

Indoor Sports Centre at St Ives High School

Joint Usage Project with the Department of Education

ADVOCACY STRATEGY

EXECUTIVE SUMMARY

The objective of this document is to assist in the financial delivery of a four court indoor sports centre in the Ku-ring-gai local government area.

BACKGROUND

Ku-ring-gai covers the area from Roseville in the south to Wahroonga in the north and from St Ives Showground in the east to Lane Cove National Park in the west. Ku-ring-gai residents make up over 122,000 people with 46 per cent of parents with children.

Within the Northern Sydney Regional Organisation of Councils (NSROC) and the inclusion of the Northern Beaches, the most prevailing indoor sports centres for local and regional sporting codes are as follows; Thornleigh Indoor Sports Stadium (Hornsby Shire Council), Northern Beaches Indoor Sports Centre (Northern Beaches Council), North Sydney Indoor Sports Centre (North Sydney Council), Willoughby Leisure Centre (Willoughby Council) and the Ryde Sport and Community Centre (City of Ryde Council).

Currently, there are only a handful of half-court basketball courts within Ku-ring-gai which are situated on existing tennis courts or standalone features within parks. Community access to indoor or outdoor full court facilities is exceptionally limited and in most cases local residents are required to travel out of area in order to access these facilities and/or participate in the sport.

The primary community provider of basketball to Ku-ring-gai is the Hornsby Ku-ring-gai Basketball Association and stands as the fourth largest association in New South Wales. With current facilities over capacity (Thornleigh Indoor Sports Stadium) and no additional resources available, the overall growth of membership numbers and addressing the future needs of the association and the sport cannot be met.

Being a multipurpose facility, the indoor sports centre at St Ives High School will have the capacity to accommodate other community sports in addition to basketball including but not limited to netball, volleyball, badminton, indoor soccer, indoor cricket and table tennis. The extent of participation in indoor sports in the northern region and Ku-ring-gai specifically is totally dependent on the availability of suitable venues. Indoor venues are costly to provide and usually require financial input from several sources. The best way to describe the relationship of indoor sports and their participation rates is the distinctive phrase used in the film "Field of Dreams" – i.e. 'if you build it they will come'. As each indoor centre has been built, they have been filled to booking capacity within a short period of time.

The Joint Usage Project proposes a new four court indoor sports centre to be built on the St Ives High School site (Department of Education) with two courts being managed by Ku-ring-gai Council at

all times and two used by the school during school hours and managed by Ku-ring-gai Council after hours.

Funding is the major hurdle in the delivery of this Joint Usage Project with the Department of Education. Ku-ring-gai Council is committed to existing projects under the Delivery and Operational Plan and therefore has no available funds to contribute to the indoor facility. Provision of land and contribution towards two indoor courts from the Department of Education will require Council to source the additional funding to ensure a four court facility is achieved.

This advocacy strategy will endeavor to source the required funding from key target groups to ensure this opportunity is not lost to the local community and the greater region. As part of this process, Ku-ring-gai Council and key stakeholders will lodge grant applications where applicable to meet the financial target.

AIM

AIM OF ADVOCACY STRATEGY

To ensure the opportunity for joint usage of indoor and outdoor facilities at St Ives High School is not lost. The Department of Education has provided an opportunity to participate in several Joint Use Facilities at St Ives High School, Ku-ring-gai High School and Lindfield Learning Centre. Due to financial constraints, Council is not in the position to participate in all available options rather prioritising and supporting 'in principle' the indoor sport centre at St Ives High School.

The Department of Education will be providing the land and will fund a two court centre. Ku-ring-gai Council currently have any available budget to commit to the Joint Use Project and will be seeking funding from external sources including the Department of Education to reduce Council's contribution to the total costs associated with building an additional two courts and the required car parking for the centre.

OBJECTIVES

To make certain the funding decision makers (and those influencing them) choose to support the Indoor Sports Centre at St Ives High School – Joint Usage Project.

- Make them aware of the project & its importance
- Make them aware of the need for the project
- Make them aware of the potential wider local government reform implications of the project
- Make it an easy decision to support the Indoor Sports Centre at St Ives High School – Joint Usage Project and conversely an extremely hard decision to not support it

TARGETS

Federal and State governments

Local members

Jonathan O'Dea (State Member for Davidson)

P. (02) 9880 7400 E. davidson@parliament.nsw.gov.au

Alister Henskens (State Member for Ku-ring-gai)
P. (02) 9487 8588 E. kuringgai@parliament.nsw.gov.au

Paul Fletcher (Federal Member for Bradfield)
P. (02) 9465 3950 E. paul.fletchermp@aph.gov.au

Department of Sport and Recreation/NSW Office of Sport
Matt Miller (Chief Executive) P. (02) 8754 8857 E. matt.miller@sport.nsw.gov.au

NSW Minister for Sport - Stuart Ayres P. (02) 8574 6500 office@ayres.minister.nsw.gov.au
Australian Minister for Sport – Bridget McKenzie P. (03) 5441 4251 E. senator.mckenzie@aph.gov.au

ALLIES/PARTNERS

Otium Planning Group has been engaged to prepare a feasibility study for the Indoor Sports Centre at St Ives High School. Otium Planning Group has also completed a Regional Sportsground Strategy for NSROC.

Local Community - Ku-ring-gai Council Mayor and Councillors (Mayor Jennifer Anderson, Deputy Mayor Callum Clarke, Councillor David Citer, Councillor Sam Ngai, Councillor Martin Smith, Councillor Donna Greenfield, Councillor Jeff Pettett, Councillor Cedric Spencer, Councillor Cheryl Sztatow and Councillor Peter Kelly)

Northern Sydney Regional Organisation of Councils - NSROC Board (Mayors & delegates)

Basketball NSW

Maria Nordstrom (CEO) – M. 0419 962 935 E. maria.nordstrom@bnsw.com.au
Jeremy Purden (Manager, Infrastructure and Partnerships) – P. (02) 8765 8555 E. jeremy.purden@bnsw.com.au
Tim Whealing (General Manager Business and Commercial) – M. 0447 777637 E. tim.whealing@bnsw.com.au

Basketball Australia

Anthony Moore (CEO) – P. (03) 9847 2333 E. Anthony.moore@basketball.net.au
Lisa Hasker (General Manager, Community and Stakeholder Relations) – P. (03) 9847 2333 E. lisa.hasker@basketball.net.au

Regional and local sporting clubs and associations and surrounding schools such as;
Hornsby Ku-ring-gai Basketball Association – Shahrads Shafaghi (President) – M. 0411 072 454 E. Shahrad.Shafaghi@dell.com

Ku-ring-gai Netball Association – Jo-Anne Perry (President) – M. 0413 126 686 E. knasec@kna.com.au

Northshore Times, Hornsby Advocate, Daily Telegraph and Sydney Morning Herald

REQUIRED ACTIVITIES & OUTPUTS

• Advocacy:

Advocacy support documentation –

1. Review prepared advocacy documentation
2. Distribute advocacy material to inform key decision makers and people who influence them and to ensure consistent message

• Popular mobilisation:

Completion of roles and responsibilities action list below to engage advocacy stakeholders and achieve popular support and advocacy activity

• Engagement of key stakeholders

Again look to completion of roles and responsibilities action list below to facilitate engagement of key stakeholders and decision makers

KEY MESSAGES

For Advocacy Partners/Stakeholders:

Need their support through action to succeed

For decision makers:

Refer to fact sheet material but summary as follows:

- Collaborative project which will deliver real ongoing benefits to the respective communities
- Demonstrated need
- Will facilitate improved service delivery outcomes that flow from PROJECT
- A project that will inform wider reform of local government in Northern Suburbs

TIMELINE

Deadlines for construction – 2020 (ready for the commencement of the school year)

Decision Date – Ku-ring-gai Council will prepare a report (to be presented at the Ordinary Meeting of Council on 27 February 2018) which will recommend that Council will further prioritise the joint use projects. This will mean that Council will not be seeking to pursue any works at Ku-ring-gai High School at this point in time, instead concentrating available resources at St Ives High School.

Council has engaged Otium Planning Group to develop a feasibility study for the indoor facility at St Ives High School. It is expected that this report will be made available by early March and used in a final report at the Ordinary Meeting of Council on Tuesday 27 March 2018 requesting a final decision regarding any financial contribution towards the project including the results from the advocacy strategy.

The Department of Education have indicated that their timeframe to commence design works for the indoor sports facility is imminent and therefore the likely outcomes of this advocacy strategy need to be quickly determined.

ROLES & RESPONSIBILITIES

Who	What	When	Follow up by	Completed Y/N?	Action Req'd?
GM and Directors	Inform GMD of the grant application and advocacy material	Thursday 15 February 2018	GM		
GM	Inform Mayors and Councillors of the grant application and advocacy material	February 2018	GM		
Mayor, Councillors, GM's and advocacy stakeholders	Contact key decision makers and people of influence and advocate for the project	1 March 2018	GM		
Mayor or GM	Brief Federal Members re: Indoor Sports Centre at St Ives High School – Joint Usage Project and equip with advocacy material and request advocacy activity on our behalf	14 March 2018	GM		
Mayor or GM	Brief State Member re: Indoor Sports Centre at St Ives High School – Joint Usage Project and equip with advocacy material and request advocacy activity on our behalf	14 March 2018	GM		
Mayor or GM	Contact media to support grant application advocacy	14 March 2018	GM		

BUDGET

No specific advocacy budget allocated.

Monitoring & Evaluation & Learning

Constantly monitor advocacy efforts during advocacy period.

Complete a comprehensive review after advocacy period expires to inform future efforts.