



# **2021 KEN GANNON COMMUNITY FOOTBALL FACILITIES AWARDS WINNING PROJECT CASE STUDIES**



**GOVERNMENT  
& FACILITIES**



# FOREWORD

The Ken Gannon Community Football Facilities Awards recognise, on an annual basis, best practise in community football facility development across Australia, along with the people, clubs and other stakeholders driving our best community level projects.

Ken Gannon had a decorated career across many areas of the game, including as Chief Executive of the Geelong Cats and AFL Victoria. Ken spent much of the last decade of his career developing the AFL's interest and partnerships in the community facilities space, leading outcomes related to more than 800 community football facility projects in that period.

The growth of our game has largely been underpinned by the overwhelming success and upcoming expansion of AFLW to a full 18 team competition. Across Australia, for every 1 female football team in 2010, there are now 12.4 teams. Australian football reaches and actively engages more than 100,000 women and girls every week, 12 times more than ten years ago and growing every year and almost half (47%) of community football venues now host female football competitions.

Significant steps have been made to improve football facilities over the past decade, guided by locally focused State and Territory facility strategies. The environment for football and related facilities has changed rapidly in the past decade, and more pathways are being provided to support women and girls to participate, coach, officiate and lead.

Matching supply of venues for our growing game's needs is one of our sport's biggest challenges and is a key part of our Towards 2030 Facilities strategy. Three overarching facility goals have been developed to guide our resourcing in terms of infrastructure:

1. Build the capacity of community football.
2. Enhance elite, state league and talent infrastructure.
3. Drive innovation and growth.

Wonderful work continues to be undertaken around the nation in partnership with many different stakeholders to improve existing venues and develop new precincts.

We trust you enjoy hearing about the stories behind these projects and look to replicate some of these project features in your own community in coming years.

## **Shayne Ward**

Head of Facilities, State & Local Government

## **Rob Auld**

Executive General Manager Game Development

*2020 National Winner - Nathan Road Sports Complex at Redcliffe*





# PROJECT OVERVIEW

These awards are funded by the AFL's Australian Football Facilities Fund which partners on \$50M worth of community football facility projects benefitting more than 100 clubs each and every year. The AFL is proud of its investment into the game and the facilities we use. Over the past 5 years, the AFL has invested \$24M into an estimated \$340M worth of infrastructure projects.

The following seven award winning project case studies are remarkable examples of best practise with each aligning strongly to the AFL's aim of providing well positioned, welcoming, fit for purpose football facilities that support our growing game's strategic priorities.

State/Territory Winners	Project Title	Total Project Cost
New South Wales	Community Clubrooms for AFL in the Northwest - Pennant Hills Demons AFC	\$2,080,000
Northern Territory	Santa Teresa Oval Project	\$811,500
Queensland	Ferny Grove Falcons - New Change Room Project	\$1,100,000
South Australia	Norwood Oval Redevelopment	\$10,682,500
Tasmania	Brighton Regional Sports Pavilion	\$6,480,000
Victoria	Coburg City Oval Redevelopment	\$6,715,000
Western Australia	Lakelands Park Sporting Complex	\$7,900,000

*2020 National Winner - MacPhersons Park Redevelopment*





# COMMUNITY CLUBROOMS AND PLAYER AMENITIES IN THE NORTHWEST

**Club:** Pennant Hills Demons AFC / Westbrook JAFC

**Council:** The Council of the Shire of Hornsby

**Venue:** Greenway Park, Cherrybrook

Funding Partners	Contribution
Australian Football Facilities Fund	\$25,000
Federal Government	\$1,980,000
Pennant Hills AFL	\$75,000
<b>TOTAL</b>	<b>\$2,080,000</b>

## OVERVIEW

Pennant Hills AFC developed community clubrooms for the use by Senior and Junior AFL Clubs, including installation of a commercial kitchen, meeting rooms, spectator viewing facilities and bar. The clubrooms provide a first-class community facility that caters to players, families, and the broader Pennant Hills community.

## OUTCOMES

- » Completed in May 2021
- » In the past 8 years, the club has grown from a 3-team club to now having 11 teams - 5 men's, 4 women's, 1 under 19s and 1 masters.
- » The club has more than 400 members and uses the new facility more than 31 hours a week for football use.
- » Pennant Hills is one of Sydney's strongest and fastest growing clubs.
- » Prior to this development, the club had no access to any indoor clubroom or facility at their home ground at Greenway Park. Players, club members, volunteers and spectators had only a small awning where they could shelter from the elements.
- » The completed development allows ~ 250 people to gather in the clubrooms, with both indoor and outdoor viewing options of both home fields at two oval facility.
- » Council have provided Pennant Hills AFL with first right of use over the clubrooms and a long-term lease will be signed in the coming months, securing the games long term tenure at the venue
- » The new clubroom facility provides a high-quality footballing precinct to AFL participants in North West Sydney. The facility also has the capability to act as a base for AFL activities in Sydney's North West, with the ability to host social events, umpire and administration meetings, and cater to potential game development activities including Gala days, AFLX and AFL9's tournaments.







*"Greenway Park Cherrybrook is a unique venue and environment. We have 6 different clubs from various sporting codes working alongside each other, sharing space and training times in an area with limited sports fields.*

*We had a vision for over a decade of what this precinct could become, and we are well on the way with the generous support from the Federal Government, AFL Facilities fund, and many dedicated individuals.*

*What we have now is a space that binds and connects the community. This is beyond the physical benefits of sport but also the mental health and social connectivity that sport brings to the players, their friends, family and the broader community in general. We finally have a real hub and a real home that delivers on real needs."*

**Paul Vink**  
Pennant Hills AFL Facilities Manager &  
Greenway Sports House Committ



**PENNO WINS METRO FACILITIES PRIZE** 



# SANTA TERESA OVAL PROJECT

**Club:** Ltyentye Apurte Football Club

**Council:** Macdonnell Regional Shire Council / Alice Springs Town Council

**Venue:** Santa Teresa Oval

Funding Partners	Contribution
Australian Football Facilities Fund	\$50,000
Lights: The Central Land Council	\$353,000
NT Government	\$110,000
Melbourne Football Club Cash	\$75,000
MCC Foundation	\$120,000
MFC in kind / Project Management	\$50,000
MFC Supporters	\$53,000
<b>TOTAL</b>	<b>\$661,000</b>

## OVERVIEW

In the community of Santa Teresa was a red dirt oval made up entirely of clay. In partnership with Atyengenhe Atherre Aboriginal Corporation (AAAC) and Melbourne Football Club, Arid Edge transformed the once rocky football oval into a lush, green paddock bringing to life the 'MCG of the Desert'.

After four years, the Santa Teresa community, 80kms from Alice, relaunched their re-grassed oval in June 2021, along with goalposts from the MCC and brand-new lights at 100 lux.

## OUTCOMES

- » Grassed oval / MCC Goal Posts / lighting to the oval
- » Directly linked to increased participation and has demonstrated improved environmental outcomes for local and regional indigenous communities in the Alice Springs region.
- » Lights permitting the senior men and the under 18 teams to practice, and the children to play, until after dark most nights. The minimum number of community members on the oval over the course of each day is approximately 50 meetings, and cater to potential game development activities including Gala days, AFLX and AFL9's tournaments.
- » The grassed oval is used by 50 people each day and more than 31 hours of football use each week.





Melbourne Football Club CEO Gary Pert said the community of Santa Teresa and the oval project are incredibly close to the heart of our football club.

*"Since the concept of grassing the oval was first proposed to us, the club has worked incredibly hard to help make this dream a reality for the people of Santa Teresa,"*

*"The oval really is the centre piece of the community and a place that fosters connection and purpose for people in Santa Teresa. As a football club we feel humbled to have played a role in making this project happen and blessed to be part of the Santa Teresa community."*



CEO of Atyenhenge Atherre Aboriginal Corporation (AAAC) & Santa Teresa Enterprises Limited, Ellie Kamara said the impact of the oval on the community is phenomenal.

*"The idea to grass the oval in Santa Teresa was born from a random, wishful remark and the Melbourne Football Club has turned our crazy idea into a reality," said Kamara.*

*"The oval is an extraordinary addition to the community, and the wonderfully high usage shows the amazing patience of the community whilst waiting for the grass to establish & for the oval to be 'open'. Thanks continue to flow to the MFC & the MCG for our beautiful oval."*

[GRAND OPENING VIDEO](#) 

[SANTA TERESA OVAL VIDEO](#) 

[GRASS ON THE OVAL VIDEO](#) 



# NEW CHANGE ROOM PROJECT

Club: Ferny Grove Falcons  
Council: Brisbane City Council  
Venue: Falcon Park / Tramway Oval

Funding Partners	Contribution
TOTAL	\$1,100,000

The \$1.1M redevelopment for lights and female friendly facilities was made possible by the funding contributions of Brisbane City Council, Queensland Government and the AFL.

## OVERVIEW

Built on highly contaminated soil, the project is the design and install of a 330sqm female friendly Ausco Modular to Preferred Facility Guidelines with two change rooms, shower and toilet amenities, a community/committee meeting room, umpire facilities and public amenities to provide inclusive and accessible access to AFL users at Tramway Oval. The addition of the sports lighting to Tramway Oval also supports greater programming opportunities and the ability for more participants.

Logistics	Numbers
Current hours of use	11-15 hours
Proposed hours of use	16-20 hours

## OUTCOMES

- » Improved access/participation opportunities for diverse groups including females and young people.
- » Improves the accessibility and usage of the field of play
- » Project completed in March 2021
- » Maximise the carrying capacity of existing venues and the quality / functionality of their supporting infrastructure.
- » The completed project provides the club with inclusive and accessible facilities that cater for the diversity of participants, particularly female participants, that wish to participate in our game.
- » Coupled with the recent installation of LED lighting (2019 circa 150 LUX) the project delivers facilities required to meet the local level the club requires to fully meet the needs of its players and visiting teams.
- » The change rooms allow the club to start to develop youth girls teams, something they have been reluctant to do with proper facilities. Previously home and away players needed to use public toilets for changing.
- » Tramway Park is a challenging site on which to develop. Like many fields across Brisbane, the oval is built on a former refuse tip with a high prevalence of contaminants across the wider site. A traditional build was therefore not an option, but the ability of an Ausco solution on this site allowed for an easier install, less cartage of contaminated land spoil, flexibility for build in terms of future maintenance of footings and reasonably quick install. All of which delivers a high-end outcome for the Falcons and is one of the first and largest modular projects delivered by AFL in Queensland.







*"These Ausco change rooms had an immediate impact on our club and made game day much less operationally challenging."*

*Prior to their completion squads were using small and outdated amenities which weren't fit for purpose or helpful with our recruitment.*

*With the addition of sports lighting and the new female friendly amenities, we've seen female participation grow and now field two female teams.*

*I'd like to thank all the funding contributors who assisted to make this a reality including Brisbane City Council, the Queensland Government and the AFL."*

**Janne Barnes**  
President, Ferny Grove Falcons

*"The AFL's need to deliver fit-for-purpose facilities is driven by ongoing participation growth and the changing profile of participants."*

*More Queenslanders than ever before are playing AFL with females making up 42% of all participants.*

*We want everyone to enjoy the experience and sign-up year after year to play for their team and with their friends.*

*We know that providing safe, accessible, and welcoming facilities achieves this as it keeps players and officials engaged in the game and supports future growth for participants and the community."*

**Cobey Moore**  
AFL Investment Partnerships Lead



# NORWOOD OVAL REDEVELOPMENT

Club: Norwood Football Club  
Council: City of Norwood Payneham & St Peters  
Venue: Norwood Oval

Funding Partners	Contribution
Australian Football Facilities Fund	\$150,000
Federal Government	\$250,000
State Government	\$482,500
Norwood Football Club	\$5,000,000
City of Norwood, Payneham and St Peter	\$4,800,00
<b>TOTAL</b>	<b>\$10,682,500</b>

## OVERVIEW

- » The redevelopment saw the construction of a new 2-storey community centre that transformed this venue into one of the premier state venues for female football.
- » Features included Premier's bar, function room, commercial kitchen, refurbishment of grandstands, upgrades to services, new football facilities including female friendly changerooms for players and umpires. Accessibility was improved with the installation of lifts, ramps, ambulant toilets and viewing platforms.

Logistics	Numbers
Current hours of use	16-20 hours
Proposed hours of use	26-30 hours

## OUTCOMES

- » The project gave new life to an iconic South Australian football venue by modernising it to be welcoming, functional and inclusive to players, officials, volunteers and spectators.
- » It illustrated how stakeholders can work together to refurbish and develop heritage listed venues to create modern, functional facilities that will meet the needs of all users for many years to come.
- » The new facilities will significantly enhance accessibility for all patrons while providing facilities for both male and female players and umpires to accommodate and encourage increased female participation.
- » Among the vast range of new features, the multi-purpose facility includes a new 180 seat members clubroom and function space and new Premier's Bar.
- » The Sir Edwin T Smith Stand has also undergone significant renovation and now boasts refurbished home team changerooms with associated unisex showers and toilets, and a merchandise outlet.
- » Norwood Football Club staff will also enjoy new administration offices and meeting spaces on a new mezzanine level in the Sir Edwin T Smith Stand.
- » Unisex facilities for both umpires and away teams have been constructed under the Western Stand, together with match day facilities, kiosk and public toilets.
- » The Norwood Football Club were a key driver in the concept development and demonstrating the need for the redevelopment. There were extensive consultation events with football, key contributors (sponsors), state and federal governments and community. The Council was able to lead these processes through their existing Council Consultation programs. Council and Norwood worked closely together through the whole development and continue to work together with Norwood Football Club continuing to be a long term lease holder of the venue.







*"We are incredibly excited as a club to finally have facilities to call home; supporting the values of our football club being inclusive, united, community-focused, one club, innovative and professional".*

*"Our new facilities are in high demand with the increased number of female teams playing at AFLW and SANFLW levels. Improving facilities is essential for these competitions to continue and to expand".*

**James Fantasia**  
CEO, Norwood Football Club



**NORWOOD OVAL NEARS COMPLETION** 

**NORWOOD OVAL REDEVELOPMENT** 





# BRIGHTON REGIONAL SPORTS PAVILION

Club: Brighton Football Club  
Council: Brighton Council  
Venue: Brighton Regional Sports Pavilion

Funding Partners	Contribution
Department of Infrastructure (Community Development)	\$6,000,000
Brighton Council	\$480,000
<b>TOTAL</b>	<b>\$6,480,000</b>

## OVERVIEW

- » Located between the two main ovals at Pontville, the pavilion provides headquarters for the local cricket and football clubs.
- » The new, two-storey building includes a gymnasium, club rooms, meeting rooms, male and female change rooms, function space, dining areas and commercial kitchen.

## OUTCOMES

- » Opened in June 2021
- » Supports the growth of female participation, and the increasing growth of the Brighton community - ensuring the community can be provided with appropriate opportunities to participate in and enjoy healthy sport and recreation.
- » Assisted to retain and attract new members, while also providing valuable amenities to the broader community.
- » Venue is used for football approximately 25 hours a week.







Brighton Mayor Tony Foster said the opening of the new pavilion was the culmination of many years work by Brighton Council and Council officers, the local sporting groups that will now benefit from this facility and of course the contractors who have constructed the centre.

*"It has created a revitalised multi-purpose centre to cater for the needs of local sports clubs, particularly providing modern, upgraded facilities for the Brighton Football and Cricket Clubs and the wider community."*

*"Importantly, it provides excellent facilities for the increasing numbers of girls and women who are participating in sporting activities."*

*"The new facilities will enable the clubs to attract and retain girls and women players. This will strengthen the clubs by increasing the diversity of their player bases and provide new opportunities for women and girls in the region to play football and cricket."*



**BRIGHTON COMMUNITY NEWS ARTICLE** 



# COBURG CITY OVAL REDEVELOPMENT

**Club:** Coburg Football Club (Coburg JFC, Coburg FIDA, Coburg Auskick, EDFL Finals)

**Council:** Moreland City Council

**Venue:** Coburg City Oval

Funding Partners	Contribution
Australian Football Facilities Fund	\$250,000
AFL Victoria	\$250,000
State Government	\$3,000,000
Moreland City Council	\$3,000,000
Cricket Australia	\$175,000
Other	\$40,000
<b>TOTAL</b>	<b>\$6,715,000</b>

## OVERVIEW

Redevelop Coburg City Oval to provide female friendly VFL standard change rooms and amenities for players and umpires, new function room and restored undercover grandstand. Originally opened in 1915, located 12km North of Melbourne CBD, the redevelopment was completed in June 2021.

Logistics	Numbers
Current hours of use	11-15 hours
Proposed hours of use	26-30 hours

## OUTCOMES

- » Supported player, umpire and administrator pathways and the implementation of female football at an elite level, ensuring venues keep pace with contemporary facility expectations by promoting diversity and inclusion.
- » Provided a facility that achieves State League standards and contemporary requirements particularly relating to female use.
- » Enhanced the viability of the Coburg FC through providing them with the opportunity to generate income via a new social/function facility.
- » Reinforced the facilities status as the premier football venue in the region, and a showcase facility in a highly multi-cultural region.
- » Improved the facilities ability to host local league finals via additional changerooms to cater for double headers.
- » Secured long-term tenancy of the venue for the Coburg FC.



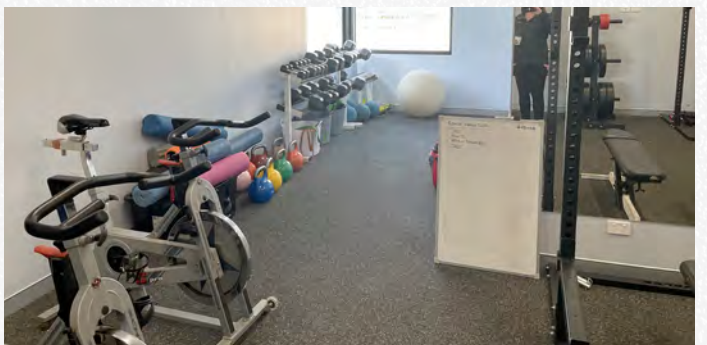




*"Our club is so grateful and appreciative of the work that has gone into the redevelopment of the facilities at Coburg City Oval. For many years we went without and often struggled in an old and tired building that just wasn't equipped to handle the modern footballer. This new facility no longer holds us back from an on field or off field perspective and our players, sponsors, supporters and members now have even more pride in their connection and association to our club that has called City Oval home for 131 years."*

Sebastian Spagnuolo  
CEO Coburg Football Club

[COBURG CITY OVAL PROJECT VIDEO](#) 





# LAKELANDS PARK SPORTING COMPLEX

Club: North Mandurah Junior & Senior Football Club  
Council: City of Mandurah  
Venue: Lakelands Park Sporting Complex (Regional Facility)

Funding Partners	Contribution
Australian Football Facilities Fund	\$150,000
Department of Primary and Regional Development	\$2,500,000
CSRFF	\$1,300,000
Department of Education	\$850,000
Sport Australia CSIP	\$300,000
City of Mandurah	\$2,800,000
<b>TOTAL</b>	<b>\$7,900,000</b>

## OVERVIEW

Based in the West Australian Peel region, Lakelands Park is a \$7.9m project with 10 hectares of district open space. Delivering 3 senior reserves; lighting to all 3 ovals delivered at both training and competition standard; AFL goals; and a \$3.2m district level sports facility which is inclusive and designed to AFL Facility Guidelines.

Logistics	Numbers
Current hours of use	6-10 hours
Proposed hours of use	26-30 hours

## OUTCOMES

- » Integral to delivering both grassroots and development pathway options for the Mandurah's northern residents
- » Improved participation opportunities for diverse groups, specifically all gender participation with its four large gender-neutral changing room areas.
- » Through the subdivision process, the City managed to acquire a 10-hectare site through developer contribution and a partnership with the Department of Education
- » Until recently, NMJFC was located 2kms away from Mandurah Mustangs FC in Rushton Park. The Clubs competed within a similar catchment. With NMFC (Junior and now seniors) relocating to Lakelands, both Clubs have a clear catchment to which they can draw membership from.
- » The Peel region as an area of very high demand with 250-300 participants per oval. This project will help alleviate facility demand within the region.
- » The region has experienced significant growth of a junior club to a senior club over recent years.
- » Long term tenancy confirmed for the local AFL clubs as a priority user.







*"With the new facility, the club can facilitate more modern training activities and concurrent matches inspiring young community members into pursuing AFL football all the way to senior level. The new club room facilities complete with kitchen/canteen, accessible meeting space and function areas provides opportunities for the club to engage with the local community groups and community members to develop a community spirit throughout the rapidly growing northern suburbs of Mandurah."*

*"The expanded facilities have allowed the North Mandurah Junior and Senior footy clubs to grow and develop female football in the community as well as providing the facilities for all-abilities football - making sure all community members are included and provided with the appropriate resources to take part in AFL footy."*

**North Mandurah Junior Football Club**

*"Our Senior club has been a success since moving to the new Lakelands Facility in 2020. Without the new facilities we would not have a senior club. In 2019 we shared the Secret Harbour grounds and trained on a soccer field. Now we have a full oval with the lights, change rooms, showers and a function room."*

*"This season we have 41 players in our Men's Division and 36 players in our Women's team. We will only continue to grow in this region."*

*"Lighting has increased opportunities for Clubs. Night matches can now be played and training delivered across all three ovals. Previously Clubs would be required to source alternate ovals at expense to both club resources and finances."*

**Robert Ireland**  
**President NMFC**

*This project has been a great success. The unisex design of Lakelands Park has been critical to allow the Junior and Senior football club to grow their female programs. In addition, the venue supports the player pathway, hosting junior and senior football across its 3 ovals. "Lighting has increased opportunities for Clubs. Night matches can now be played and training delivered across all three ovals. Previously Clubs would be required to source alternate ovals at expense to both club resources and finances."*

**City of Mandurah**

**LAKELANDS PARK PROJECT VIDEO** 





## **GOVERNMENT & FACILITIES**