



**STATE SPORT
CENTRES TRUST**



STATE SPORT CENTRES TRUST

STRATEGIC PLAN FOR 2017 – 2027



**MELBOURNE
SPORTS & AQUATIC
CENTRE**



**MELBOURNE
SPORTS CENTRES
LAKESIDE**



**MELBOURNE
SPORTS CENTRES
PARKVILLE**

OUR STRATEGIC PLAN

In 2017, the foundation facility of the State Sport Centres Trust – Melbourne Sports and Aquatic Centre – celebrated its 20th birthday. As the custodians for Melbourne Sports and Aquatic Centre, Melbourne Sports Centres - Lakeside Stadium, Melbourne Sports Centres - Parkville (State Netball & Hockey Centre) and Sports House, the Trust launched an ambitious 10 year Strategic Plan which will ensure we continue to provide a home for Victorian sport, athletes and the broader community.

This 10 year strategy builds upon our past, whilst focussing on the future of our facilities and continuing support for our state sporting associations and athletes. The State Sports Centres will continue to provide sports, particularly smaller and less commercial sports, access to exceptional facilities to allow the development of their athletes through competitions and training that would not otherwise be available in Victoria. At the same time, we aim to help sports grow their participation across Victoria through delivering significant events which inspire involvement in sport, great facilities and supporting sports in achieving their strategic objectives.

We are pursuing excellence in everything we do:

- ▶ Best practice stewardship of Victoria's state sports facilities
- ▶ Partnering with sports, government and the community in a proactive manner to deliver positive and sustainable sporting and health outcomes for Victoria
- ▶ Supporting sports and athletes to be successful through the provision of events, training and recovery facilities, and ancillary and support services
- ▶ Being industry leaders in our service to sports, athletes and the community.

OUR 2017-2027 STRATEGIC PLAN DELIVERS ON THE VICTORIAN STATE GOVERNMENT OBJECTIVES:

EVENTS

Build and maintain Victoria's capacity to attract and retain major and significant events

REPRESENTATIVE TEAMS

Support state level and professional sporting teams competing in national and international competitions

ATHLETE DEVELOPMENT

Support athlete development through the provision of quality high performance coaching, training, sports science and recovery facilities for high performance athletes

SUPPORT TO THE SPORTS SYSTEM

Provide access to appropriate facilities that support the state-wide administration of sport

PARTICIPATION

Provide facilities that support participation in sport and recreation

OUR VISION

We are the premier multi-sport facilities in Victoria.

We enable sporting organisations and individuals to achieve peak performance, reach their potential and deliver world class events.

QUOTES

“It is so exciting to be able to swim where Olympic Champions train”

“Seeing so many kids competing for their school, full of excitement on their important day.....something they will always remember”





KEY STATISTICS (2016/2017)

2.4M

NUMBER OF PATRONS

20+

**STATE AND NATIONAL
SPORTING ASSOCIATIONS
HOUSED AT SSCT VENUES**

320+

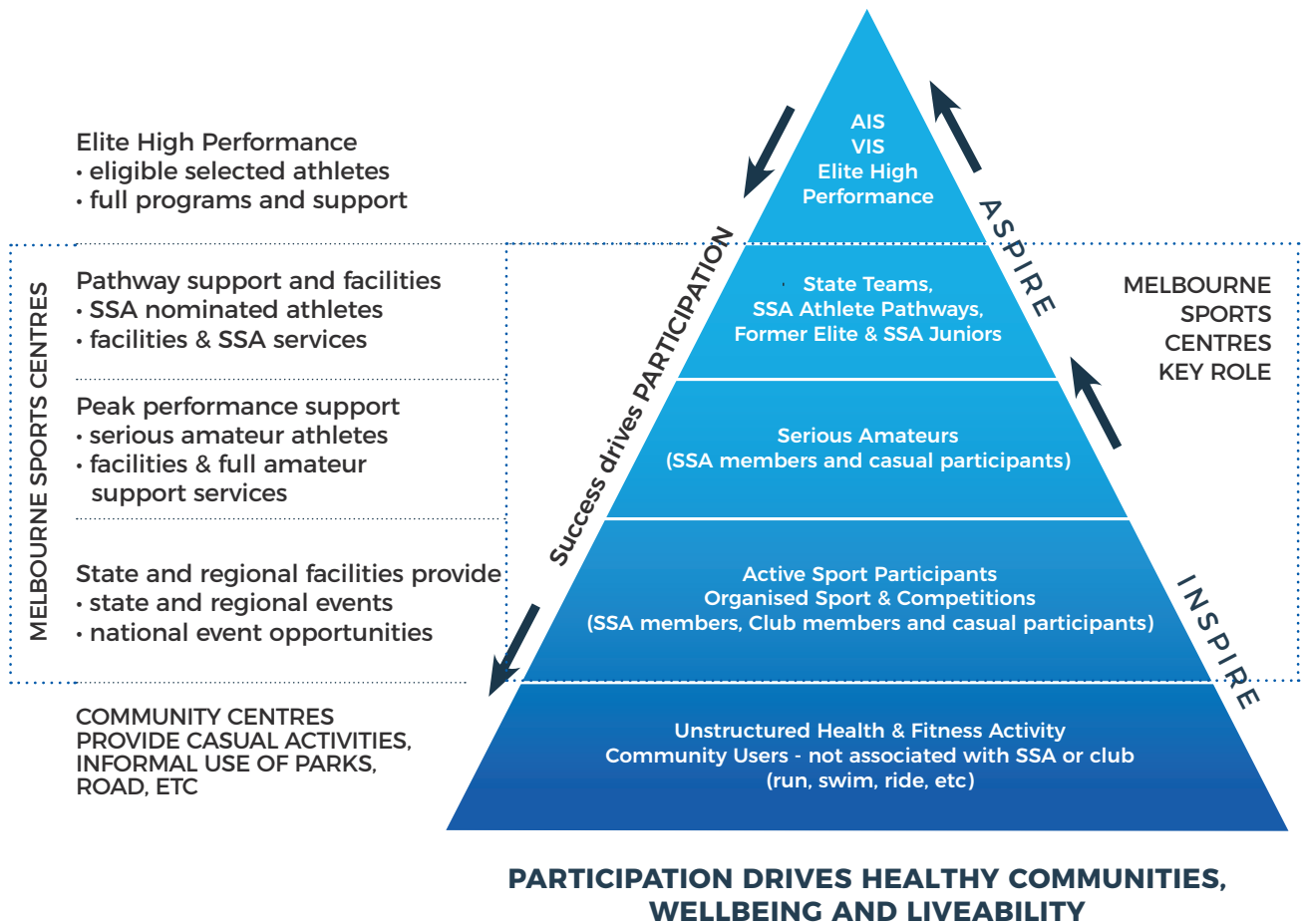
**NATIONAL CHAMPIONSHIPS INCLUDING
NITRO ATHLETICS, VICTORIAN SWIMMING,
DIVING, HOCKEY, ATHLETICS, SQUASH,
ZATOPEK ATHLETICS, INTERNATIONAL
FESTIVAL OF HOCKEY, BADMINTON
NATIONAL CHAMPIONSHIPS, GYMNASTICS, ETC.**

15K

**LEARN TO SWIM
PARTICIPANTS PER ANNUM**

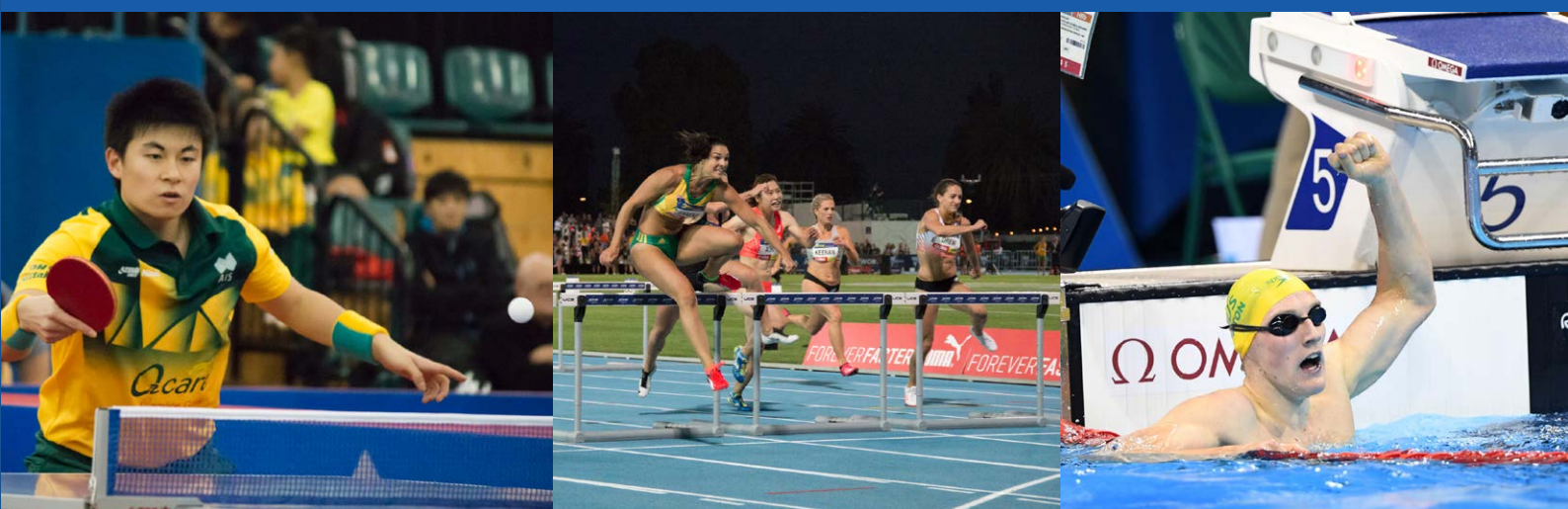
OUR STRATEGY

To provide services, facilities and significant event experiences for athletes and individuals on their journey in sport, leading to success which drives participation, activity and wellbeing across Victoria.



OUR PURPOSE

WE WANT PEOPLE TO BE EXCITED ABOUT SPORT, ENGAGE IN HEALTHY ACTIVITY, AND FEEL INSPIRED TO BE THEIR BEST!





LONG TERM GOALS

- ▶ For our facilities to be bustling with State Sport Associations' activities, athlete training and development, sports youth pathway programs, national and state events, and support for visiting national and international sports teams. We will also continue to support community and commercial access to its facilities, which will in turn allow us to provide outstanding support to Victorian sport and athletes
- ▶ A place where any person interested in sport and healthy activity can be inspired as part of their journey and where they aspire to train, compete and recover with others on a similar journey.
- ▶ For our facilities to be recognised nationally as the Victorian home for women's high performance athlete training and sports development, including sports leadership development, and support for women's sport
- ▶ For a campus style home for State Sports Associations and related bodies to further enhance the sharing of knowledge and resources for all sports, as well as assisting the development of sports administration professionals. This will include industry leading training and education services to sports, venues, events and associated activities
- ▶ To be the home of high performance athlete training for elite athletes not able to access VIS programs, sub-elite athletes supported by sports bodies, and serious amateurs seeking to access facilities to train at their highest level in Victoria
- ▶ The home of all school, regional and state sport significant events, giving all Victorians the opportunity to access the State's facilities for their exciting moments.

THREE YEAR TARGETS

- ▶ Create a complete sports related customer experience for every visitor to our facility
- ▶ Ensure access to facilities for sports based upon support for State Sport Associations, demand and Government priorities, whilst providing ongoing access to the community to compliment this demand
- ▶ Café upgrade, improving visitor dwell time and the experience for all members, visitors and families, leading to increased social connectedness
- ▶ Extend crèche services and incorporate after school care to support users maintain involvement in sport
- ▶ Complete State Netball & Hockey Centre upgrade to a recognised state of the art high performance centre for Hockey, Netball and women's sports
- ▶ Shared Services for sports associations including shared offices and facilities
- ▶ Introduction of a dedicated Athlete Performance Strength and Conditioning space and recovery facilities for elite, sub-elite and serious amateur athletes
- ▶ Asset and Maintenance Plan implemented and actions up to date
- ▶ Introduce socialisation spaces for participants after events, recognising the benefits to mental wellbeing of social connections
- ▶ Implement Victorian Government Healthy Choices Food Guidelines in all facilities



Upgraded café with healthy food options



SPORTS PARTNERS

Athletics Australia
 Athletics Victoria
 Australian Basketball Resources
 Australian Dancing Society
 Badminton Victoria
 Baseball Victoria
 Basketball Victoria
 Diving Victoria
 Dragon Boat Victoria
 Girl Sports Victoria
 Gymnastics Australia
 Gymnastics Victoria
 Kiteboarding Australia

Hockey Victoria
 Lacrosse Victoria
 Little Athletics Australia
 Masters Swimming Australia
 Melbourne Vicentre
 Midnight Basketball
 Netball Victoria
 School Sport Australia
 School Sport Victoria
 South Melbourne Districts
 Little Athletics Club
 South Melbourne Football Club
 South Melbourne Little Athletics Club

Sports Dietitians Australia
 Sports Medicine Australia
 Squash & Racquetball Victoria
 Swimming Victoria
 Sydney Swans Football Club
 Table Tennis Victoria
 Taekwondo Victoria
 Touch Football Australia
 Triathlon Victoria
 Ultimate Victoria
 VicSport
 Water Polo Victoria