



## SPORT & CULTURE: VISITOR ECONOMY

### ADCOCK PARK REGIONAL SPORTS FACILITY REDEVELOPMENT

#### What's needed?

Federal or State Government funding for the construction.

#### What's been done?

Consultation has been undertaken with key stakeholders and the community which identified issues with existing infrastructure, traffic congestion, pedestrian safety and parking limitations.

Council, in conjunction with the key users of the facility and the community, have developed a Masterplan to guide the redevelopment of the reserve.

#### Description

The Adcock Park Regional Sports Facility Redevelopment aims to upgrade this regionally significant sporting facility to provide a higher quality, safer and more accessible facility. The proposed infrastructure improvements will not only support increased usage by regular formal and informal users of the reserve, but will also assist in drawing additional visitors through the ability to promote the venue for inter-regional and state level competitions thereby providing a direct economic benefit to the regional community through visitor spend.

The Adcock Park Regional Sports Facility Redevelopment will deliver the following, including items as detailed in the Adcock Park Masterplan:

- Demolition of three amenities buildings as required by Council's Building Audit
- Construction of multi-purpose clubhouse/amenities building (approx. 1020 sqm)
- Construction of additional carpark and off street car parking spaces (573 spaces)
- Upgrade of existing access roads (630 m)
- Relocation and re configuration of field (eight full sized touch football fields, one AFL field and three cricket fields).

Construction cost associated with the Adcock Park Regional Sports Facility Redevelopment totals \$4,016,400.



## Benefits

The Adcock Park Regional Sports Facility Redevelopment will provide the many benefits for users of the site and the community as a whole. The redevelopment will create economic opportunity and employment through the direct injection of project funding into the local economy and subsequent increase of visitors to the region through sports tourism opportunities. Other benefits include:

### Recreation

- Improved condition and availability of low cost recreational facilities for sporting groups and community use.
- Provision of purpose built infrastructure to support the increase in formal sporting participation across the area.
- Provision of designated facilities and areas for formalised socialisation opportunities.
- Provision of infrastructure allows for effective operation of training and competition and is attractive to event organisers.

### Tourism/Economic

- Improved infrastructure to attract and support extensive use of the sporting facility for regional, state and national sporting events.
- Increased direct spend at the redeveloped facility providing additional income through booking fees and canteen/kiosk sales to provide additional income streams for sporting groups and facility maintenance.
- Increased indirect expenditure throughout the region through increased rates of visitation as a result of sporting events.

### Access

- Improved pedestrian and bicycle access and safety within the sporting precinct
- Improved vehicular access and carparking.
- Provision of bus loading and drop off zone to assist with supporting school gala days and sporting events
- Improved circulation and reduced congestion.

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