



**DRAFT**

***Sport and Recreation  
Strategic Plan***

**2012-2016**

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## **Executive Summary**

Sport and recreation is pivotal to the social fabric of rural communities, providing retention of personnel, community engagement, improved health and wellbeing, and reduced incidences of crime and anti-social behaviours. Access to sport and recreation provides healthy social outlets for community members of all ages, delivering a strong sense of belonging and community spirit.

The Shire of Moora recognises the contribution that an attractive resident lifestyle and a healthy population can have on the social and economic development of the community and recognises that sustainable development has environmental, economic and social outcomes which should meet the needs of current and future generations.

Sport and recreation plays an important role in the health and wellbeing of individuals. Active adults are positive role models for their children, participation in sport and recreation provides a physical outlet for young people, (which contributes to reductions in anti-social behaviour), and active seniors have a positive benefit on the community through decreased pressure on the local health care system and in turn, the local economy. Sport and recreation provides opportunities for individuals to become involved with their local community, increasing community cohesion and resilience as well as decreasing antisocial behaviour.

The Shire of Moora Sport and Recreation Strategic Plan has been developed following consultations to identify the sport and recreation needs of the community and the ways in which the Shire of Moora and the community can work together to address these needs.

The Shire of Moora recognises the importance of identifying the needs of Moora, Miling and Watheroo as individual communities that are both dependent on and independent of each other. It is therefore important to facilitate effective use of existing facilities and services in each township and other residential nodes.

### **Vision:**

“That residents in the Shire of Moora will have:

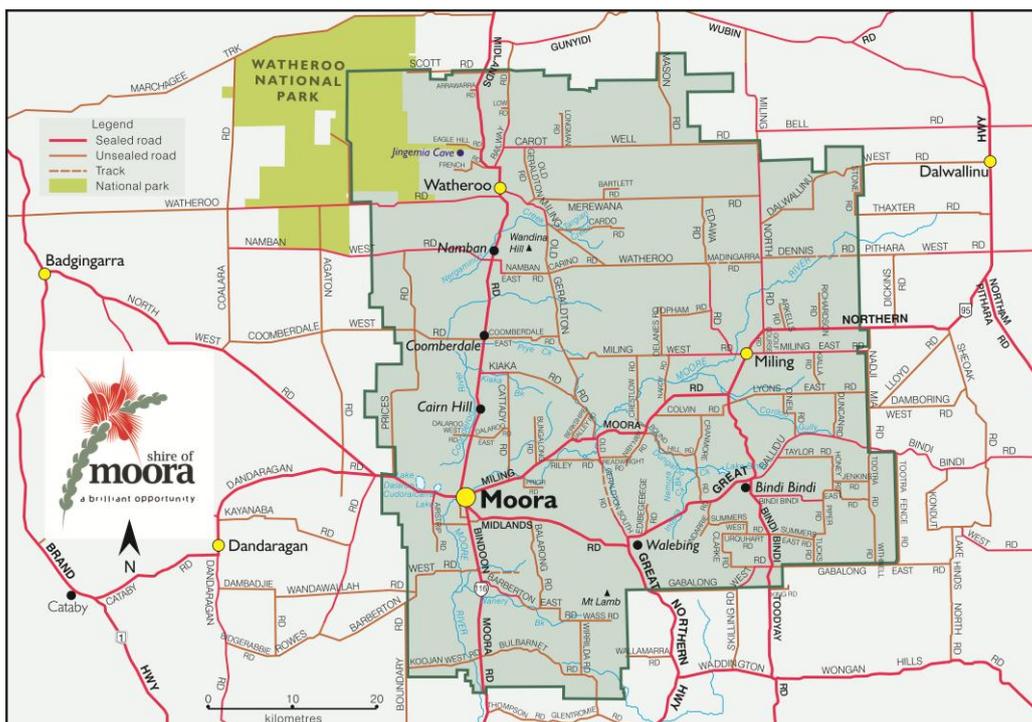
- equal access to a diverse range of quality, well maintained, multipurpose recreational facilities and public open spaces
- access to skilled and informed people managing the development of sport and recreational clubs and supporting organisations
- strong communication networks between sport and recreation stakeholders and the Shire of Moora.

## Acknowledgements

The Shire of Moora would like to thank everyone who participated in the discussions, workshop and surveys to develop our Sport and Recreation Strategic Plan. Your support and involvement has created an in-depth plan with practical actions coupled with inspirational visions for the future of Moora. The Shire of Moora looks forward to working in collaboration with the community to advance sport and recreation over the next five years.

## Stakeholders

- Shire of Moora
- Moora Community Recreation Council
- Shire of Moora Football Clubs
- Shire of Moora Hockey Clubs
- Shire of Moora Cricket Clubs
- Shire of Moora Golf Clubs
- Shire of Moora Tennis Clubs
- Shire of Moora Rifle and Pistol Clubs
- Central Midlands Netball Association
- Moora Basketball Association
- Moora Swimming Club
- Central Midlands Speedway Association
- Central Midlands Pony Club
- Moora Race Club
- Moora Squash Club
- Moora Swimming Club
- Coomberdale Badminton Club
- Shire of Moora Bowls Clubs
- Community Members
- Rate Payers



## **Introduction and Background**

The Shire of Moora is located 172km north of Perth in the Central Midlands district of the Wheatbelt region of Western Australia. The Shire consists of the towns of Moora, Miling and Watheroo and the localities of Bindi Bindi, Koojan, Coomberdale and Round Hill with Moora strategically placed as the largest regional centre between Perth and Geraldton.

The Shire of Moora Sport and Recreation Strategic Plan will provide guidance and direction for the provision of recreation resources and help support a resident lifestyle that fosters community spirit and facilitates development. Concern for people's lifestyles will provide a balance and assist in underpinning the objectives of Council.

The Shire of Moora aims to maximise participation in sport and recreation and maintain and develop sport and recreation infrastructure to a quality standard and in accordance with population and capacity growth. This will result in both social and economic benefits through fostering community spirit and will promote the Shire of Moora as the ideal place to live, work and play.

## Sport and recreation in the Shire of Moora

Sport and recreation is a key ingredient in the social fabric of the Shire of Moora. This is visible by the excellent sport and recreational facilities available throughout the Shire. The breakdown of facilities in each town is as follows:

<b>Moora</b>	
Golf Course	Rifle, pistol clay target ranges
Synthetic Bowling Green	Equestrian Centre
Swimming Pool	Racecourse
Hockey oval	Moora Health and Fitness – 24 hour gym
Cricket pitch and practise nets	Speedway
Netball courts	Grassed and synthetic tennis courts and clubhouse
Basketball courts	Skate park
Squash courts	Trails
Football oval	Recreation Centre
Grandstand and change rooms	
<b>Miling</b>	
Hockey oval	Tennis courts - synthetic
Football oval	Golf course
Cricket Pitch and nets	Sports pavilion
<b>Watheroo</b>	
Hockey oval	Sports pavilion
Football oval	Tennis courts - synthetic
Cricket Pitch and nets	Golf course
<b>Coomberdale</b>	
Badminton hall	

The facilities support a diverse range of sporting activities and over 30 sporting clubs and organisations. The Midlands District Be Active Scheme runs in the Shire of Moora and offers a diverse range of programs and events throughout the year including:

- Moora Triathlon
- Stay on Your Feet Week
- Walking groups
- Kindy Gym
- Infant Aquatics
- Swim to Rotto Challenge
- Bike Week events
- Circuit Classes
- Youth Sports

The Shire of Moora currently features the Carnaby Cockatoo Interpretive walk trail which is suitable for cycling, running and general outdoor recreation.

Existing sport and recreation facilities in the Shire of Moora are mostly aged and no longer meet the capacity or current needs of the community. A number of facilities are in need of significant and costly maintenance or upgrade to accommodate sports clubs and community groups, and to meet health and safety standards. The Shire of Moora is committed to addressing the future needs of the community and is working with sport and recreation groups to ascertain appropriate actions including facility redevelopment and facility colocation.

## **Methodology**

The Sport and Recreation Strategic Plan 2012-2016 was developed in 2011 by the Shire of Moora with input and involvement from key stakeholders and individuals across Moora, Miling and Watheroo. It sets out to provide a framework and a direction for the development of Sport and Recreation within the Shire of Moora.

A comprehensive inventory of the Shire of Moora's sport and recreational services and facilities was undertaken to provide insight into the existing and potential resources within the community. The Shire of Moora's sport and recreation needs and issues were then identified following the collation of ideas and feedback resulting from community consultations, surveys and discussions with key stakeholders. A literature review of key plans and documents from across the region was also conducted.

Following community consultation it was identified by local sporting and recreational clubs and community groups that the following challenges are affecting local communities within the Shire of Moora.

### **1. Participation:**

- Changing participation patterns of sport and recreation have caused a decrease in the number of participants (particularly young people) engaging in sport and recreation and a need for social sports to be available
- Climate causing a barrier to participation. There is a lack of shade and water available at facilities
- Population decrease/population ageing - Sport and Recreational Strategic Plan to link in with Local Economic Development Strategy and Age Friendly Communities Plan
- Satellite towns are being overlooked in regards to programs, services and support which is affected by the capacity of the organisations and the participation levels

### **2. People Development:**

- The same community members are consistently volunteering at community organisations and groups
- Committees are struggling to manage organisation governance
- Community organisations are not accessing available funding due to lack of awareness, communication and a need for grant writing support

### **3. Facility Development:**

- Adequate maintenance needs to be carried out to prevent decline of facilities and increase the usability
- Club and organisations who are willing and need to increase their capacity are unable to due to a lack of funding available.
- Costs associated with maintenance and repairs, overheads, and general operational costs are impacting on the financial viability/capacity of clubs and organisations
- Communication between clubs/community and the Shire of Moora regarding bookings and maintenance.

#### **4. Marketing and Promotion:**

- Key stakeholders are not communicating effectively with each other resulting in events clashing, lack of awareness of programs and events and misunderstandings

The Shire of Moora aims to address these challenges over the next 5 years by:

- Increasing community awareness of the available opportunities in sport and recreation
- Supporting community initiated and owned projects
- Encouraging a culture of volunteerism and succession planning to prevent volunteer burnout and encourage the involvement of young people
- Providing an appropriate range of facilities, services and programs within available resources, that are cost effective and perceived by the community as 'value for money'.
- Identifying improvements to existing facilities and services, the allocation or reallocation of resources, or the need for a facility or service provision.
- Building the capacity of the community to increase skills and knowledge

This information was utilised to develop a draft Strategic Plan which was then put on public display for 1 month to allow further community comment before being adopted by Council.

## **Implementation, Monitoring and Evaluation**

The Shire of Moora will collaborate with key stakeholders in the community to execute the Plan and ensure its communication to the wider community.

The Plan is flexible to allow for changes in society and subsequent review of issues. It includes a mixture of strategies that are short, medium and long term. The Plan will provide solid building blocks for long-term success and a strong basis for sport and recreation now and into the future.

Potential obstacles in the implementation of the plan may include:

- Insurance costs and requirements
- Reliance on volunteer workers to manage assets and resources
- Lack of human and financial resources available
- Inability to establish working partnerships

Through regular discussions and evaluation of feedback, this Plan will further enhance collaboration and partnerships within Moora's sport and recreational clubs and organisations and assist in developing the capacity of the community within Moora and the surrounding region. The Plan will be reviewed biannually in consultation with relevant stakeholders and evaluated every 3-5 years to ensure its relevance to the changing needs of the industry.

The Plan will be integrated with the Shire of Moora's Community Strategic Plan and promoted as a living document. The Plan will be made available to the community via various mediums including the Shire's administration centre and website. A copy of the Plan will be provided to each stakeholder.

## Sport and Recreation Action Plan

*The implementation of identified goals is subject to external funding and budget approval.*

<b>Goal 1: Increase participation levels in sport and recreation in the Shire of Moora</b>			
<b>Actions</b>	<b>Responsibility</b>	<b>Priority</b>	<b>Timeframe</b>
1.1 Develop and support initiatives aimed at increasing participation and community engagement	Shire of Moora Sporting Clubs Community Groups Community Members	Beneficial	Ongoing
1.2 Provision of adequate facilities aligning to healthy lifestyle principles as promoted by State Government initiatives (Healthy Clubs, Sunsmart, Smoke Free WA)	Shire of Moora Sporting Clubs	Important	2015
1.3 Support identified actions in the Local Economic Development Strategy (LEDS), Annual Footpath Audit and the proposed Age Friendly Communities Plan	Shire of Moora Stakeholders	Beneficial	Ongoing
1.4 Identify opportunities and increase capacity for passive recreation (ie Master Trails Plan)	Shire of Moora Stakeholders	Important	2017
<b>Base Line Measures</b>			
<ol style="list-style-type: none"> <li>1. Participation and volunteering across the majority of clubs is decreasing for various reasons. Feedback received from clubs and community members will determine the outcome.</li> <li>2. Currently there are insufficient facilities promoting healthy participation. There is limited access to drinking water, shade and smoke free zones.</li> <li>3. The implementation of actions as identified in LEDS, Annual Footpath Audit and Age Friendly Communities Plan as relative to participation in sport and recreation.</li> <li>4. Increased opportunities for passive and incidental recreation through town planning, trails planning and utilisation of public open spaces. Currently there is no trails plan specific for the Shire of Moora and there is only one designated walk trail in the Moora townsite.</li> </ol>			

<b>Goal 2: People Development – build the capacity of individuals and organisations across the Shire of Moora</b>			
<b>Actions</b>	<b>Responsibility</b>	<b>Priority</b>	<b>Timeframe</b>
2.1 Develop and support initiatives aimed at building capacity within the Shire of Moora with an emphasis on club development	Shire of Moora Sporting Clubs Community Members Department of Sport & Recreation Lotterywest	Critical	2013 Ongoing
2.2 Develop and support strategies and initiatives that engage, develop and support volunteers and prevent volunteer fatigue	Shire of Moora Sporting Clubs Community Members Department of Sport & Recreation	Critical	2013 Ongoing
<b>Base Line Measures</b>			
<ol style="list-style-type: none"> <li>1 Currently there is limited scope for club development and workshops outside of sport coaching and umpiring. In many cases sporting clubs are not aware of the supporting agencies and resources that are available. Increased number of club development workshops delivered relevant to the needs identified by the sporting clubs (governance, grant writing, project management, injury management, coaching and umpiring)</li> <li>2 Currently there is not a volunteer program in place and limited recognition of individual volunteers. Initiate a volunteer program that engages, develops, supports and recognises the contribution of volunteers in the Shire of Moora.</li> </ol>			

**Goal 3: Facility Development – Ensure sustainable, accessible and well maintained facility are available in the Shire of Moora**

<b>Actions</b>	<b>Responsibility</b>	<b>Priority</b>	<b>Timeframe</b>
2.1 Conduct feasibility study and development plan for facilities collation in Miling, Watheroo and Moora	Shire of Moora Sporting Clubs	Important	2016
2.2 Procedures to be revised to assist organisations and clubs with securing funding for strategic projects	Shire of Moora Sporting Clubs	Important	Ongoing
2.3 Asset and facility management plan to be completed and maintenance requirements upheld to ensure all facilities are at a health and safety standard	Shire of Moora Sporting Clubs	Critical	2013 Ongoing

**Base Line Measures**

- 1 There is not a feasibility study or development plan for current and future needs, maintenance, safety and health standards or potential collation of facilities
- 2 Existing Council procedures for maintenance and minor projects are unclear to the community. There are no Council procedures specifically relevant to major capital projects requiring Council support and approval. The development of clear and concise Council procedures for maintenance, minor projects or major capital projects that can be accessed by the public with ease.
- 3 The asset management and facility maintenance plan for Council has commenced but has not been completed to date. Both plans are to be completed and adopted by Council and communicated as required to sporting and community groups.

**Goal 4: Communication, Marketing and Promotion – Ensure effective channels of communication are utilised across the Shire of Moora**

Actions	Responsibility	Priority	Timeframe
4.1 Develop and support marketing and promotion of activities within the local and regional areas through existing and new communication avenues.	Shire of Moora Stakeholders	Important	Ongoing
4.2 Develop and support the implementation of networking opportunities and communication channels.	Shire of Moora Stakeholders	Important	Ongoing
4.3 Develop effective communication procedures between Shire of Moora and local sport and recreation clubs and organisations.	Shire of Moora Sporting Clubs	Critical	2013 Ongoing
<p><b>Base Line Measures</b></p> <ul style="list-style-type: none"> <li>1 Currently marketing and promotion of activities is done adhoc. Effective usage of existing channels of communication including online, social media, community notice boards, and communication of promotional avenues to all sporting clubs and community groups.</li> <li>2 Development of two networking opportunities annually</li> <li>3 Develop more effective procedures for facility booking and maintenance, and improve means of communication to all stakeholders.</li> </ul>			