

ARART RURAL CITY COUNCIL

# Ararat Sport and Active Recreation Strategy ACTION PLAN 2026-2036



Ararat Rural City

# Traditional Acknowledgement

Ararat Rural City Council acknowledges the Traditional Owners of the land on which we live, work and recreate - the Eastern Maar, Barengi Gadjin (the Wotjobaluk, Jaadwa, Jadawadjali, Wergaia, and Jupagulk peoples of the Wotjobaluk Nations), and Wadawurrung peoples, and recognise their connection to the land and waterways.

We pay our respects to their elders, past, present and emerging, and to all Aboriginal and Torres Strait Islander people.

## Disclaimer

The information contained in this report is intended for the specific use of the within named party to which it is addressed ("the Communityvibe client") only. All recommendations by Communityvibe are based on information provided by or on behalf of the Communityvibe client and Communityvibe has relied on such information being correct at the time this report is prepared. Communityvibe shall take no responsibility for any loss or damage caused to the Communityvibe client or to any third party whether direct or consequential as a result of or in any way arising from any unauthorised use of this report or any recommendations contained within.

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### Supported by:



This Ararat Sport and Active  
Recreation Strategy is supported  
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# 1.0 Action Plan

The following action plan describes the key initiatives identified through research, community engagement and the facility audit. Many of these initiatives will require external funding. In terms of priority, the following is used:

|                        |     |            |
|------------------------|-----|------------|
| <b>High priority</b>   | »»» | 0-4 years  |
| <b>Medium priority</b> | »»  | 5-9 years  |
| <b>Low priority</b>    | »   | 10 years + |
| <b>Ongoing</b>         | ^   | Continuous |



# PILLAR 1: PLACES

To provide a diversity of accessible, inclusive and fit-for-purpose sport and active recreation places and spaces for the community.

| Place                             | Details                                                                                                                                                                                           | Partners                                                                                                                                                                                                          | Resources                                                                                                     | Priority                                                                                       |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <b>Pipeline projects</b>          | Develop and maintain a pipeline of future sport and active recreation infrastructure projects that is updated annually including proposed infrastructure type, location, scope, timing, and cost. | <ul style="list-style-type: none"> <li>• Sport and Recreation Victoria</li> <li>• Sport and active recreation clubs and organisations</li> </ul>                                                                  | Staff time to establish the pipeline of sport and active recreation infrastructure projects annually          | Ongoing<br> |
| <b>Larger recreation reserves</b> | Undertake master plans for larger recreation reserves in the municipality. Through the master planning process, identify key priorities and work towards implementing these key priorities.       | <ul style="list-style-type: none"> <li>• Sport and active recreation clubs and organisations</li> <li>• Sport and Recreation Victoria</li> <li>• Department of Environment, Energy and Climate Action</li> </ul>  | Funds to undertake master plans and to implement key priorities (with the assistance of external grants).     | High<br>    |
| <b>Aquatic facilities</b>         | Undertake an Aquatic Review to explore options regarding aquatic facilities in Ararat, including potential pool upgrades at Willaura and Lake Bolac.                                              | <ul style="list-style-type: none"> <li>• Lake Bolac Recreation Reserve Committee of Management</li> <li>• Willaura Recreation Reserve Committee of Management</li> <li>• Sport and Recreation Victoria</li> </ul> | Funds to undertake an aquatic review and to implement key priorities (with the assistance of external grants) | High<br>  |

| Place                           | Details                                                                                                                                                                                                                                                 | Partners                                                                                                                                                                                                                                                                                                                                                   | Resources                                                                                                                                                                       | Priority                                                                                         |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <b>Indoor sports facilities</b> | Undertake an Indoor Sports Facility Review to explore options regarding indoor sports facilities in Ararat suitable for sports such as basketball, indoor netball, volleyball, Futsal, gymnastics, gym, etc.                                            | <ul style="list-style-type: none"> <li>• Sport and active recreation clubs and organisations</li> <li>• Sport and Recreation Victoria</li> <li>• State Sporting Associations</li> </ul>                                                                                                                                                                    | Funds to undertake an indoor sports facility review and to implement key priorities (with the assistance of external grants)                                                    | High<br>      |
| <b>Tracks and trails</b>        | Undertake a Tracks and Trails Strategy to guide the planning, provision, management, maintenance and promotion of tracks and trails (including recreational paths, hiking trails, mountain bike tracks, pump tracks, BMX, etc) across the municipality. | <ul style="list-style-type: none"> <li>• Walking and cycling groups</li> <li>• Recreation Reserve Committees of Management</li> <li>• Sport and Recreation Victoria</li> <li>• Parks Victoria</li> <li>• Department of Environment, Energy and Climate Action</li> <li>• Water authorities</li> <li>• Neighbouring Local Government Authorities</li> </ul> | Funds to undertake a tracks and trails strategy and to implement key priorities (with the assistance of external grants)                                                        | High<br>      |
| <b>Play spaces</b>              | Undertake a play strategy to guide Ararat Rural City Council's planning, provision, management, maintenance and promotion of play across the municipality.                                                                                              | <ul style="list-style-type: none"> <li>• Sport and Recreation Victoria</li> </ul>                                                                                                                                                                                                                                                                          | Funds to undertake a play strategy and to implement key priorities (with the assistance of external grants)                                                                     | Medium<br>  |
| <b>Community suggestions</b>    | Explore the list of suggestions received from community members during the consultation phase of the Sport and Active Recreation Strategy (as identified in the Community Engagement Report).                                                           | <ul style="list-style-type: none"> <li>• Specific groups</li> <li>• Recreation Reserve Committees of Management</li> <li>• Sport and Recreation Victoria</li> <li>• Parks Victoria</li> <li>• Department of Environment, Energy and Climate Action</li> <li>• Water authorities</li> </ul>                                                                 | <p>Staff time to explore, further scope and determine feasibility of some of the options.</p> <p>Funds to implement key priorities (with the assistance of external grants)</p> | Ongoing<br> |

## PILLAR 2: PEOPLE



To encourage and support increased participation in sport and active recreation by the community.

| Place                     | Activity                                                                                                                             | Details                                                                                                                                                                                                                                                                                                                                                                                                                                       | Partners                                                                                                                                                                                                                    | Resources                   | Priority                                                                                        |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------------------------------------------------|
| <b>General population</b> | Work in partnership with sports clubs, Sports Central and State Sporting Associations to run an annual sport and recreation open day | This sport and recreation open day / come and try day will enable local residents to learn about what types of physical activities are available and perhaps get to try out some of these activities.                                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>Sports clubs</li> <li>Sports Central</li> <li>State Sporting Associations</li> </ul>                                                                                                 | Staff time                  | High<br>     |
| <b>Women and girls</b>    | Facilitate / advocate for facilities, services and programs that support participation of women and girls in physical activity.      | <p>Facilities may include spaces for activities such as yoga, pilates and dance, along with female friendly change facilities; and improved lighting.</p> <p>Services may include a component in community grants programs that prioritises women and girls; casual participation fees; child minding; and policies that ensure equal access to facilities.</p> <p>Programs may include yoga, pilates, dance, walking, horse riding, etc.</p> | <ul style="list-style-type: none"> <li>Sports clubs</li> <li>Health centres</li> <li>Ararat Fitness Centre</li> <li>Schools</li> <li>Private sector</li> <li>Sports Central</li> <li>State Sporting Associations</li> </ul> | Staff time<br>Project costs | Ongoing<br> |

| Place                           | Activity                                                                                                                                 | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Partners                                                                                                                                                                                                                                                   | Resources                              | Priority                                                                                             |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|------------------------------------------------------------------------------------------------------|
| <b>CALD communities</b>         | Facilitate / advocate for facilities, services and programs that support participation of CALD communities in physical activity.         | <p>Facilities may include outdoor volleyball courts and rugby fields.</p> <p>Services may include low cost / free activities; transportation; communications in community languages; accommodating different cultural and religious practices, etc.</p> <p>Programs specifically tailored towards CALD communities may include volleyball, soccer, cane ball, rugby, water safety program, women's learn to swim lessons, men's learn to swim lessons.</p>                   | <ul style="list-style-type: none"> <li>• Council's settlement staff</li> <li>• Sports clubs</li> <li>• Ararat Fitness Centre</li> <li>• Health centres</li> <li>• Churches</li> <li>• Sports Central</li> <li>• State Sporting Associations</li> </ul>     | <p>Staff time</p> <p>Project costs</p> | <p>Ongoing</p>    |
| <b>People with disabilities</b> | Facilitate / advocate for facilities, services and programs that support participation of people with disabilities in physical activity. | <p>Facilities may include ramps, accessible toilets, Braille signage, hearing loops, quiet spaces – guided by DDA compliance and Universal Design Principles.</p> <p>Services may include a component in community grants programs that prioritises people with disabilities; low cost / free activities; transportation; flexible participation options, etc.</p> <p>Programs may include adaptive sports; modified group classes; and social or recreational programs.</p> | <ul style="list-style-type: none"> <li>• Disability organisations</li> <li>• Sports clubs</li> <li>• Ararat Fitness Centre</li> <li>• Health centres</li> <li>• Private sector</li> <li>• Sports Central</li> <li>• State Sporting Associations</li> </ul> | <p>Staff time</p> <p>Project costs</p> | <p>Ongoing</p>  |

| Place               | Activity                                                                                                                                                                                                                                                                                                                                                                                                                                               | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Partners                                                                                                                                                                                                                                                                                                                                        | Resources                              | Priority                                                                                                  |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-----------------------------------------------------------------------------------------------------------|
| <b>Older adults</b> | <p>Facilities may include walking / cycling trails, aquatic facilities, gyms, sports facilities, halls, parks and gardens, etc.</p> <p>Services may include a component in community grants programs that prioritises older adults; low cost / free activities; transportation; flexible participation options; etc.</p> <p>Programs may include modified sports; low impact sport and recreation activities; and social or recreational programs.</p> | <p>Facilities may include outdoor volleyball courts and rugby fields.</p> <p>Services may include low cost / free activities; transportation; communications in community languages; accommodating different cultural and religious practices, etc.</p> <p>Programs specifically tailored towards CALD communities may include volleyball, soccer, cane ball, rugby, water safety program, women's learn to swim lessons, men's learn to swim lessons.</p> | <ul style="list-style-type: none"> <li>• Planned Activity Groups</li> <li>• Senior Citizens</li> <li>• Sports typically catering for older adults, e.g. croquet and lawn bowls</li> <li>• Ararat Fitness Centre</li> <li>• Health centres</li> <li>• Private sector</li> <li>• Sports Central</li> <li>• State Sporting Associations</li> </ul> | <p>Staff time</p> <p>Project costs</p> | <p><b>Ongoing</b></p>  |

# PILLAR 3: PARTNERS

To work in partnership with clubs, community organisations, state / regional sporting associations, education sector, government agencies and the private sector to facilitate sport and active recreation opportunities for the community.

| Place                        | Activity                                                                                                                                                                          | Details                                                                                                                                                                                                                           | Partners                                                                                                                                | Resources  | Priority                                                                                        |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|------------|-------------------------------------------------------------------------------------------------|
| <b>Private sector</b>        | Seek opportunities to work with private sector providers of sport and active recreation to deliver physical activities at events as appropriate.                                  | This sport and recreation open day / come and try day will enable local residents to learn about what types of physical activities are available and perhaps get to try out some of these activities.                             | <ul style="list-style-type: none"> <li>Private sector</li> </ul>                                                                        | Staff time | Ongoing<br>  |
| <b>Partner organisations</b> | Promote initiatives and programs from partner organisations that are designed to improve accessibility by people from under-represented communities / groups in physical activity | Focus on under-represented groups such as people with disabilities, Culturally and Linguistically Diverse communities; girls and women; older adults; people from low socio-economic backgrounds) to sport and active recreation. | <ul style="list-style-type: none"> <li>Sports clubs</li> <li>Health organisations</li> <li>Community groups</li> <li>Schools</li> </ul> | Staff time | Ongoing<br> |

# PILLAR 4: PROCESSES



To develop strategic plans, policies and tools to guide Council's decision making and investment in sport and active recreation.

| Place                                    | Details                                                                                                                                                       | Partners                                                                                                                                                             | Resources        | Priority       |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------|
| <b>Policies, processes and resources</b> | Investigate allocating resources to sport and active recreation planning, facility management, promotion, club support, partnership development and advocacy. | <ul style="list-style-type: none"> <li>To be determined</li> </ul>                                                                                                   | To be determined | Highest<br>»»» |
|                                          | Continue to update existing tools, policies, strategies and processes as required.                                                                            | <ul style="list-style-type: none"> <li>Nil</li> </ul>                                                                                                                | Staff time       | Ongoing<br>↑   |
|                                          | Participate in formal and informal regional sport and recreation networks to share information with neighbouring Local Government Authorities.                | <ul style="list-style-type: none"> <li>Sport and Recreation Victoria</li> <li>Local Government Authorities in the region</li> </ul>                                  | Staff time       | Ongoing<br>↑   |
|                                          | Support the implementation of existing plans with a sport and active recreation focus (e.g. master plans and Municipal Public Health and Wellbeing Plan)      | <ul style="list-style-type: none"> <li>Clubs and organisations</li> <li>Sport and Recreation Victoria</li> <li>DEECA</li> <li>State Sporting Associations</li> </ul> | Staff time       | Ongoing<br>↑   |
|                                          | Continue to update the Asset Database as new information becomes available or conditions change.                                                              | <ul style="list-style-type: none"> <li>Nil</li> </ul>                                                                                                                | Staff time       | Ongoing<br>↑   |

| Place                                   | Details                                                                                                                                                                                                                 | Partners                                                                                                                     | Resources                                                             | Priority     |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------|
| <b>Facility management and planning</b> | Continue to plan for and provide free public places and spaces such as parks, playgrounds, shared trails, outdoor fitness equipment, pump tracks, etc for sport and active recreation participation by local residents. | <ul style="list-style-type: none"> <li>• Sport and Recreation Victoria</li> <li>• DEECA</li> <li>• Parks Victoria</li> </ul> | Staff time<br>Facility development and maintenance budgets            | Ongoing<br>↑ |
|                                         | Promote universal design and compliance with Disability Discrimination Act (DDA) requirements in facilities.                                                                                                            | <ul style="list-style-type: none"> <li>• Clubs and organisations</li> <li>• Sport and Recreation Victoria</li> </ul>         | Staff time<br>Potentially funds to improve accessibility              | Ongoing<br>↑ |
|                                         | Ensure that all new sport and active recreation facility developments, upgrades and renewals incorporate Environmentally Sustainable Design principles (playing surface, clubrooms / change rooms and surrounds).       | <ul style="list-style-type: none"> <li>• Clubs and organisations</li> <li>• Sport and Recreation Victoria</li> </ul>         | Funds to implement ESD features                                       | Ongoing<br>↑ |
|                                         | Design any facility developments or upgrades to include consideration of needs to respond to potential climate change impacts.                                                                                          | <ul style="list-style-type: none"> <li>• Clubs and organisations</li> <li>• Sport and Recreation Victoria</li> </ul>         | Funds to implement initiatives that respond to climate change impacts | Ongoing<br>↑ |
|                                         | Ensure that consideration is given to the development of female change facilities in pavilions.                                                                                                                         | <ul style="list-style-type: none"> <li>• Clubs and organisations</li> <li>• Sport and Recreation Victoria</li> </ul>         | Funds to provide female change facilities at pavilions                | Ongoing<br>↑ |
|                                         | Establish or enhance working relationships with schools throughout the municipality to enable discussions about shared facility planning to help reduce duplication and to maximise asset usage.                        | <ul style="list-style-type: none"> <li>• Schools</li> </ul>                                                                  | Staff time                                                            | Ongoing<br>↑ |
|                                         |                                                                                                                                                                                                                         |                                                                                                                              |                                                                       |              |

| Place                                | Details                                                                                                                                                                                                                                                    | Partners                                                                                                                                                                                       | Resources                                        | Priority     |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|--------------|
| <b>Programming and activation</b>    | Support initiatives by partner organisations that increase participation in sport and active recreation.                                                                                                                                                   | <ul style="list-style-type: none"> <li>• Clubs and organisations</li> <li>• State Sporting Associations</li> <li>• Health organisations</li> <li>• Schools</li> </ul>                          | Staff time<br>Potentially some promotional funds | Ongoing<br>↑ |
|                                      | Continue to promote clubs / organisations through Council's Community Directory and expand the level of information available about each club / organisation.                                                                                              | <ul style="list-style-type: none"> <li>• Clubs and organisations</li> </ul>                                                                                                                    | Staff time                                       | Ongoing<br>↑ |
|                                      | Monitor the impact of potential participation barriers and implement measures to improve accessibility as required.                                                                                                                                        | <ul style="list-style-type: none"> <li>• Nil</li> </ul>                                                                                                                                        | Staff time                                       | Ongoing<br>↑ |
| <b>Club / organisational support</b> | Encourage multi-use of facilities and the delivery of additional activities by clubs / organisations (e.g. social / modified activities) as an add-on to their traditional offerings.                                                                      | <ul style="list-style-type: none"> <li>• Clubs and organisations</li> <li>• Sport and Recreation Victoria</li> </ul>                                                                           | Staff time                                       | Ongoing<br>↑ |
|                                      | Continue to support clubs / organisations to develop new programs, train volunteers, etc. through the Community Grants program.                                                                                                                            | <ul style="list-style-type: none"> <li>• Clubs and organisations</li> </ul>                                                                                                                    | Staff time                                       | Ongoing<br>↑ |
|                                      | Work in partnership with Sports Central and relevant State Sporting Associations to bring additional resources to Ararat Rural City to support clubs / organisations and local residents to deliver physical activity opportunities and to be more active. | <ul style="list-style-type: none"> <li>• Sports Central</li> <li>• Relevant State Sporting Associations</li> <li>• Clubs and organisations</li> <li>• Sport and Recreation Victoria</li> </ul> | Staff time                                       | Ongoing<br>↑ |

| Place                                 | Details                                                                                                                                                                                                      | Partners                                                                                                                                                                              | Resources  | Priority                                                                                         |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------|
| <b>Club / organisational supportc</b> | Explore opportunities to better support clubs and their volunteers in relation to issues such as governance, planning, policy development, programming, information and advice regarding grant applications. | <ul style="list-style-type: none"> <li>• Clubs and organisations</li> <li>• Sports Central</li> <li>• State Sporting Associations</li> <li>• Sport and Recreation Victoria</li> </ul> | Staff time | Ongoing<br>   |
|                                       | Promote any government initiative that provides funding or training for potential coaches / sports administrators locally                                                                                    | <ul style="list-style-type: none"> <li>• State Government</li> <li>• Clubs and organisations</li> <li>• Sports Central</li> </ul>                                                     | Staff time | Ongoing<br>   |
|                                       | Commit to nominating sport and active recreation volunteers to awards programs in the region to recognise and reward them for their service.                                                                 | <ul style="list-style-type: none"> <li>• Sports Central</li> <li>• State Sporting Associations</li> <li>• Clubs and organisations</li> </ul>                                          | Staff time | Ongoing<br>  |
|                                       | Continue to liaise with clubs and organisations to understand their specific issues and needs and provide support or advocacy as appropriate.                                                                | <ul style="list-style-type: none"> <li>• Sports Central</li> <li>• State Sporting Associations</li> <li>• Clubs and organisations</li> </ul>                                          | Staff time | Ongoing<br> |

## 2.0 Implementation and evaluation

In recognition of the fact that sport and active recreation crosses over into many areas within Ararat Rural City, it is important that a multi-disciplinary team is established to oversee and implement this plan. It is suggested that this group meets at least twice per year to monitor actions and that once per year all actions are reviewed and modified if needed. Ideally one officer will be given the responsibility of coordinating meetings. A collaborative partnership-based approach should also be developed and maintained with Sport and Recreation Victoria in the implementation of actions and regular review of the strategy. A new sport and active recreation plan should be developed in 2035.



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To reduce environmental impact, residents and interested parties are encouraged to access the report via Council's website, [www.ararat.vic.gov.au](http://www.ararat.vic.gov.au).



**Ararat Rural City**

[www.ararat.vic.gov.au](http://www.ararat.vic.gov.au)