



WELLINGTON
SHIRE COUNCIL



MASTER PLAN

Maffra Recreation Reserve

July 2016

Council's 2030 Vision

In 2008 the Wellington Shire Council was involved in producing a vision to guide the development of Wellington 2030. A web site and background paper were produced which highlighted the challenges that Wellington faced into the future.

People were invited to respond via a survey attached to the background paper. Over 1,000 responses were received. Surveys were returned from a wide variety of age groups and locations across Wellington. Public meetings were held across the Shire in addition to workshops within schools and forums for stakeholders in the environment, infrastructure, community and economic spheres.

Based on feedback received and through close community consultation, Council developed a written document entitled 'Wellington's 2030 Strategic Vision' - supporting nine themes reflecting the main areas of interest that the community identified through the consultation process. These themes include; Natural Environment, Economy, Transport and Roads, Population, Development, Wellbeing and Safety, Culture, Liveability and Council.

The development of sporting infrastructure throughout Wellington will give consideration to the following aspects as identified in the 2030 plan:

- Market Wellington as a quality lifestyle and tourism destination
- Support communities to attain a sustainable level of local infrastructure reflecting the needs of communities
- Support community initiatives that promote participation and working together
- Work in partnerships to promote and facilitate healthy lifestyles
- Develop our network of walking and cycling paths
- Improve the quality and accessibility of our open space and community facilities
- Develop our sport and recreation infrastructure

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Introduction

1.1 Introduction

In 2012 the Wellington Shire Council initiated the preparation of the Maffra Recreation Reserve Master Plan, which was received by Council in 2013. The document was later refined in 2014 based on feedback from the Maffra Recreation Reserve Committee of Management. It has been reviewed again in 2016.

This master plan is designed to address the need for facility improvements, and identifies the key infrastructure priorities for the reserve. The master plan also identifies a wide-range of infrastructure priorities, including aspirational projects and goals of the user groups that will require future investigation to ensure feasibility. This strategic approach to facility planning will assist all stakeholders to guide the long term planning and development at the Maffra Recreation Reserve.

1.2 Demographics

Maffra is located 220km east of Melbourne, located in the Wellington Shire in Gippsland. According to the 2011 census Maffra has a population of 5,112 people living in the town.

According to the 2011 SEIFA measure of disadvantage Maffra is indexed at 973, which ranks it at number 292 in level of disadvantage among the 1516 suburbs of Victoria. This places Maffra among the most disadvantaged 20% of suburbs in the state.

1.3 Study Purpose

This report presents the Wellington Shire Council's master plan development for the reserve, and therefore will be used to guide decision making and strategic development for the period 2010 – 2020. The master development and management plans will provide a number of benefits, including -

- Complete facility management/development plans for the next 10 years, in line with Council's policy framework and recreation facility management & development.
- Establishing a set of recommended actions and infrastructure priorities, based on identifying where resources should be allocated in order to improve the Reserve's facilities.
- Reflecting the current and future community needs and providing a long term integrated direction and strategy for the reserves to guide all decision making processes by the committee of management.
- Providing a guide for growth in participation and increased involvement by the wider community
- Providing a clear and useful resource for venue managers seeking potential partnering arrangements and funding sources such as Council and corporate sponsors.

2. Facility Hierarchy Overview

The concept of 'facility hierarchy' is based on the acknowledgment that there needs to be a level of strategic compromise between infrastructure demand and supply within Wellington. All sport and recreation facilities throughout the Shire have been categorised accordingly based upon a mix of the following components:

- Capacity and quality of the facility's infrastructure
- Surrounding population levels
- Level of primary use of the facility

There are four levels within the facility hierarchy schedule which are outlined below.

2.1 – Level 1 Regional Facilities

Level 1 facilities are of regional significance and capable of hosting state and/or national events. 'Regional facilities' service a population catchment above 5,000 people, and receive regular regional-level usage. These facilities are professionally managed with Council contributing to all maintenance costs to ensure high standard of service. Council will determine appropriate user group fees to ensure sufficient cost recuperation.

2.2 – Level 2 District Facilities

Level 2 facilities are of important district or shire significance. 'District facilities' service a population catchment above 1,000 people, and receive regular usage from users competing in shire-wide competitions. These facilities may be managed directly by council or by committee of management, with Council contributing toward maintenance costs to ensure an appropriate standard of service. Facilities directly managed by Council will have appropriate user group fees determined to ensure sufficient cost recuperation.

2.3 – Level 3 Significant Local Facilities

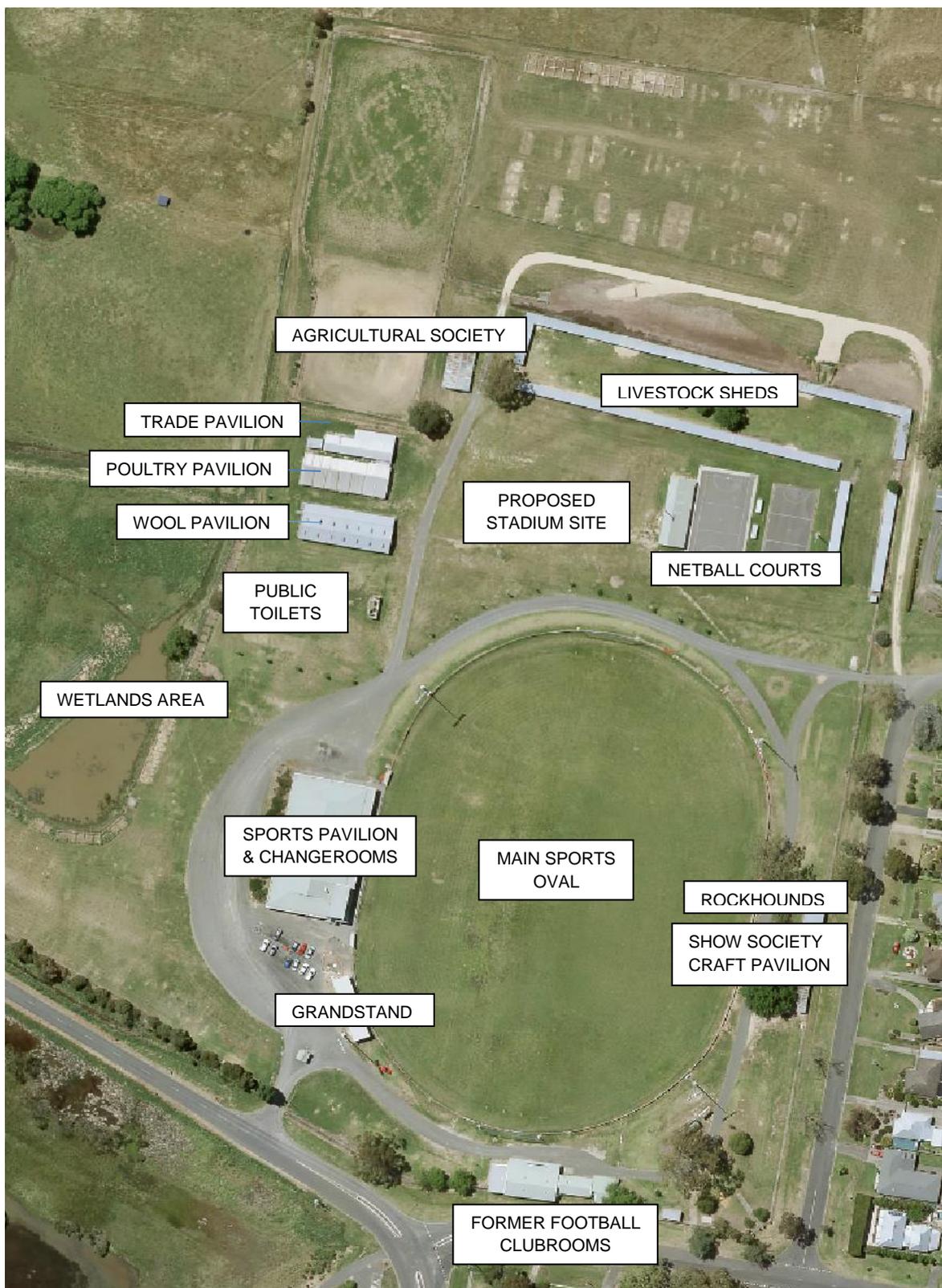
Level 3 facilities are of important local significance. 'Significant Local' facilities service a population catchment of less than 1,000 people, and receive regular usage from multiple users competing in shire-wide competitions. These facilities are managed via a committee of management with Council contributing toward maintenance costs.

2.4 – Level 4 Local Facilities

Level 4 facilities provide for casual recreation and limited user groups competing in shire-wide or local competitions. These facilities are locally managed via a committee of management, with cost of management and maintenance funded by charging fees to users.

* The Maffra Recreation Reserve is listed as a Level 2 – District Level Reserve

3. Maffra Recreation Reserve Existing Infrastructure Overview



4. Reserve Usage

4.1 Committee of Management

The Maffra Recreation Reserve (the reserve) is owned by the State Government through the Department of Environment, Land, Water and Planning, and is managed via a Committee of Management.

The Reserve is managed by a Section 86 Committee of Management which is monitored through the Wellington Shire Council. The Committee is responsible for the regular maintenance and upkeep of the venue.

The Wellington Shire Council provides annual maintenance allocations to the Committee of Management, which is designed to subsidise the scope of the works involved in maintaining the site and its facilities.

4.2 Regular User Groups

The Maffra Recreation Reserve is used for Australian Rules football, netball, the annual Maffra Show, major kennel club events, a number of clubs based in on-site buildings, groups which make casual bookings of various facilities and sections of the Reserve and informal walking, social and sporting activities. The main users of the Reserve are outlined below -

- Maffra Football Netball Club
- Maffra & District Agricultural, Pastoral & Horticultural Society Inc.
- Maffra Country Women's Association
- Maffra Municipal Band
- Gippsland Riviera Poultry & Game Club
- Macalister All breeds Kennel & Obedience Club
- Sale-Maffra & District Kennel Club
- Eastern Vic Pleasure Harness Club
- Rockhounds
- Auskick

4.3 Reserve Events

- Maffra Show
- Gippsland International Festival – All Breeds Championship Dog Show
- Poultry Shows
- East Gippsland Heritage Truck Display
- Briagolong Pony Club – Show Jumping Event

5. Strengths, Weaknesses, Opportunities, Threats

Strengths	Weaknesses
<ul style="list-style-type: none"> • Strong support from respective club volunteers in terms of ground maintenance, upkeep and mowing. • The Reserve's Committee of Management has a demonstrated capacity to undertake and complete major capital upgrades. • Standard of social facilities attracts broader use from both internal and external user groups for functions and social events. • Good oval playing surface, with a new automatic watering system installed in 2012/13. • The Reserve services a unique and diverse blend of sporting, cultural and passive recreation community groups and users. 	<ul style="list-style-type: none"> • Car-parking and road sealing is inadequate and requires an upgrade. This serves as one of the most pressing infrastructure issues at the Reserve. • Netballers do not have direct access to a medical room, and are located a significant distance from the main pavilion and change facilities. • The Reserve's main entrance (Via Newry Road) can be hazardous, as there is no slip lane for traffic to utilise when turning into the Reserve. This is particularly evident on match days. • Inadequate public toilet facilities.
Opportunities	Threats
<ul style="list-style-type: none"> • Development of a recreation reserve masterplan provides the strategic context to underpin funding applications targeting prioritised works and infrastructure upgrades at the reserve. • Funding from local, state and federal authorities available to upgrade facilities. • Clubrooms and facilities are of an exceptional standard, and are available for hire and provide catering as well. • Continuing to attract significant events. The Reserve has a proven capacity to cater for a large number of people - i.e. agricultural show and livestock events. • Developing the entrance to the ground from George Street. 	<ul style="list-style-type: none"> • Lack of disabled public amenities prevents universal access to the facilities. • This could also serve as a potential barrier to participation and/or involvement. • Lack of funding preventing the committee from replacing old equipment which is required for basic maintenance duties (i.e. tractor for grass mowing/slashing surround maintenance). • Congestion on Newry Road stemming from the main entrance could pose safety implications for people entering/exiting the Reserve.

6. Infrastructure Priorities

6.1 The Plans

The tables on the following pages illustrate the venue's priority actions and record the recommended works for the Maffra Recreation Reserve and, where appropriate, the indicative cost associated with such works. The table presents strategic, long term master plans to guide the future development of the reserve and the allocation of Council and other funding resources.

The detailed design and positioning of many of these items will require consultations with external agencies, user groups and Council and, in some instances, approval from external agencies or Council. In other instances, the extent of works undertaken will be determined by the budgets available and as such, staged initiatives may need to be investigated.

The master plans are not designed to include operational and minor maintenance issues which are part of the annual or day-to-day responsibilities of the committees of management. These include items such as internal air conditioning and lighting, building maintenance, painting etc. Council provides the reserve's Committee of Management with annual operational subsidies which are designed to address minor maintenance issues and assist with the general upkeep of the facilities.

6.2 Planning Principles

The **key principles** which have been used to guide the development of the master plans are:

- Retention of existing amenities and enhancement of existing uses
- Improved participation/usage
- Improved accessibility
- Improved safety and traffic management
- Improved environmental management and sustainability, and
- Improved amenity so that more casual use is attracted
- Upgraded or provide disability access to all buildings and structures, in accordance with the Disability Discrimination Act (1992).

6.3 Recommended Actions (High Priorities)

Priority	Recommended Actions	Description & Recommended Works	Indicative Cost Estimates	Proposed Funding Stream
6.3.1	Drainage Upgrade (moved from Medium June 2016)	<p>Existing oval drainage infrastructure does not cope during heavy downfalls, which impacts upon the quality of the playing surface.</p> <p>The proposal is to redesign the oval gradient to alleviate 'low patches' within the playing surface and to ensure that the playing surface slopes to the boundary, and to construct a kerb and channel to alleviate water pooling – particularly on the eastern side of the ground.</p>	Not defined	Sport & Recreation Victoria (Country Football and Netball Program)
6.3.2	Vehicle and Pedestrian Access Improvements	<p>According to the COM, the main access road around the oval becomes damaged each year. The COM would like the road to be sealed. (Council completed works in 2014 providing gravel and grading)</p> <p>The main car park area is located in the south-east corner of the reserve, with no marked car spaces, and bollards are in place to control traffic directions. There is no designated disabled parking area.</p> <p>During peak times the main entrance to the reserve becomes congested, and can delay traffic at the nearby intersection, or traffic travelling to Newry. The COM would like a turning lane from the Maffra-Newry road into the ground. Another option is to use the entrance off George Street or to place traffic management signs on the road warning of turning traffic.</p> <p>This project would involve upgrading the existing road entrance to the Reserve, sealing gravel roads, designating vehicle parking areas to formalise parking and reducing vehicle /pedestrian interaction.</p>	Not defined	<p>WSC Community Assistance Grants</p> <p>Recreation Reserve Subsidy</p>

6.3 Recommended Actions (High Priorities - continued)

Priority	Recommended Actions	Description & Recommended Works	Indicative Cost Estimates	Proposed Funding Stream
6.3.3	Oval Lighting Upgrade COMPLETED	The existing average lux ratings are well below the AFL interpretation of the Australian Standard 2560.2.3-2002 Sports Lighting - All Football Codes. The lux readings are an average minimum requirement to meet the Australian Standard, clubs and land managers are encouraged to provide higher illumination where possible. 150 Lux is desired by the Maffra Football Club.	\$250,000	Country Football & Netball Program
6.3.4	Installation/upgrade of PA System COMPLETED BY COM	Installation of a PA System with the capacity to reach all areas of the existing cattle pavilions, livestock sheds and behind the Kennel Club shed. This would allow for greater utilisation of additional space during events and the Show.	Not defined	Wellington Shire Community Assistance Grants
6.3.5	Public Toilet Redevelopment with Disabled Access (moved from Low priorities June 2016)	The existing public toilets are run-down, unsheltered and malfunctioned. There is a pressing desire from the user groups to redevelop or replace the existing public toilet block located between the poultry sheds and sporting clubrooms.	Not defined	Committee of Management Federal Government Stronger Communities program

6.4 Recommended Actions (Medium Priorities)

Priority	Recommended Actions	Description & Recommended Works	Indicative Cost Estimates	Proposed Funding Stream
6.4.1	Upgrade Access - Main Pavilion	Upgrade or provide disability access to the main buildings and structures which are to be retained, in keeping with the Disability Discrimination Act. All buildings and structures on the site should be developed, upgraded or maintained to a standard and condition as specified in Division 9 of the DDA.	Not defined	Wellington Community Assistance Grants

6.5 Recommended Actions (Low Priorities)

Priority	Recommended Actions	Description & Recommended Works	Indicative Cost Estimates	Proposed Funding Stream
6.5.1	Indoor Gymnasium and Swimming Pool	<p>This project has been identified as a longer-term aspiration by the Maffra Football Netball Club, which has looked at two options:</p> <ol style="list-style-type: none"> 1 - Utilising the old MFNC clubrooms as a gymnasium 2 - Replacing the building all together. <p>This development has not been identified in 'Wellington's Pools Strategic Plan', and therefore does not form part of Council's strategic aquatic priorities.</p>	Not defined	<p>Committee of Management</p> <p>Fundraising 4 Sport (F4S) Australian Sports Foundation</p>

6.5 Recommended Actions (Low Priorities)

Priority	Recommended Actions	Description & Recommended Works	Indicative Cost Estimates	Proposed Funding Stream
6.5.2	Public Seating Around Oval	The AFL preferred facility guidelines suggest that seating is determined on a case by case basis having due regard to the standard of competition to be hosted, anticipated crowds and site appropriateness. At present, seating is confined to the west-side of the oval and this provision could be expanded.	Not defined	Wellington Community Assistance Grants
6.5.3	Replace Tin Roof Cattle Pavilions	Existing tin roofing on the cattle pavilions and livestock sheds has reached the end of its useful lifespan, is outdated, rusting and in need of replacement.	To be Determined	Wellington Community Assistance Grants
6.5.4	Provision of Unisex Accessible Shower	Provide a unisex disabled shower to the Eastern Toilet block.	Not defined	Committee of Management

6.5 Recommended Actions (Low Priorities)

Priority	Recommended Actions	Description & Recommended Works	Indicative Cost Estimates	Proposed Funding Stream
6.4.5	Multi-Purpose Stadium Development (moved from high June 2016)	<p>The Committee aspire to the development of a multipurpose stadium on the reserve. It is envisaged that the Stadium would be approx. 60x30m building with multi surface flooring (50% concrete and timber) with the primary purpose being the inclusion of a basketball and a netball court to allow for indoor training and competition.</p> <p>Ideally the stadium would have seating down each side, a community (agricultural) meeting space, storage, accessible toilet amenities, change rooms, a kitchen and an administration area.</p> <p>In addition the stadium would also be used for:</p> <ul style="list-style-type: none"> • Community Events on an as needed basis; • Maffra Dramatic Society – Performance and practice space; • Home to craft displays during the annual Maffra Show • House the ongoing operations of the agricultural society. <p>The project would involve the decommissioning of ageing infrastructure on the reserve, and would require extensive planning and investigation to determine overall feasibility before progressing.</p>	Not defined	<p>Maffra Recreation Reserve Committee of Management</p> <p>Regional Development Victoria (Rural Development Program Scheme</p> <p>Fundraising4Sport (F4S) Australian Sports Foundation</p>

7 Capital Funding

7.1 Funding

Council is committed to the development of sporting infrastructure and endeavours to improve the planning and support for proposed developments at a community level. Funding is a critical component of all infrastructure planning and development. Funding is normally a combination of the following:

Venue / User Group Funding – Venue/User Groups are normally required to contribute to project funding. Contribution rates can vary depending on project and conditions of grant/s being sourced.

Other Government (i.e. Federal, State) – The primary source of support funding for sporting infrastructure development is from the Department of Health and Human Services – Sport and Recreation Victoria

7.2 Project Prioritisation

The Scoring Assessment Matrix (SAM) is a quantified assessment tool which has been developed to assess and rate individual infrastructure priorities to determine a project's overall ranking within Council's Sporting Infrastructure Capital Program.

This process has been developed to enable Council to rate a specific project with consideration given to a variety of factors and variables such as:

- Facility Hierarchy
- Project Type
- Venue Usage
- Alignment with Planning Priorities and Principles

The Scoring Assessment Matrix enables projects of a similar nature to be objectively compared with one another, thus forming the basis of Council's Sporting Infrastructure Capital Program. Used in an effective and consistent manner, the SAM process will benefit both Council and facility users/managers in the management of sporting infrastructure through the objective and consistent prioritisation of sport infrastructure.