



# Club Presidents' Forum

22 May 2013

## **Geoff Rees**

### ***Chair,***

### ***MU Sport Board***



*1975 World Championship Bronze Medal-winning L4- (Geoff – second from right)*

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1. **Sports Centre Refurbishment and Oval Pavilion Development Updates** – *Emily Dixon, Property & Campus Services*
2. **Sport Capital Improvement Plan Update** – Paul Borci, Property & Campus Services
3. **Sport Foundation Update and University Giving Program** – *Chris Harvey, Advancement*
4. **Club Member Survey** – *Joy Villalino, MU Sport*
5. *Close and Refreshments*



## Emily Dixon

Project Manager, Project Delivery  
Property & Campus Services







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## Paul Borci

Manager, Campus Planning  
Property & Campus Services



- Property and Campus Services (PCS) in collaboration with Melbourne University Sport (MU Sport) identified the need to develop a long term plan for sport and recreation facilities
- The *Sport Capital Improvement Plan (SCIP) 2013 – 2023*
  - to identify the current condition of sport, recreation and fitness facilities and
  - to ensure adequate long term planning and resourcing is made for facility development.
- The *SCIP* will guide planning for the Parkville campus (including south of Grattan St) and also identify strategic facility development requirements in relation to external sporting facilities

- Consultation with:
  - MU Sport Board
  - MU Sport Staff
  - Sporting Clubs (Club Forum 10<sup>th</sup> September 2012)
  - Property and Campus Services, Student Services and Students
  - Residential Colleges
  - Melbourne City Council

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That the University of Melbourne will be the leading Australian university for sporting performance, level of participation and the **quality of facilities.**







- To increase the opportunities for the University community to engage in **regular physical activity through the provision of quality facilities** that are; conveniently located, easy to access, with the flexibility and capacity to meet the diverse and constantly changing needs of the University community
- To **support high performance sport** by providing access for the University sporting clubs, teams and athletes to the best quality training and competition venues available, many of which will be located off campus
- To **recognize the benefits of informal activity** by providing a range of campus recreation spaces across the campus and to provide easy access to change and shower amenities to enable staff and students to engage in more intensive but unstructured activities such as jogging and cycling

# University Sporting Precincts

- Royal Park
- Princes Park
- Main Campus
- South of Grattan



- The University to endorse the SCIP and incorporate relevant items into University Master Plan
  - Determine priority of projects, budget and strategy (MU Sport Board and University)
  - Establish Giving Plan and explore other funding opportunities (MU Sport and Advancement)
- Sports Precinct
  - Feasibility study of Stage 1 and Stage 2 (to be outlined shortly)
- Southern Precinct
  - Feasibility study for expanded Southern Precinct Sport and Recreation Facilities
- Princes Park and Royal Park
  - University to negotiate with Melbourne City Council to secure long term access for clubs and the broader University community and to increase investment in capital improvements
  - Feasibility study on University management of space under long term lease agreement
- Support informal activity
  - Embed design principles into University Capital Master Plan to support an increase in active recreation spaces across the campus and improved access to change and shower amenities

Stage 1 addresses the immediate needs of the Sport Precinct. It retains all existing facilities, expands some spaces and addresses traffic and pedestrian management issues and the following;

### ***Beaurepaire Aquatic and Fitness Centre upgrade***

- Relocation of the group fitness rooms from the Sports Centre to north/west side of the building (650sqm)
- Upgrade reception/control points and change rooms and new entry point to the aquatic area

### ***Sports Centre upgrade***

- Upgrade ground floor to provide instructional flat floor space and strength and conditioning areas

### ***Vehicle, Pedestrian and Cycling Movement***

- Realign the access road along the eastern boundary and increase the size of the entry point under the Sports Centre

### ***Landscaping, pathways and additional works***

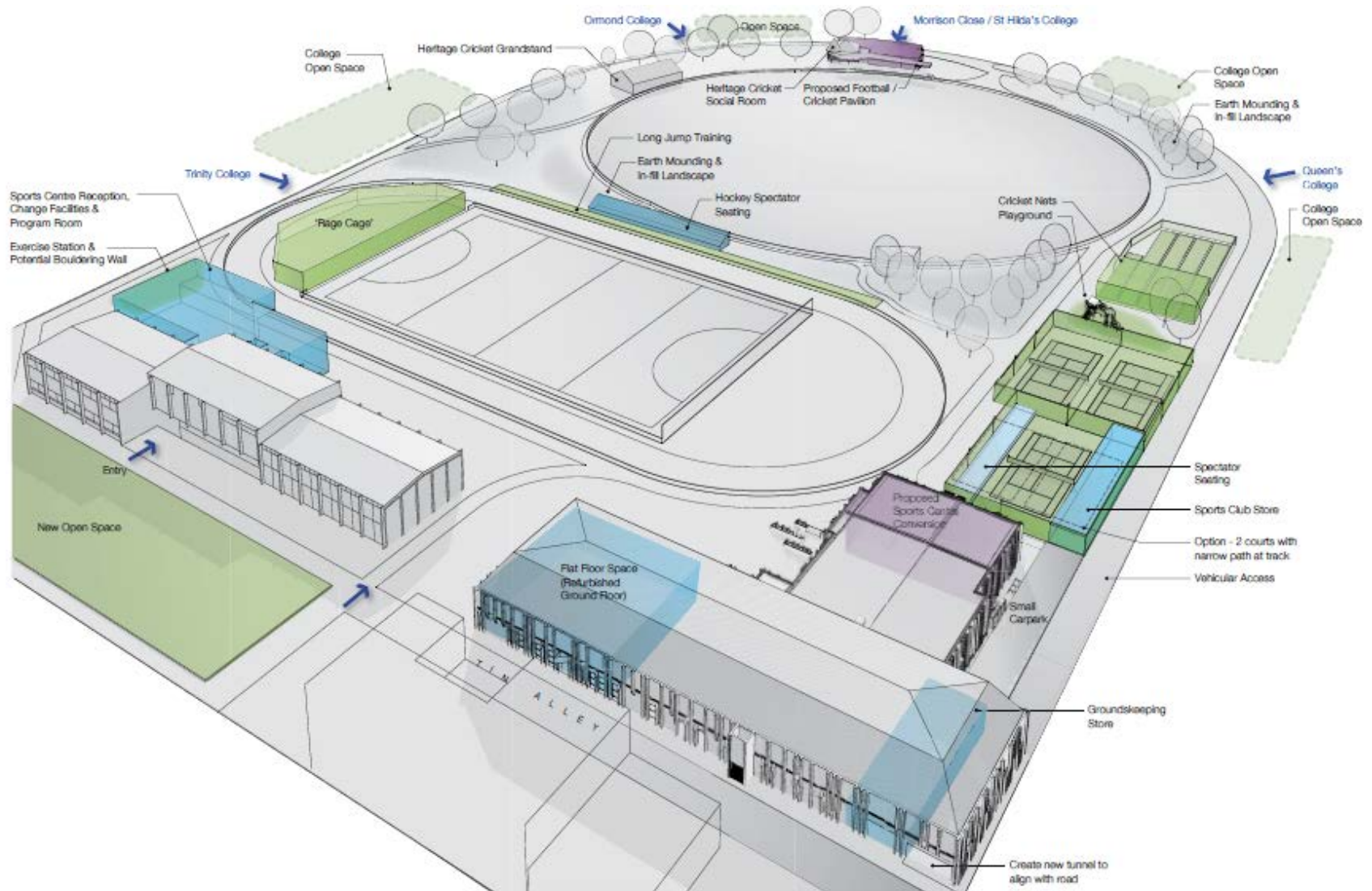
- Upgrade general pathways and areas, provide additional seating

This plan has remained unchanged from the draft document distributed in September





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Since the last Forum further consultation and design work has been undertaken on the Southern Option for Stage 2 as the preferred option of the MU Sport Board and a significant number of stakeholders. Stage 2 addresses the remaining major issues and retains most of the existing facilities and improvements from Stage 1 and includes;

## **Destination location**

Create a significant destination location by co-locating a sport, active recreation and fitness facilities, student services, retail, food and beverage, passive recreation and student accommodation

## The Great Hall

- A three court stadium, or Great Hall, to meet the requirements for graduations and examinations as well as delivering an additional court for club, community and social sport and a show court for major events
- Develop a new 8 lane 25min swimming pool to address the risk and operational issues with the current pool
- Decommission the current pool and convert to flat floor activity space
- Relocate the remaining activity areas from the Sports Centre

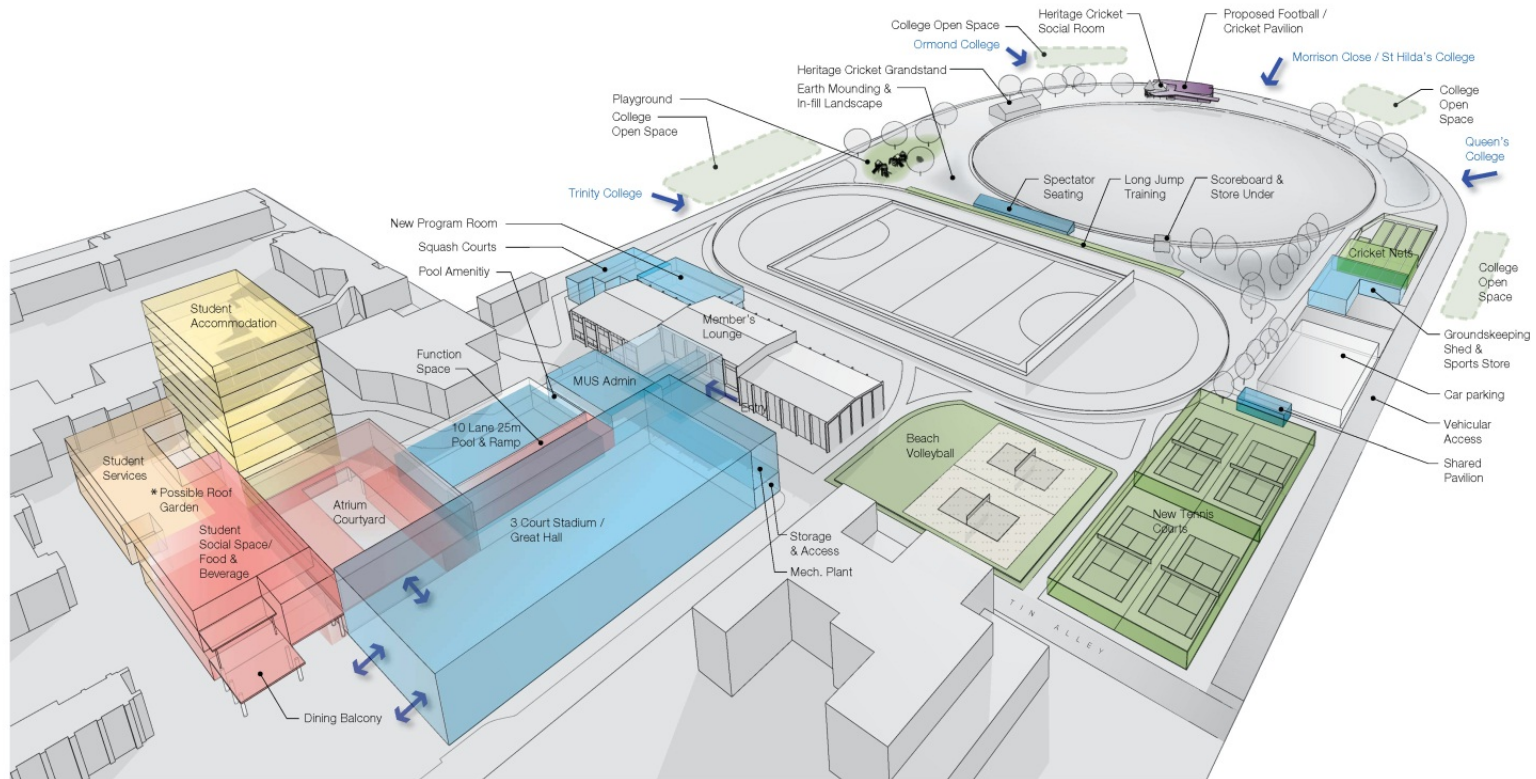
## ***Remove the Sports Centre and increase Outdoor Multi Purpose Courts***

- Improve the sight lines across the Sport Precinct from Tin Alley to the colleges
- Provide additional improved outdoor formal and informal sport and recreation space.





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UoM - SPORT CAPITAL IMPROVEMENTS PLAN  
BEAUREPAIRE EXPANSION - ALTERNATE SOLUTION

NOT TO SCALE, 10 MAY, 2013  
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FS-17

WILEY | DOI: 10.1002/psa.197



Vehicle Access required

A

**New Buildings**  
A1 : New Building to  
combine sports centre  
reception & change facilities  
A2 : 3 Court Stadium /  
Great Hall  
A3 : 25m Pool with Ramp  
A4 : New Program Rooms &  
4 Squash Courts

\*A

\*A1 : Student Accommodation  
\*A2 : Student Services  
\*A3 : Food & Beverage  
\*A4 : Atrium Courtyard

First Floor Above

B

Administration Hub and Clubs Facility:  
B1 : New shared pavilion  
B2 : New Ground Keeping Shed & Sports Store  
B3 : New car park  
B4 : Hard Stand to ground keeping shed



Open Space & Sports  
Refer to Sheet FS-13



**H**  
Existing Heritage Facilities  
H1 : Beaurepaire Centre  
H2 : Cricket Grandstand  
H3 : Cricket Social Room

**Demolition Zones**  
Refer to Sheet FS-11

**P**  
Proposed Facilities  
Refer to Sheet FS-11



Earth Mounding works and low level in-fill landscape

 Possible revegetation zone within precinct  
 Identified Significant Trees



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NORTH

A horizontal number line with tick marks at intervals of 5, labeled 0, 5, 10, 15, 20, and 25.

**FS-16**



- **University Building and Estates Committee – June 13**
- **University Master Plan – How do clubs get involved?**
- **Release to the public and implementation**
- **Thank you**

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## Chris Harvey

*Development Manager,  
Advancement Office*

# BELIEVE

THAT TOGETHER WE CAN MAKE  
THE WORLD A BETTER PLACE

*-Dr Joobin Hooshmand*



THE UNIVERSITY OF  
MELBOURNE

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# BELIEVE

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THE CAMPAIGN FOR THE UNIVERSITY OF MELBOURNE

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# BELIEVE

AUSTRALIA DESERVES A  
UNIVERSITY EQUAL TO THE  
BEST IN THE WORLD.

— *Professor Glyn Davis AC (Vice-Chancellor)*





# BELIEVE

WE MUST DO MORE THAN  
JUST TALK.  
WE MUST INVEST FOR THE  
FUTURE.

— *Mr Allan Myers AO QC (Campaign Chairman)*

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THE CAMPAIGN FOR THE UNIVERSITY OF MELBOURNE

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# BELIEVE

THERE IS MUCH TO LEARN  
OUTSIDE THE CLASSROOM.

— *Ms Sara Ciesielski (Scholarship Recipient)*

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THE CAMPAIGN FOR THE UNIVERSITY OF MELBOURNE

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- *Sport and related facilities and infrastructure are essential features of the University of Melbourne*
- Focus is on the long term sustainability of Clubs
- Established as a Trust Account
- Capital Invested by the University
- The Advancement of Sport at the University
- Clubs can establish a Chapter with an initial amount of \$20 000
- Interest up to 5.5% made available to the Club to use.
- MU Sport provide quarterly reports to relevant club committees



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- Supporting student participation in ....
- Melbourne University Sport Donation Form  
(available Monday 27 May 2013)
- Request: Please contact me before you send something out
- Suggested timing for 2013: consider sending between 10 June and 24 June  
(if you haven't already done so!)

## For more information about

- The Campaign for Melbourne
- The Melbourne University Sport Foundation
- Establishing an annual appeal for your Club

- Contact

Chris Harvey

Development Manager

Melbourne University Sport

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**Joy Villalino**

***Marketing Manager,***

***MU Sport***





## Melbourne

- Melbourne University Sport's goal is to help Sporting Clubs best understand and enhance member and student experiences at the University of Melbourne
- Demonstrate to the University the ongoing need and importance for strong Sporting Clubs and state of the art facilities
  - as part of the Vision for Sport in the University Strategic Plan
- Identify any barriers which prevent students (and others) from joining Sporting Clubs



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- MU Sport Marketing working with external marketing consultant David McLeod to develop and analyse Club Survey
  - Follows professional standards and behaviour set out by the Australian Market & Social Research Society (AMSRS)
- To date, there is nominal data on clubs members and input on their satisfaction levels
- Workshopped draft questions with various, current club members and MU Staff
- Clubs to provide feedback on survey project



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- Objectives of the Club Members Survey
- Primary research provided for each club to assist in enhancing membership satisfaction via their responses to questions pertaining to:
  - quality club programming that is relevant and appealing
  - supporting high level sport performance and/or competition
  - facilities, training and coaching
  - ongoing connections with their club and the University of Melbourne



1. To understand club membership satisfaction as it relates to the following areas:
  - Facilities
  - Membership
  - Training / practices
  - Social engagement / culture
  - Competitions / trips
  - Club servicing / communications
2. Build knowledge on membership attitudes towards all the above
  - what is important/rewarding
  - critical for membership



3. Understand membership behaviours with respect to fitness and facility usage.
4. Build knowledge base on membership demographics



## Data Collection

- 15 minute online survey via survey monkey (starting at on 29 May)
- Respondents primarily recruited by email invite sent to all club members who are registered with MU Sport

## Analysis

- Data cleaned
- Overall Club Survey aggregate provided to all participating clubs
- Individual Club Survey aggregate and data provided
- Scale conversion:

Very Dissatisfied / Strongly Disagree	Dissatisfied / Disagree	Somewhat Satisfied / Agree	Satisfied / Agree	Very Satisfied / Strongly Agree
0%	25%	50%	75%	100%

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- MU Sport to work with clubs to focus on delivering priority areas for building members' satisfaction
- Clubs to have greater knowledge of who are their members
- MU Sport and clubs to work together to solve current concerns for members
- 4. Future Club member surveys
  - Delivered annually
  - Focus on reviewing and refining satisfaction drivers



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- Additional Club feedback by COB Monday, 27 May to MU Sport Marketing
- MU Sport to release survey to club members from 29 May to 12 June
  - Individual incentive (mini ipad)
  - Club incentive (\$500)
- Encourage as many club members as possible to complete the survey to ensure that each club receives relevant results and data

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- Survey feedback to:  
Joy Villalino  
Marketing Manager  
Melbourne University Sport  
[joy.villalino@unimelb.edu.au](mailto:joy.villalino@unimelb.edu.au)  
8344 4287





**Thank you**  
**Please stay for**  
**refreshments.**