

JOHN LANDY ATHLETICS FIELD FACILITY IMPROVEMENT PLAN - SUMMARY



APRIL 2022

THE PROJECT



The facility:



Fosters partnerships, improves the capacity, capability and cohesion across athletics stakeholders (local clubs, regional association, state and national bodies) together with Local and State Government



Attracts a high (and increasing) participation whilst profiling the sport in the region



Integrates and supports athletic performance pathways



Attracts regional and state athletics championships that showcases the region outside the municipality to prospective domestic visitors and in turn generates social, tourism and economic benefits



Enhances and builds on Geelong's host city reputation

Planning Process

The John Landy Athletics Field is the City of Greater Geelong's premier regional athletics facility. It is a national standard synthetic track. However, the facilities have reached an age and condition where renewal is now required.

The City of Greater Geelong is also experiencing rapid growth. The population will grow from 258,834 (ERP 2019) to 393,216 by 2041 (idcommunity), almost double the current population (49% growth). The demand for access to athletics facilities will continue to grow on the back of this growth, particularly in the urban growth corridor of Greater Geelong.

It is for these reasons a review into the future use and role of John Landy Athletics Field was needed. The City of Greater Geelong engaged Otium Planning Group to prepare a Facility Development Plan for John Landy Athletics Field.

The Facility Improvement Plan has identified short, medium and long-term facility improvements required to service the athletics needs in the Geelong and Barwon Southwest Region. The Plan has also determined an appropriate management model for the facility.

The study included the following phases:

- Strategic investigation to determine the future service level of the reserve. This included a strategic review, demand assessment and trends and benchmarking analysis.
- Site and facilities review that considered the condition and compliance of existing facilities with athletics facility standards and contemporary sports facility design principles and standards.

- Engagement process with key stakeholders to discuss current use, issues and future needs.
- Issues and Options Report that summarises the key findings from market research, facility review and engagement tasks and includes a Functional Design Components Schedule.
- A concept design for the pavilion and an illustrative landscape plan for reserve improvements. The improvements have been costed by an independent Quantity Surveyor.
- A Report that summarises the key challenges and development options for John Landy Athletics Field together with an implementation plan and funding strategy for improvements.

To deliver the above phases of the project, the key tasks for the project are outlined below.



The project has involved an extensive consultation process with relevant Council departments, key stakeholders including Geelong Little Athletics Centre and Geelong Athletics, School Sports Victoria, peak athletics bodies including Little Athletics Victoria and Athletics Victoria and relevant Government departments.

A detailed Facility Improvement Plan report now supports the project. This Summary report provides a summary of key findings.



WHY DO WE NEED A FACILITY DEVELOPMENT PLAN?

The John Landy Athletics Field is very well used seven days a week by the two key tenants being Geelong Athletics Inc and Geelong Little Athletics Centre Inc, by schools for school carnivals and PE athletics classes, by private coaches and by community for casual recreational running. The facility also hosts state level athletics championships.

There were 280 members of clubs affiliated to Geelong Athletics Inc and 625 members of clubs affiliated to Geelong Little Athletics Centre Inc in 2019/20, and over 80 schools in the Greater Geelong area that use the facility. The venue attracts over 230 bookings each year! Clubs have advised of an increase in membership in 2021/22.

The use of the facility shows one that is operating at near capacity. The population growth will result in an increasing demand for organised athletics member participation and certainly an increase in recreational running at athletics facilities. If the current participation rates are maintained, the Geelong Athletics Inc and Geelong Little Athletics Centre Inc will grow from 905 athletes in 2019 to 1,374 athletes in 2041. An additional 469 athletes. There will also be a growing demand for use by schools.

All key stakeholders including Athletics Victoria, Little Athletics Victoria and School Sports Victoria, the catchment analysis and post code analysis

of Geelong Athletics Inc and Geelong Little Athletics Centre Inc affiliate club memberships show the John Landy Athletics Field providing a regional / state athletics facility.

The Facility Improvement Plan responds to the IAAF Technical Track and Field Facilities Manual (1 November 2019) requirements of a regional / state athletics facility. The Technical Assessment conducted by SportENG Engineers identified the following issues with the design and condition of the athletics track to meet this standard:

- The throwing vector for the hammer throw circle (cage) is in direct conflict with the current long jump and triple jump pits and runway
- The shotput landing segment interface with the Javelin runway
- The synthetic track will require renewal in the short term
- Sand landing pits run way requires extending to achieve World Athletics dimensions
- Javelin throwing vector clash with pole vault facility
- Front straight track requires extending to achieve 17m run off distances for all lanes
- The lighting will require renewal in the medium term

Other key issues identified through the site analysis, benchmarking analysis and stakeholder engagement include:

- There are multiple buildings on site that don't meet contemporary sports facility design standards including responding to universal design principles and female friendly guidelines
- The facility attracts high use by schools in the Greater Geelong area. These schools have on average 200 and 300 students participating for each event with some schools having over 700 students participate in school athletics carnivals. There is insufficient seating and shade to provide for these events. This seating requirement is a mandatory requirement to host State Little Athletics Championships and AV Shield and would support the annual Steigen Spectacular Athletics Meet.
- The Barwon Sports Academy is seeking a home for a gym and group fitness activity space to accommodate strength and conditioning training for 10 to 15 athletes each session (12 sessions each week).
- Recreation areas including playground area, fitness station, seating and shade and pathways require renewal and improvement. These works will improve use and disability access.
- Photo finish building and camera tower and PA system require renewal.



Growing population in Greater Geelong leading to an increased athletics participation demand



There are safety concerns and asset renewal requirements for the athletics track and field



Opportunity to optimise use, returns a sustainable operational performance and deliver a social and economic benefit to the region



JOHN LANDY ATHLETICS FIELD



WHAT DID WE HEAR FROM STAKEHOLDERS?

A number of interviews and workshops were conducted with key stakeholder groups and peak sporting bodies to gain an understanding of the current participation and usage trends and the strategic priorities for athletics within the Greater Geelong Region.

The following list of stakeholders were interviewed:

- Geelong Little Athletics Centre
- Geelong Athletics
- Barwon Sports Academy
- School Sports Victoria
- Little Athletics Victoria
- Athletics Victoria
- Sport and Recreation Victoria
- Tourism Geelong
- Deakin University
- City of Greater Geelong departments including across traffic and engineering, strategic and statutory planning, Community and recreation and arborist
- Advice was obtained from other stakeholders including the Corangamite Catchment Management Authority

What we heard?

All key stakeholder support John Landy Athletics Field maintaining its regional / state athletics facility role in Greater Geelong and Barwon Southwest region.

The facility is very well used by the two key tenants being Geelong Athletics Inc and Geelong Little Athletics Centre Inc, by schools and by community. The facility also hosts state level athletics championships. The Facility Improvement Plan will need to respond to regional / state athletics facility standards and major participation / spectator event requirements.

Athletics Victoria and Little Athletics Victoria support John Landy Athletics Field as the regional / state athletics facility and a new 'local' athletics facility in the Armstrong Urban Growth Area. This new venue will take pressure off the John Landy Athletics Field but also support the 55,000 to 65,000 new residents and a growing Surf Coast Shire population.

The Barwon Sports Academy has a strong relationship with the athletics club and the strategic link of the academy with the regional athletics facility through providing a gym and group fitness activity space is well received.



Peak Sporting Bodies highlighted the following benefits of John Landy Athletics Field that support it being the regional / state athletics facility for the Barwon Southwest region:

- Central location with access to public and active transport options
- Inviting place that athletes enjoy competing at
- Located within a sports precinct that has rowing clubs and Kardinia Park Stadium
- Quality standard track that meets requirements for regional / state level events
- Ancestral home of athletics and little athletics in Geelong
- Easily accessible by schools
- Geelong Athletics Inc and Geelong Little Athletics Centre are some of the best run clubs in Victoria. They have strong memberships and will continue to be based at John Landy Athletics Field due to the above factors.

All key stakeholders were open to investigating management options for John Landy Athletics Field together with the employment of a Centre Manager to oversee bookings, pack up and set up of equipment, maintenance and improvements, manage relationships with key stakeholder groups and promote use of the venue.

Key facility improvements identified by key stakeholders include:

- A new modern pavilion that consolidates all functions into one facility including competition office, public toilets, change rooms, canteen / kiosk, social and community room, meeting room and uniform store. Consider a single point of entry for the facility

- Barwon Sports Academy seek a small gym and group fitness space to support their high performance program.
- Renewal of the athletics track and development of an asset renewal and maintenance plan
- Review design of track and field layout needs to address conflict areas and maintain regional / state level standard. Consider relocation of jumping pits and runway and a warm-up track
- Provision of a 60m warm up track with on track activities
- Improve recreation areas with a new playground and fitness station
- Increase shade and seating. Specifically, at the start and finish areas of track where there is cuing, associated with a new modern pavilion and provision lakeside of the track. Over 300 covered seats should be provided to support athletics and school events
- Improve disability access around the perimeter of the track and buildings. Consider increasing concourse areas. This has been an important consideration for COVID Safe Plans for athletics return to play
- Renew the photo finish building and camera tower that is too small and has no direct access. The location of the building and tower is dictated by the finish line
- Upgrade the PA system. The current system is archaic, there are black spots around the track. This system requires replacement.



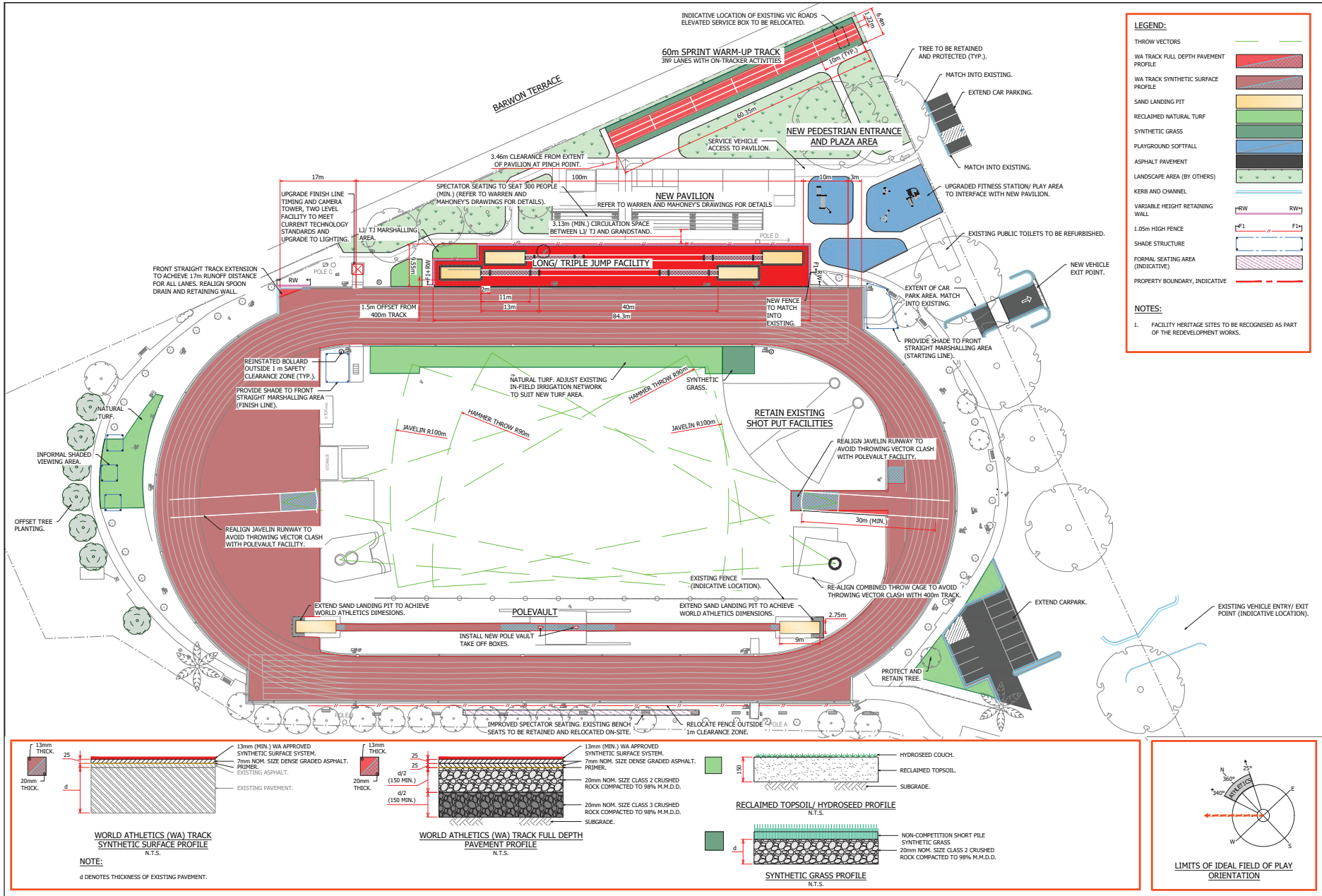
WHAT IS PROPOSED?

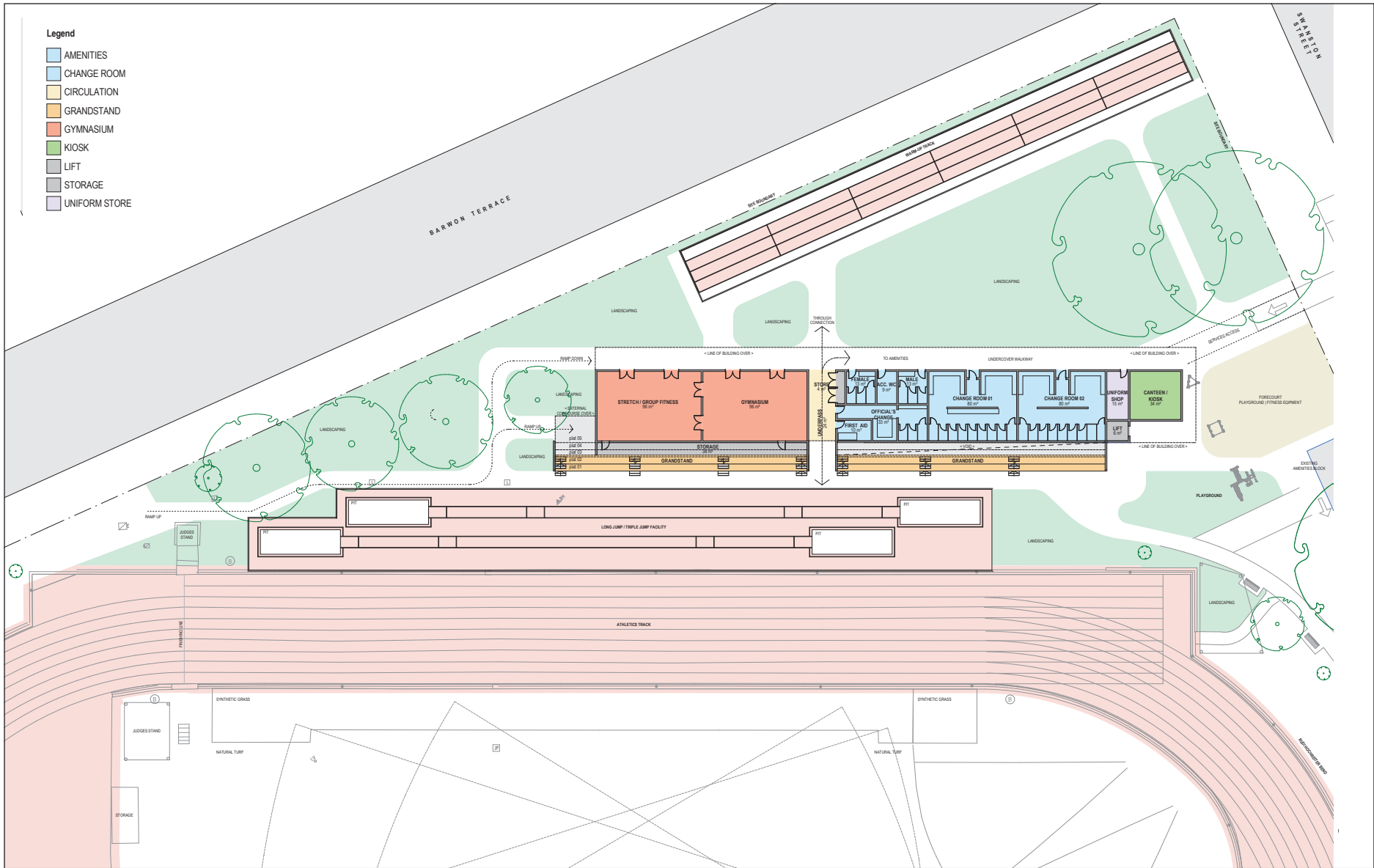
The Facility Improvement Plan has been informed by a range of design considerations and inputs including strategic planning, engineering and arborist advice and from the Project Reference Group that included Geelong Athletics, Geelong Little Athletics Centre, Athletics Victoria and Little Athletics Victoria.

The Facility Improvement Plan recommends the following improvements and complete track and field compliance upgrades. These are illustrated by a supporting site layout plan and pavilion concept plan:

- Renew the athletics track and complete the track and field compliance upgrades (noted on plan).
 - Relocate the long and triple jump pits and runway outside the running track
 - Realign hammer throw cage
 - New 3 lane x 60m warmup track with "smart grass" area along the length of the track to enable relocation of "on Track activities" and allow for circulation space.
 - Develop a new modern pavilion that consolidates all functions into one facility including competition office, change rooms, canteen / kiosk, social and community room, meeting room and uniform store.
 - New gym and group fitness activity space for Barwon Sports Academy
- Renew and upgrade the photo finish building and camera tower
 - Renew and upgrade the PA system
 - Improve recreation areas with a new fitness / play space
 - Refurbish public toilets
 - Increase shade and seating. Specifically, at the start and finish areas of track and associated with a new modern pavilion and provision lakeside of the track. Provide a minimum of 300 covered seats
 - Improve disability access around the perimeter of the track and buildings including increasing concourse areas.







WHAT WILL THE FACILITY COST?

The estimated total project cost is **\$11,050,327**

This will involve the following breakdown of costs:

New pavilion works including new gym and group fitness room and seating = \$4,504,945

- Athletics track improvements = \$1,764,034
- Precinct works (including services) = \$1,958,347
- **Total construction cost = \$10,264,326**
- Other costs (including contingencies, fees and charges) = \$2,919,000
- **Total project cost = \$11,050,327**

Funding Strategy

There are funding opportunities available for suggested improvements through Sport and Recreation Victoria's Local Sports Infrastructure Fund. The City of Greater Geelong could also apply for a low interest loan through the Community Sports Infrastructure Loan Scheme.

There is a partnership approach proposed with the Barwon Sports Academy seeking funding towards the gym and group fitness space.

A staged development of improvements is recommended.



Operational Performance

The regional role, specialised nature of the asset, current high use and programming potential of the John Landy Athletics Field supports a management model that delivers a sustainable business model for the venue. A review of management options recommends an internal management model where Council employs a Centre Management. The Centre Manager role would take on the responsibilities for major tenant agreements and relationships, manage bookings and events, drive programming, organise and oversees maintenance and cleaning and promotes the venue.

Under this model, the facility is expected to operate at a positive annual operating position from year 1 of operation. The 10-year Base Case business projections indicate:

- The facility attendances are expected to gradually increase from 67,250 in year 1 to 68,595 by year 10
- Revenue is expected to increase annually ranging from \$90,510 in year one to \$114,126 by year 10
- Expenditure is expected to increase annually ranging from \$84,940 in year one to \$101,708 in year 10
- The facility is expected to operate at a positive annual operating position from year 1. The profit margin is expected to climb from an operating surplus of \$5,570 in year 1 to \$12,418 in year 10.

HOW WILL IT BE DELIVERED?

To deliver this project, the City of Greater Geelong will establish a Project Governance Framework led by a Project Control Group (PCG) that reports to Council. A Project Working Group would work with the Consultant and Design Team and key stakeholders in the funding advocacy and detailed design stage of the project.

The next stage of the project is to obtain funding and progress detailed design of short-term improvements and construction stage.



WHAT ARE THE BENEFITS?

John Landy Athletics Field will support regional and state level athletics events and benefit the local senior and little athletics clubs and schools within the Greater Geelong and Barwon Southwest region that use the facility.

The facility is highly valued by local athletics clubs, schools within Greater Geelong and is a required venue for state athletics events by Little Athletics Victoria and Athletics Victoria.



The John Landy Athletics Field attendances are expected to increase from 67,250 in year 1 to 68,595 by year 10.

Geelong Little Athletics Centre

The Geelong Little Athletics Centre Inc is made up of nine little athletics clubs and 600 registered athletes. 500 compete weekly on Saturday morning from October to March (Summer season). Cross country training is run in the Winter season.

Geelong Little Athletics Centre holds athletics training and competition for athletes between the ages of 5 and 15 years at John Landy Athletics Field. Competition is held on Saturday mornings from 8.15am - 12.00pm during Summer season from the end of September to the end of March; and Winter is Cross Country on Sundays from 10.30am - 12.30pm from April to August.

The participant age profile is a bell curve. The largest cohort is U11 and U12 where it increases from five years to 10 years and decreases from 12 years to 16 years. There is an equal number of males and female athletes.

John Landy Athletics Field is open 7 days each week. Training happens every day of the week, depending on the upcoming event. Most nights are utilised with up to 50 little athletics participants training between 4pm and 6pm.

Geelong Athletics

Geelong Athletics Inc is made up of five senior clubs with a total membership across the clubs of 300 registered athletics. Geelong Athletics compete at John Landy Athletics Field between October and March on Saturday afternoons.

The 300 membership has been maintained for a long time with the biggest club being Chilwell followed by Geelong Guild.

John Landy Athletics Field is open venue 7 days each week. Club members train at any time. It is free for all to train.

The largest increases in membership from athletics clubs in both Geelong Little Athletics and Geelong Athletics are from the Surf Coast and Bellarine areas. This is due to the increasing populations being realised in these areas and the Armstrong Creek Urban Growth Area.

School Sports Victoria

School Sports Victoria (SSV) recognise John Landy Athletics Field as a critical and valuable facility to support SSV athletics school carnivals.

The peak periods of use include Term 1 and Term 2 from March to May where about 50 schools (Senior Schools) use this facility; and Term 3 to the start of Term 4 where about 30 schools (Primary Schools) use this facility. The facility is used Monday to Friday during school hours and then training for student athletes outside these times. The facility also supports interschool athletics carnivals.

The catchment area of the facility for school athletics carnivals is primarily within the Greater Geelong area but can also be drawn from the Colac and Surf Coast areas for primary school interschool athletics carnivals. Some of the schools in Geelong are large with some carnivals hosting 700+ participants. The average size of carnival is between 300 and 500 participants.

Major Athletics Carnivals

Little Athletics Victoria and Athletics Victoria recognise John Landy Athletics Field as only one of three regional athletics venues that is suitable for state athletics events in regional Victoria. The venue hosts state and regional athletics championships including AVSL Shield Championships and Little Athletics State Championships.

The facility is an opportunity to generate social and economic benefits to the Greater Geelong region. The facility siting, functional design and management model proposed optimise the use and maximise these benefits to the region.

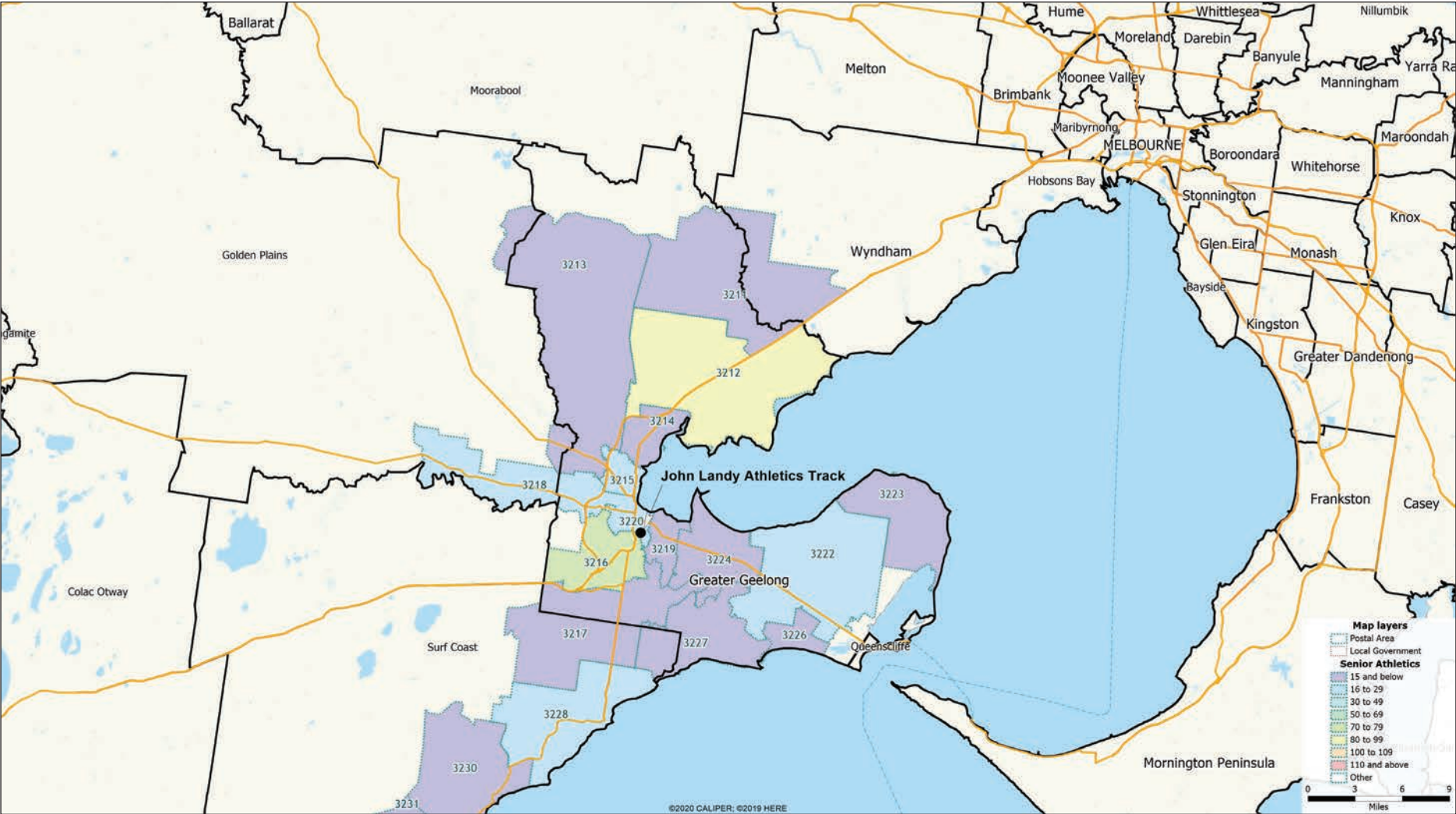
Barwon Sports Academy

The Barwon Sports Academy provides pathways for aspiring athletes in the Barwon Region to reach State and National level teams and competition through providing development programs, sharing information, ideas and experiences.

The proposed new pavilion will include a gym and group fitness activity space for the Barwon Sports Academy to run strength and conditioning training for athletes part of their high performance program. The gym will provide a space for 10 to 15 athletes to train at each scheduled session. There is a strong relationship between the Barwon Sports Academy, the Geelong athletics clubs and other providers of high performance programs in the Barwon Region that will benefit from the space.



Geelong Athletics Membership by Post Code



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