

BOB PRENTER RESERVE FACILITY UPGRADE

Club: South West Sydney Blues Australian Football Club
 Council: Campbelltown City Council
 Venue: Bob Prenter Reserve
 Facility Hierarchy: Regional Level Facility

Funding Partners	Contribution
NSW Government - Multisport Program	\$5,000,000
Campbelltown Council	\$2,800,000
TOTAL	\$7,800,000

OVERVIEW

Bob Prenter Reserve has been a home for Australian Football for many decades. In 2022, the tenant club, Campbelltown Blues, merged with nearby South West Sydney Magpies, to create the South West Sydney Blues. This new entity was promoted into AFL Sydney Premier Division - the highest level of community football in Sydney. In 2022, the AFL and Campbelltown Council collaborated on a concept design and business case, funded by the AFL, for an upgrade at Bob Prenter Reserve.

The need for this project was driven by significant growth in AFL participation in the south-west of Sydney, one of the AFL's key strategic markets and a rapidly expanding region. Existing facilities were no longer capable of supporting current or projected levels of use, with only two outdated changerooms, limited spectator amenities, and no compliant spaces for umpires or mixed-gender participation. These constraints directly impacted the quality of the participant experience, restricted scheduling flexibility, and limited our sports ability to accommodate the growing number of female, junior and multicultural participants in the region.

This project involved the development of a brand-new amenities block, including four gender-neutral player changerooms, a dedicated umpires room, and an upgraded clubroom, significantly improving the utilisation of the venue by creating a safer, more functional, and more flexible environment for multiple teams and user groups. Modern changerooms allow back-to-back scheduling of games without teams waiting for spaces to become available. The shift to fully gender-neutral changerooms represents a major step forward for equity and inclusion, addressing previous limitations and ensuring the facility is welcoming for all participants. A compliant umpires room ensures full game-day operations can be delivered on-site, reducing barriers to hosting higher-level competitions. An improved clubroom enhances community use, supports education and volunteer activities, and creates a welcoming hub for social connection.

In addition, this project also included upgrading the venue lighting from poor quality to an average of 200 lux, further increasing utilisation by enabling training and competition to occur safely and reliably at night. High-quality lighting expands available scheduling hours, reduces cancellations, and supports elite-level programming, including women's and girls, and junior fixtures that often rely on mid-week evening timeslots. Together, these upgrades significantly boost the venue's capacity to host more teams, more programs, and a wider range of participation opportunities throughout the year.

Previous hours of use per week	20	Current hours of use per week	30
Combined Male Participation	162	Combined Female Participation	44

The new clubroom, featuring a bar and commercial kitchen, has enhanced the club's ability to host events, build community engagement and generate revenue, supporting long-term sustainability. Spectator amenities have also been significantly improved, creating a more enjoyable environment for families and supporters. Overall, the upgrades have modernised the facility, futureproofing it for expected participation growth and aligning it with contemporary standards across community sport.

The success of the project demonstrates the value of collaboration between AFL, Campbelltown Council, and the South West Sydney Blues. Strong advocacy by the club and persistent pursuit of funding ensured the facility met both strategic standards and local operational needs. The upgraded amenities provide a vibrant community hub, supporting player development, social engagement, and club sustainability, and stand as a model for how targeted investment in sport infrastructure can drive participation, inclusion, and community connection.





"The new building amenities at Bob Prenter Reserve are a game-changer for football in the South West and Macarthur Regions of Sydney. Delivered through a strong partnership between AFL Sydney and Campbelltown City Council, it builds on our existing club culture and strong regional presence while lifting match-day standards and delivering lasting benefits for players, supporters, sponsors and the wider community."

Shannon Prenter
President
South West Sydney Blues

"This project has delivered world class facilities that will help the South West Sydney Blues foster the development of junior players in Campbelltown while providing seniors with a great place to play and train. The fantastic design of the female-friendly change rooms has raised standards to ensure this regional facility will cater for the growing participation of women in local sport."

Mayor Darcy Lound
Campbelltown City Council

[South West Sydney Blues](#)

[Bob Prenter Reserve Building Upgrade](#)





"As participation continues to surge across the region, having modern and inclusive facilities is critical to supporting players, volunteers and families, and ensuring everyone feels welcome and included in our game. The upgrade sees Bob Prenter Reserve become one of the premier facilities across Sydney and will play a key role in our ambition to connect more people across South West Sydney to our game."

Andrew Varasdi
Head of AFL NSW/ACT