorabool residents are participating and competing at, within and outside the Shire</li></ul>
1.2 Plan for new spaces that support passive and active recreation	<ul style="list-style-type: none"><li>1.2.1 Develop a data set to identify future local growth in the Shire</li><li>1.2.2 Undertake a gap analysis using data to identify new and emerging trends of the Moorabool community</li><li>1.2.3 Identify ideal locations for new and emerging activities to be accommodated in local communities (e.g. provision of skate parks)</li><li>1.2.4 Identify requirements for growth provision ratios for new developments at greenfield sites that incorporate new and emerging recreation trends based on community need.</li></ul>
1.3 Plan and deliver facilities and infrastructure that offer multiple use opportunities to meet informal recreation and leisure needs, and support gender inclusivity	<ul style="list-style-type: none"><li>1.3.1 Identify and prioritise facilities requiring new or updated master plans</li><li>1.3.2 Review Council's hierarchy of sport, recreation and leisure facilities and related service levels, fees and charges and management arrangements, and align and incentivise them with the MRLS guiding principles and documented objectives</li><li>1.3.3 Conduct a full, shire-wide audit of trails, linkages (including connecting footpaths) and identify the barriers to access the trail network from surrounding residential areas</li></ul>
1.4 The community is involved in the planning of sport and recreation facilities	<ul style="list-style-type: none"><li>1.4.1 Improve community engagement processes in recreation and leisure facility planning and related project development and delivery</li></ul>



# STRATEGIC PRIORITY 2



## IDENTIFY PRIORITY PROJECTS FOR DELIVERY AND ADVOCACY

### STRATEGIC PURPOSE

Advocate, develop, deliver and activate places that are fit for purpose, functional, sustainable, inclusive and support participation in organised sport and informal recreation and leisure activities.

### OBJECTIVES AND ACTIONS

<b>2.1 Continue to develop and support healthy, inclusive and connected neighbourhoods</b>	<b>2.1.1</b> Create a criteria for 'healthy, inclusive, connected communities' utilising the principles of the '20-minute neighbourhood' <b>2.1.2</b> Develop community infrastructure planning policy to establish guidelines for investment <b>2.1.3</b> Explore the ability to create sport and recreation hubs near activity/town centres
<b>2.2 Aging infrastructure is renewed to ensure facilities are accessible, functional, fit for purpose and meet the long-term facility provision needs of the Moorabool community</b>	<b>2.2.1</b> Develop a community infrastructure strategy or framework to guide the prioritisation of infrastructure upgrades
<b>2.3 Advocate for investment to support the development of key infrastructure projects, facilities and spaces</b>	<b>2.3.1</b> Actively pursue external grant and partnership funding opportunities to assist in the delivery of facility and place related projects <b>2.3.2</b> Utilise data from gap analysis and audits (identified in strategic priority 1) to develop a pipeline of projects that will guide advocacy <b>2.3.3</b> Prioritise advocacy of projects identified in Council's long term financial plan
<b>2.4 Improve and connect the existing network of trails and bike paths in Moorabool to meet the needs of a variety of users for both physical activity and active transport</b>	<b>2.4.1</b> Develop relationships within local communities and work with partners to facilitate clearer roles and responsibilities for a more streamlined approach to trail planning, delivery and maintenance of existing trails
<b>2.5 Enhance the quality and accessibility of recreational spaces through strategic partnerships</b>	<b>2.5.1</b> Partner with landowners and land managers, including State Government agencies, to maintain, enhance, and expand access to recreation facilities on public and shared-use land
<b>2.6 Prioritise sustainable practices in the delivery of upgrade and new build projects</b>	<b>2.6.1</b> Apply a sustainability lens to all projects involving upgrades or new builds by developing environmentally sustainable design (ESD) guidelines



# STRATEGIC PRIORITY 3



## IDENTIFY WAYS TO INCREASE PARTICIPATION AND ACTIVATION OF COMMUNITY SPACES

### STRATEGIC PURPOSE

Provide diverse ways to participate in physical activity, support clubs with adequate training and policies, and promote inclusion and access for people of all ages, abilities, genders, and cultures. Work collaboratively with sport, recreation and leisure partners to develop, deliver, and invest in service provision across the community.

### OBJECTIVES AND ACTIONS

<b>3.1</b> Develop partnerships to collaborate and identify ways to breakdown barriers in order to encourage participation in sport, recreation and leisure	<ul style="list-style-type: none"><li>3.1.1 Develop a partnerships policy/strategy around access to existing facilities, both Council and non-Council owned</li><li>3.1.2 Establish program partners to run and introduce programs that are low or no cost to reduce barriers to participation</li><li>3.1.3 Continue to foster strong relations with sport and active recreation clubs and associations operating across Moorabool</li></ul>
<b>3.2</b> Through partnerships, further develop opportunities to increase the number of people that are physically active across Moorabool, with a focus on more women and girls becoming physically active	<ul style="list-style-type: none"><li>3.2.1 Create a data set that specifically measures female physical activity and identify gaps in participation</li><li>3.2.2 Periodically review Female Friendly Sport and Recreation Participation and Infrastructure Strategy 2022-2032 and Fair Access Policy to ensure their currency and impact on the community</li><li>3.2.3 Incentivise clubs prioritising female participation</li></ul>
<b>3.3</b> Promote sport and recreation by enhancing the knowledge of sport, recreation and leisure opportunities across the Moorabool community	<ul style="list-style-type: none"><li>3.3.1 Develop a community directory of available programs, activities and locations that connects to providers and delivery organisations</li><li>3.3.2 Develop an 'Active Moorabool' brand and marketing campaign to promote sporting options, recreation activities and facilities, trails, leisure and aquatic opportunities to residents and visitors</li><li>3.3.3 Collaborate with partners to identify and attract community sporting and/or recreation events to the Shire in-line with the Council's Visitor Economy Strategy</li><li>3.3.4 Enhance the knowledge of sport, recreation and leisure opportunities across the Moorabool community by developing and improving promotion and wayfinding signage to better promote "what to do and where to do it"</li><li>3.3.5 Identify and promote programs offering sport and recreation options to First Nations community members, people living with a disability, community members from culturally and linguistically diverse backgrounds and the Shire's senior population</li></ul>
<b>3.4</b> Ensure club volunteers are adequately supported with training opportunities and policies that encourage sustainable growth and retention	<ul style="list-style-type: none"><li>3.4.1 During the development of Council's Volunteer Strategy, include action/s to support volunteers involved in sporting clubs and organisations</li></ul>



# IMPLEMENTATION AND MONITORING

The MRLS will be supported by Volume 2 – Strategy Implementation Plan. This is a live Council document that provides direction on the “how to” of implementing strategic priorities and actions. It will focus on the initial short-term including 2026-2030, with long-term action planning for the period 2031-2035 to be considered in-line with a 5-year strategy review.

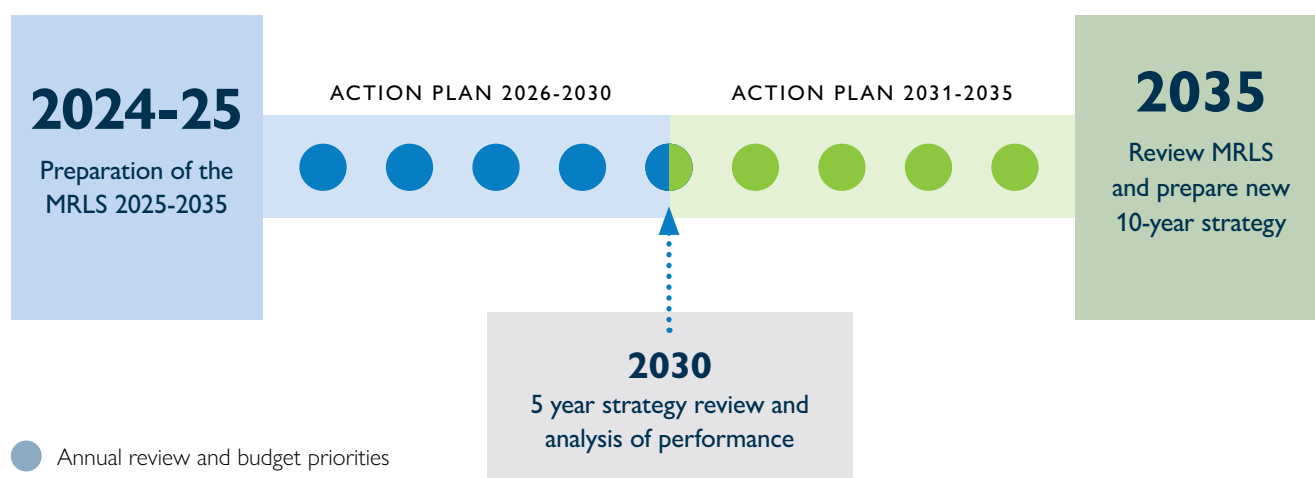
Volume 2 – Strategy Implementation Plan will provide detail on how Council will implement the strategic priorities, objectives and actions. Action plans will be supported by a prioritised annual plan that aligns with Council’s budgetary processes.

Annual reviews will be undertaken by Council officers to evaluate the progress made within each of the strategic priority areas. The identification of key measures will also be developed to help identify where our key areas of success are and where areas for further focus might be required.

A rating system will be used to identify actions within the annual plan that are complete, on track or delayed.

Collaboration across Council and with external partners and stakeholders will be required to confirm annual priorities align with current policy and shared resources can be allocated.

Annual reporting will also consider activity trends, participation levels, population and demographic change, Council spending and investment attraction levels. Opportunities for improvement will be identified to inform the development of the next action plan cycle to ensure actions remain relevant for continued investment by Council over the life of the MRLS.





# APPENDIX 1: CONSULTATION HIGHLIGHTS



## CONSULTATION HIGHLIGHTS

Moorabool Shire Council engaged with key stakeholders and the community to gain insights into:

- recreation, leisure and sports participation
- facility and activity preferences
- influences on behavior
- opportunities for improvement, and
- future priorities.

Below is a summary of the consultation methods and response numbers. The highlight boxes provide a summary of key findings from the community survey.

Consultation Format	Responses
Completed community surveys	116
Focus group participants	21
Interviews with state sporting organisations	6
Additional sport, recreation and leisure interviews	5
Interviews with neighbouring councils	3

### What types of activities do we participate in?

Moorabool residents participate in a mix of sport and active recreation with the seven most popular activities of survey respondents being walking, fitness/gym, running/jogging, swimming, bush- walking, basketball and cycling.

### Key issues and opportunities from the focus groups

Focus groups issues and opportunities included the need for improved quality, functionality and maintenance of facilities (buildings and sports, the need for improved dog walking facilities and continued development of female friendly facilities.

### Facilities that respondents felt were missing in Moorabool

Flat and connected walking tracks and trails that provide loops, gym facilities, pool/aquatic facility, hockey field/facility, athletics facilities that meet needs of the sport. purpose built dog parks and more off lead dog areas and quality sports social facilities, changerooms and ovals.

### What activities would we like to participate in, but don't?

The top activities that respondents would like to do but don't currently participate in include swimming, cycling/bike riding, fitness/gym, bushwalking, running/jogging and pilates.

### Why respondents feel that facilities don't meet their needs

The reasons why respondents felt that facilities did not meet their needs included connectivity, concerns with trails and footpaths, lack of walking track circuits, shortage of shade, shelter and seating and general condition and functionality of facilities.

### Improvement that respondents wanted to see in the trail network

Improvements wanted by respondents included improved connectivity within the trail network, improved quality of trails, more signage and improved safety and accessibility.



# APPENDIX 2: SPORT, RECREATION AND LEISURE FACILITIES



## MOORABOOL FORMAL SPORT, RECREATION AND LEISURE FACILITY CLASSIFICATIONS\*

No.	Facility Name
1	Bacchus Marsh Campdraft Arena**
2	Bacchus Marsh Cross Country Course**
3	Bacchus Marsh Dressage Arena**
4	Bacchus Marsh Golf Club***
5	Bacchus Marsh Harness Racing Track**
6	Bacchus Marsh Lawn Tennis Club**
7	Bacchus Marsh Leisure Centre**
8	Bacchus Marsh Outdoor Pool
9	Bacchus Marsh Racecourse Recreation Reserve**
10	Bacchus Marsh West Golf Club**
11	Ballan Golf Club*
12	Ballan Outdoor Pool
13	Ballan Recreation Reserve*
14	Ballan Tennis Club*
15	Blackwood Recreation Reserve*
16	Bungaree Recreation Reserve*
17	Clarendon Tennis Club*
28	Darley Civic Hub
19	Darley Park**
20	Dunnstown Recreation Reserve
21	Dunnstown Tennis Club

No.	Facility Name
22	Elaine Recreation Reserve
23	Gordon Recreation Reserve*
24	Gordon Tennis Club*
25	Greendale Recreation Reserve
26	Korweinguboorra Reserve*
27	Maddingley Park**
28	Mason's Lane Reserve
30	Mollonghip Tennis Club*
31	Morrisons Recreation Reserve*
32	Mt Egerton Recreation Reserve*
33	Myrionong Recreation Reserve*
34	Navigators Tennis Club
35	Wallace Recreation Reserve
36	Yendon Tennis Club*
37	MARC Stadium

■ Local
 ■ District
 ■ Regional

Note: A review of the classification of facilities is an action in the implementation plan of the strategy.

\* Crown land

\*\* Crown land, Council managed

\*\*\* Privately owned





The Moorabool Recreation and Leisure Strategy was prepared by  
insideEDGE Sport & Leisure Planning for Moorabool Shire Council