

DEVELOPING TASMANIAN TALENT CAMPBELL TOWN WAR MEMORIAL OVAL

AT A GLANCE

- > \$3,224,000 invested, including \$150,000 from the Australian Football Facilities Fund
- > Inclusive change rooms
- > Improved facilities including first aid room, function room, meeting rooms and kitchen and bar
- > Upgraded lighting from 50lux to 200lux
- > New electronic scoreboard

THE BACKGROUND

UNLOCKING TALENT

Tasmania is a unique State and equally, the Campbell Town War Memorial Oval required a unique approach. With a large proportion of the Tasmanian population located outside the capital city (Hobart), Campbell Town provided a central location between the three football regions (North, North-West, South) to bring together talent for competitions and programs to benefit Tasmania on and off the field. However, the facility needed work to be able to deliver the communities the amenities and programs they deserved.

THE PROCESS

HARNESSING POTENTIAL

Commissioned by Council, the Campbell Town War Memorial Oval Development Plan included thorough community and stakeholder consultation, with extensive involvement from the AFL.

AFL Tasmania worked closely with the Northern Midlands Council, consulting the community, local businesses and potential new user organisations throughout the process, ensuring the project wouldn't only respond to the immediate needs, but to the community's future needs as well.

THE RESULT

BREAKING GEOGRAPHICAL BOUNDARIES

Its location, combined with new, purpose-built facilities, allows the Campbell Town War Memorial Oval Precinct to host a range of programs and competitions for the community and its visitors. As a key venue for AFL Tasmania, the Oval welcomes AFL Tasmania's Tasmania Devils (State Academy) Programs, North Melbourne Football Club Next Generation Academy sessions and training games. It also hosts grassroots competitions, training and coaching opportunities, workshops and meetings.

THE FUTURE

A PLACE TO THRIVE

With its new facilities, the Campbell Town War Memorial Oval will continue to host high performance sporting programs and support the development of Tasmanian talent. The multi-purpose space also enables community use outside of the sporting arena.



Campbell Town is a really important community football facility - it is ideally positioned with respect to Tasmania's three football regions and is brilliant for bringing our state together. It is an important hub for the local community and a flexible multi-use facility, with the recent developments enabling use for a wide range of user groups that visit or reside in Campbell Town. The redevelopment is a major boost for the Campbell Town Robins footy community and their potential for growth into the future.

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