



MONASH FOOTBALL (SOCCER) PLAN

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1. Background

1.1 Purpose

The Monash Football (Soccer) Plan has been developed in collaboration between Council, Monash football clubs and Football Victoria to establish key principles and strategically address important issues through the development of an action plan to guide the future of football in Monash.

It is important to note that the Monash Football (Soccer) Plan is aspirational, and it is acknowledged that not all actions may be achieved in the life of the plan. However, we feel that this plan has us well-positioned to receive external funding and tap into opportunities that may present for the sport in future years.

1.2 Objectives

- Identify short, medium and long term investment priorities for football pitches in Monash.
- Ensure that football is a sport that is available and accessible for the whole Monash community to enjoy.
- Adequately service different levels and standards of football in Monash.
- Ensure that Monash football clubs support active participation and community health and wellbeing.

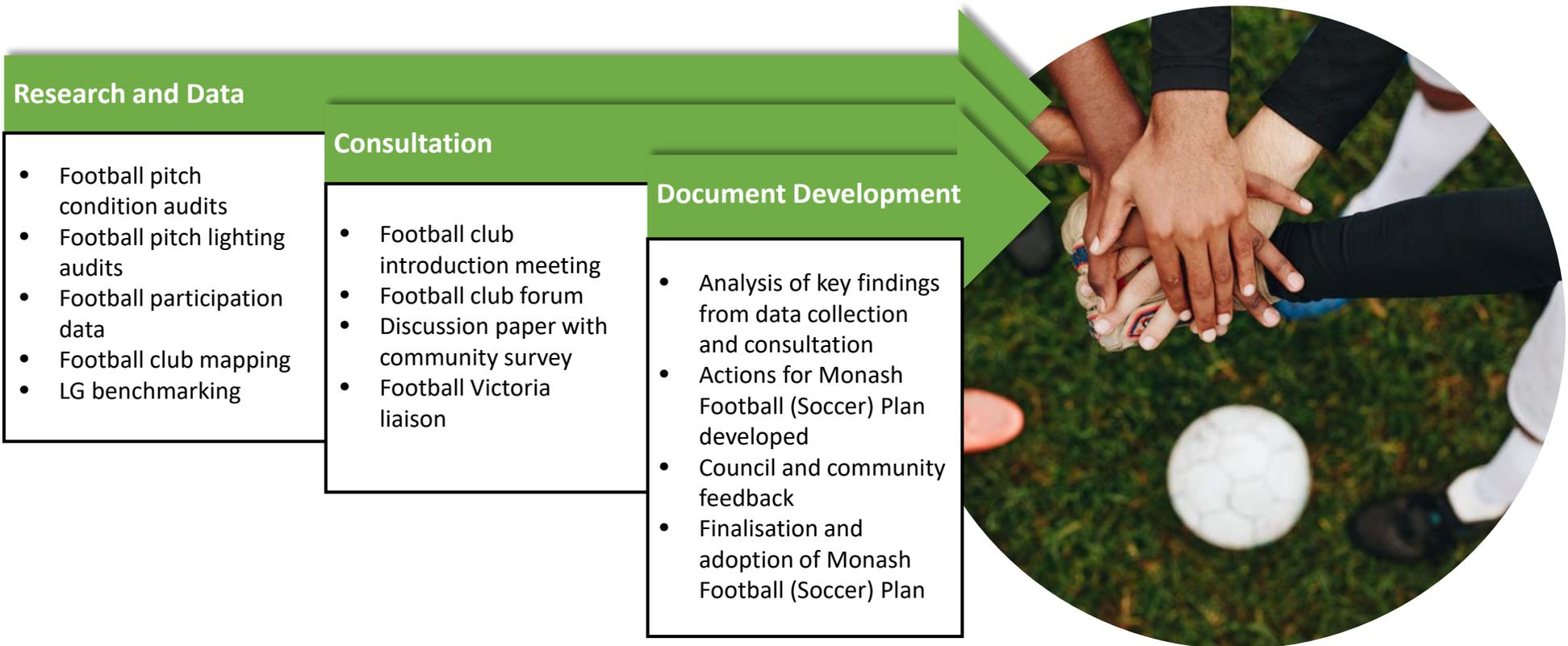
2. Strategic Context

2.1 Monash Council Plan 2017-2021

The Monash Football (Soccer) Plan has been developed with strong links to the four strategic objectives of the Monash Council Plan 2017-2021.



2.2 Methodology



2.3 Key Findings

The data captured as part of the methodology outlined in section 2.2 has provided us with a strong evidence base to develop actions for the Monash Football (Soccer) Plan. Key findings include:



Infrastructure

4 out of 24 football pitches meet preferred floodlighting standards

21 out of 24 pitches have poor drainage and irrigation systems

Synthetic cricket wickets are placed inside 7 out of 24 Monash football pitches



Participation

Females make up just 16% of senior football participation in Monash

Only 41% of Monash residents that play football do so with a Monash-based club

Junior participation in Monash (14%) is lower than national averages



Forum

“Poor condition of grounds and lighting are the most critical issues facing clubs”

“Activate existing venues to their full potential with higher quality facilities ”

“Strive for increased participation and inclusiveness in clubs”



Discussion Paper Responses

80% support investment into existing and established football venues

76% support all Monash football clubs committing to increased inclusiveness

Condition of facilities, Participation and Sustainable Clubs were the top 3 most popular investment principles

3. Guiding Principles

The following guiding principles have been used to develop actions for the Monash Football (Soccer) Plan.

COMMUNITY PARTICIPATION

Inclusive and flexible football participation opportunities, including social and modified formats



HIGH QUALITY FACILITIES

Football facilities that meet modern standards and are durable, fit-for-purpose and inclusive



SUSTAINABLE CLUBS

Monash football clubs that are successful, viable and committed to serving the broader Monash community



4. Action Plan

COMMUNITY PARTICIPATION

	RECOMMENDED ACTIONS	TIMING	BUDGET	RESPONSIBLE Lead in bold
1.1	Council to expand its community activation program and partner with clubs to grow non-traditional modes of participation, such as walking football, small-sided games and all-abilities programs.	SHORT (0-3 Years)	Existing operating budgets	Monash Council Football Clubs Football Victoria
1.2	All football clubs to provide flexible and affordable membership options that cater for casual and informal play.	SHORT (0-3 Years)	Existing operating budgets	Football Clubs
1.3	All Monash football clubs to commit to increased opportunities for women and girls to participate, including the establishment of participation targets for clubs.	ONGOING	Existing operating budgets	Football Clubs Monash Council
1.4	Council to develop a plan for multi-use facilities that can accommodate junior programs, futsal and small-sided football games and activities.	SHORT (0-3 Years)	Existing operating budgets	Monash Council Football Clubs Football Victoria
1.5	Council to explore the site suitability of new synthetic football pitches, including partnerships with schools, that can be allocated by Council to all clubs, 12 months of the year.	SHORT - MEDIUM (0-7 Years)	Existing operating budgets	Monash Council SRV Football Victoria

HIGH QUALITY FACILITIES

	RECOMMENDED ACTIONS	TIMING	BUDGET	RESPONSIBLE Lead in bold
2.1	Subject to external funding and Council budget adoption, all lit football pitches in Monash to meet minimum floodlighting standards for community level training by 2031.	MEDIUM - LONG (4-10 Years)	\$5,000,000 to be staged across 10 years	Monash Council SRV
2.2	Subject to external funding and Council budget adoption, surface upgrade projects to occur at Davies Reserve, Gardiners Reserve, Argyle Reserve, Tally Ho Reserve and Carlson Reserve, including upgrades to pitch irrigation and drainage.	SHORT - LONG (0-10 Years)	\$5,000,000 to be staged across 10 years	Monash Council SRV
2.3	*Explore the feasibility and suitability of pavilion amenity upgrades at Mayfield Park, Tally Ho Reserve and Southern Reserve.	SHORT (0-3 Years)	Existing operating budgets	Monash Council
2.4	Subject to external funding and Council budget adoption, pavilion redevelopments to occur at Carlson Reserve, Brandon Park Reserve and Gardiners Reserve.	MEDIUM - LONG (4-10 Years)	\$7,000,000 to be staged across 10 years	Monash Council SRV
2.5	Clubs and Council to explore external State and Federal Government funding opportunities for investment into Senior NPL facilities at relevant venues.	ONGOING	Existing operating budgets	Monash Council Football Clubs SRV

*Depending on site suitability, pavilion amenity upgrades can include modular redevelopments or internal refurbishments.

SUSTAINABLE CLUBS

	RECOMMENDED ACTIONS	TIMING	BUDGET	RESPONSIBLE Lead in bold
3.1	All football clubs to participate in the Active Monash Sports Clubs Framework to build capacity and improve broader community and social outcomes.	ONGOING	Existing operating budgets	Monash Council Football Clubs
3.2	Establish a Working Group to guide the development of Third Party Arrangement Principles for agreements between clubs and commercial operators, coaching academies and businesses.	SHORT (0-3 Years)	Existing operating budgets	Monash Council Football Clubs Football Victoria
3.3	Council to prioritise the allocation of pitches to community level participation over elite pathway academies and commercial coaching entities.	ONGOING	Existing operating budgets	Monash Council Football Clubs
3.4	Jack Edwards Reserve and Gardiners Reserve to service the community as Monash's only two Senior NPL venues.	ONGOING	Existing operating budgets	Monash Council
3.5	All Monash football clubs to commit to increased diversity at committee level, including representation from women and people from culturally diverse backgrounds.	ONGOING	Existing operating budgets	Football Clubs Monash Council