AFL VICTORIA WINNER

ALEXANDRA PARK PAVILION REDEVELOPMENT

Club: Mornington Football Netball Club, Mornington Junior Football Club, Peninsula Raiders Superules Football Club
Council: Mornington Peninsula Shire
Venue: Alexandra Park (Mornington)
Facility Hierarchy: Local Level Facility

Funding Partners	Contribution
Mornington Peninsula Shire Council	$4,500,000
Victorian Government – Growing Suburbs Fund	$2,900,000
Federal Government - Department of Health	$2,600,000
Community Fundraising - Alexandra Park Project Group	$400,000
AFL Victoria	$100,000
TOTAL	$10,500,000



OVERVIEW

The Alexandra Park Pavilion Redevelopment project delivers a brand new two-storey multi-use sporting hub with modern facilities to the AFL South East region, a region in which Australian football has a strong presence, and demand for facilities which are gender equitable and fit for purpose. The pavilion now offers 4 gender-neutral home and away change rooms, medical and trainer rooms, compliant with the AFL Preferred Facility Guidelines, ensuring the facility caters to the diverse needs of all user groups that call Alexandra Park home. The new facility also provides medical specialist consulting suites and inclusive spaces.

Historically, the old pavilion was severely outdated, failing to meet the needs of its diverse user groups. An AFL Victoria audit underscored this need for change, with major issues with the existing facilities identified. These major issues included open showers, inadequate changing rooms, a lack of unisex amenities, and insufficient space for social gatherings. The public toilets were unsafe and lacked accessibility, and the parking area had no designated disabled spaces, limiting participation and access for many community members. The redeveloped pavilion addresses these issues and challenges faced by the clubs, providing safe and accessible amenities that encourage growth in participation from juniors to seniors as well as women's and girls' teams, helping increase retention and provide further participation opportunities across all three clubs.

This upgrade has significantly benefited the Mornington Football Netball Club, Mornington Junior Football Club and Peninsula Raiders Superules Football Club with the facilities modern and inclusive design already showing increased community engagement and participation. In the last 12 months, since the opening of the Alexandra Park Pavilion in late 2024, the reserve has seen a 5% increase in registered participation from 714 in 2024 to 751 in 2025, with strong female participation being experienced at the site from 169 in 2024 to 176 in 2025, a 4% increase. Peninsula Raiders Superules Football Club fielded their first stand-alone women's team in 2025 by having this gender-neutral facility to create a welcoming and fit for purpose facility to cater for a diverse and growing segment of the football community. The upgraded facility has helped all clubs by providing a welcoming space not only for players but also the community with gate takings up 30% and canteen revenue up 50% in 2025 thanks to the improved facilities including a commercial kitchen and bar upstairs along with a canteen on ground level.

Previous hours of use per week	25	Current hours of use per week	32
Male Participation	575	Female Participation	176

In 2017, the Alexandra Park Project Group contacted AFL Victoria to talk about opportunities and seek guidance to redevelop the reserve including the outdated pavilion. The development of the Venue Improvement Plan provided strategic direction and identified the gaps in the facility and potential improvements/opportunities for the site to cater for a growing and diverse football community that strategically aligned with AFL Victoria's "Growing the Heartland" Statewide Facilities Strategy by building the capacity of community football and council's strategy.

Through the collaborative approach of developing a partnership with The Bays Healthcare Group, the pavilion integrates a rehabilitation and wellness hub including fully fitted out gym within the pavilion that can be accessed by the local community throughout the day. This addition allows football participants access to additional services outside of football to help develop and maintain their health and wellbeing. Council leases the consulting suites to Bays Health to allow for a space to provide services to the community.

Since the initial discussions of the idea to undertake a project at the site, the relationship between Mornington Football Netball Club, Mornington Junior Football Club and Peninsula Raiders Superules Football Club has never been stronger with this project bringing together all 3 clubs to work and achieve a common goal of having a new pavilion that would create a hub for all football programs.

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"The Alexandra Park Pavilion is a fantastic achievement showing what can be done when the Community, Governments & Council come together to build such an amazing community pavilion."

Mick Wunderly
President, Alexandra Park Project Group

"As football participation continues to grow in Victoria, it's important that our facilities evolve to support increased demand. This redevelopment supports the growing football programs here in Mornington and also provides a community hub for the wider Mornington population to enjoy."

Jessie Doull
Venue & Government
Partnerships Manager, AFL Victoria



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Alexandra Park

Best Community Facilities Project

Venue Information

"We're thrilled to see the completion of Alexandra Park Pavilion. The pavilion is now more inclusive, accessible, and functional, and I'm sure it will become a cherished community asset. The Alexandra Park Project has played a crucial role in making this vision a reality. Their dedication, including raising $400,000 in community funding, is a testament to what can be achieved through strong partnerships."

Briars Ward Councillors,
Despi O'Connor, Anthony Marsh
and Steve Holland