



FACILITY PLANNING & DEVELOPMENT

A GUIDE FOR ASSOCIATIONS





BASKETBALL VICTORIA (BV) recognise the value of participation by our young people in sport and we are determined to ensure that every aspiring athlete, official, or coach has an equal opportunity to participate at the highest level that they can achieve.

The challenge to our sport is access to fully compliant courts to continue to grow that participation base. It has been demonstrated in Victoria, that if indoor fully compliant courts are developed or made available, Basketball can increase the penetration rate into the community up to 6%.

Sport is an essential part of our community well-being and will play an even more important role in the coming years as the community recovers.

Basketball Victoria support Active Victoria, the Victorian Government's framework for sport and recreation. We recognise that Victoria's population will almost double in the next four decades, which, when coupled with the increasing proportion of Victorians who regularly participate in sport or active recreation, will increase demand for infrastructure, programs and opportunities.



STARTING A PROJECT – DEVELOPING AN EARLY BUSINESS CASE

Outline the problem or opportunity being addressed

- Under supply of courts to meet current and future demand
- No ability to train
- Domestic games at inappropriate weeknight timeslots
- Waiting lists in age groups
- Show current court usage based on participants and court availability and then project out 5 and 10 years using average growth to show future demand

Current facility issues

- Building age (nearing end of life)
- Facility or parts are no longer “fit for purpose”
- Seating, wet areas, food/beverage areas, administration
- Safety concerns – run-off, seating, courts, roof, etc
- Non-compliant courts
- Not disability compliant

EARLY BUSINESS CASE

Outline the opportunity

- Increase participation – certainly beneficial if the solution benefits female participation, juniors, disadvantaged groups, senior citizens
- Attract large events – particularly important in regional areas
- Improved pathway opportunities – high performance, education
- Benefits to school and community – other sports, user groups, students
- Social, health, environmental and economic benefits (total economic value of basketball to Victoria is \$800 million)

Outline a project scope to address issues/opportunities

- Build a further three courts on to the existing facility
- New show court – 500 seats

- New change rooms
- Upgrade change rooms

Identify key stakeholders

- School
- Council
- State and Federal MPs
- Basketball Victoria
- Other sports and community groups
- Councillors

Consider options to address the issues

- Expand and upgrade existing facility
- Source new courts at satellite facility – school, greenfield site

Costs

- Outline preliminary indicative costs for each option (may require assistance depending on size of project)
- Obtain design funding from council. Approach councillors to achieve this (likely to be \$200k – \$300k for detailed designs)

Outline the need

- Outline why this project is of key importance to the community. Link the need why back to the opportunities, ie. ‘This will increase female participation in sport’

Strategic alignment – ensure that the project aligns with relevant strategic directions

- Association Strategic Plan (essential)
- Council Strategic Plan
- BV Strategic Plan
- School Mission
- Run the concept past BV and seek feedback and support
- Council Indoor Sports Facility Plan

Consult and seek support of key stakeholders

- Landlord (council/school) – meet to present and discuss the concept
- Councillors (they will become your biggest advocates within council)



IS THE PROJECT VIABLE AT THIS STAGE?

There are a few potential outcomes after you've got to this stage

1 Your own internal assessment of the initial business case isn't positive

- You choose to drop the project; or
- You choose to park the project; or
- You recognise gaps in the business case and develop objectives and actions that address deficiencies to set yourself on the path to have a strong business case.

2 The initial assessment from the key stakeholders isn't supportive of the project

- Refer to the above

3 There is initial provisional support but due to the size or cost of the proposed project, there is a determination to develop a project working group; or conduct a feasibility study (more detail on need, benefits, design, project costs, operational plan)

- You develop a project team with the landlord/key stakeholder/s and develop the Feasibility Study using Council resources
- You seek funding support to engage an external consultant to develop a Feasibility Study
- You self-fund or develop your own feasibility study – certainly possible dependant on the scope of the project and your confidence to develop a semi-professional document
- Contact BV to have a BV representative on the project team/working group to support you.

4 The initial assessment of the project is supported by all necessary stakeholders

- You or a project working group (involving council, school, other) finalise designs and costs (quotes/tenders)
- You outline required funding and take steps to secure

NOTE: Remember that with projects involving a Council, depending on the scale and scope, they may explore other possible community benefits and stakeholders to engage, to better support the project and provide a greater chance of sourcing funding. This can depend on the how much you have convinced the Council of your need.

You also need to consider in the early stages whether your desire is to manage the facility, lease the courts or hire the courts; and open communication early with the council/school/landlord as part of the project. Work to ensure the project outcome results in more courts, for a long period of time, under a sustainable financial arrangement.

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Basketball Victoria (BV), partnering with our local associations, is committed to collaborating with other indoor sports, school, and community groups for the purpose of supporting community well-being: the health, welfare, and personal development of all those who use indoor venues. We support the fair sharing of access to community and school facilities for all indoor sports, and we are committed to taking a leadership role in meeting the recreational and social needs of all residents across Victoria.

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DEVELOP PITCH DOCUMENT

Association Overview – Page One

- Who you are – founded, home base and region served
- Participation numbers – breakdown into gender, age, suburb/postcode
- Growth rate – numbers over last three to five years
- Successes – individual players, teams, association awards
- Community programs – schools, inclusive, volunteers, seniors, etc

Project Overview – Page Two

- Brief outline of the issue – growth, not fit for purpose
 - Outline solution – new court, change rooms, etc
 - Summarize benefits – inclusion, participation, community value

KEEP IT SIMPLE. FOCUS ON KEY NUMBERS AND DATA, ADD VISUALS.

FUNDING OPTIONS

Council

- Local government grants – consultants/feasibility
- Annual budget – start in January, draft department budgets in February/March, discuss

draft budget in April, table the final draft for public comment in May. Associations can make submissions to Council before and/or during this period.

- Next election cycle – 2024
- Contact councillors in November/December so councillors can submit a budget bid

Sport and Recreation Victoria (SRV)

- Growing Suburbs Fund – Open May and closes July (usually annual)
- Local Sports Infrastructure Fund (only councils can apply for this funding, so you will need to ask them to apply) – closes July. Funding available for:
 - o Stadiums
 - o Female Friendly Facilities
 - o Scoreboards
 - o Planning

State

- Annual budget
- Next election – election cycles provide an opportunity to get commitments from party candidates; or direct budget funding if the budget cycle lands within three to nine months prior to the election
- November 2022
- Budget bids need to be submitted 9-12 months before an election

Federal

- Building Better Regions Fund
- Annual Budget
- Next election 2025
- Budget bids need to be submitted 9-12 months before an election

Associations

- Capital investment/contribution
- Australian Sports Foundation
- Sustainable Reserves Spend



BUILD LONG TERM RELATIONSHIPS

Members via newsletters and updates

- Let your members know about the project when the time is right and keep them updated. It demonstrates you're leading.
- Use positive language around the Association working with council/school and local MP's

Council/Local MP's

- Updates – bi-annual, keep them informed of the Associations key achievements/successes/positive outcomes.
- Highlight community activity, school programs, participation (female/male), socially disadvantaged, inclusive, pathway success, employment, volunteers



PROJECT LOBBYING

There are different ways to seek support for your project

- Fundamentally, ensure that you have a compelling business case.
- Understand who you need to communicate to and obtain support from
 - o Start with the board/committee and ensure that there is strong support from them
 - o Have a clear communication plan – Who says what and to whom
 - Board and administration to all understand two to three key things (hot buttons) to consistently sell about the project
 - Understand the role of the administrator to work on the project with other administrators (council staff, school staff, BV, Sport & Rec) as well as decision makers
 - Utilise the president/chair and/or project chair in meetings or discussions with mayors, councillors, state and federal MP's; at events, functions and key meetings.
- Ask members to contact your local councillor to ask them to support the project. Give members an email template to send to your councillors. The project needs to be high on the councils priority project list

PROMOTE PROJECT

Keep everyone (BV, members, school, council, MP's, sponsors) up-to-date and engaged in the project as it develops

- Meetings with key stakeholders
- Website/social media

Present designs

- Initial stages of lobbying can be to discuss concept
- Discussions leading into seeking support and/or commitments usually require concept designs and costings (quotes or QS)



- Don't under-estimate the value of selling the project with attractive visuals and fly-through
- Prepare a presentation with visuals that you can present to councillors, council staff and MPs as required

COMMUNITY WELL-BEING & SOCIAL CAPITAL

Governments understand the value of sport to society:

Extract from Australian Sports Commission Report

The Intergenerational Review of Australian Sport 2017 notes that *"Together, sport creates significant value for Australia, with at least \$7 returned on every dollar expended in the sector. This high rate of return is a combination of... direct economic benefits, the network of volunteers and not for profits, avoided health costs, and education benefits".*

Example: Association – 60 teams
 20,000 visits/annum x \$4.70 spend/visit x 7
 = \$658,000 annual economic value

HOW CAN BASKETBALL VICTORIA ASSIST?



INITIAL
DISCUSSIONS



PLANNING



STRATEGY



GOVERNMENT
AND STAKEHOLDER
RELATIONS



PROJECT
WORKING GROUPS



DESIGN INPUT
AND FEEDBACK



LEASE
NEGOTIATIONS
AND/OR REVIEWS



GRANT
APPLICATIONS
SUPPORT



VENUE
MANAGEMENT
GUIDANCE

