

PLACES TO PLAY STRATEGY 2022-2024

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Introduction

Volleyball is a sport for all. Volleyball is a diverse and adaptable sport with the ability to provide active recreation opportunities, informal play, participation activities, and pathway opportunities from Talent Identification through to High Performance. Volleyball WA is a growth State Sporting Association who is actively striving to 'find and engage' with all volleyball participants and athletes in Western Australia. The challenge that faces Volleyball WA is to provide accessible 'places to play' that are appropriate to the desired level of participation, each needing different facility, venue and equipment requirements.

The 2022 – 2025 Volleyball WA Strategic Plan¹ has identified the importance of finding and retaining 'places to play' for the four recognised codes of the sport throughout both metropolitan and regional Western Australia.

Volleyball WA

Volleyball WA (VWA) is the peak body responsible for the management, coordination, development and promotion of volleyball in Western Australia. Volleyball Australia (VA) is the National Organisation, who are sanctioned by the Federation of Internationale de Volleyball (FIVB). FIVB, with its 222 affiliated National Associations is the largest international sporting Federation in the world.

The sport of volleyball comprises of four recognised codes: Beach Volleyball, Indoor Volleyball Indoor Beach Volleyball and Park [Grass] Volleyball. There are also other recreation 'places to play' that are available to the volleyball family, including Pool Volley, Backyard Volley and Urban Volley.

VWA works in partnership with VA to deliver national programs that meet the needs of the sport, along with other partners to meet state-wide priorities, including the Department for Local Government, Sport and Cultural Industries (DLGSC) and Healthway. At the end of 2021, VWA supported 212² affiliated volleyball clubs, associations, schools and community groups, 19,385³ members, 99,916⁴ participants and an estimated 62,192⁵ individuals that utilised Public Open Spaces (Beaches and Parks) to play volleyball.

The Ausplay July 2022 update 'How Australians' participation in sport and physical activity is adapting to COVID-normal' indicates that the participation habits of Australians 15 years+ are changing with individuals looking for more unstructured (organised) activities. This report places volleyball in the top ten sports experiencing significant participation growth from 2019 to 2021⁶. VWA acknowledges that they are most likely to be playing in an informal (unorganised) way and from a new and diverse market that has not traditionally engaged with the formal competition structure of Volleyball.

As a result, VWA will continue to expand our 'places to play' network, focusing on building effective relationships with stakeholders including all levels of government and developing collaborative opportunities with venue and facility operators and owners.

Purpose of the Places to Play Strategy

This 'Places to Play' Strategy aims to ensure that the right opportunities are provided in the right place at the right time to satisfy demand. This demand is generated by:

¹ Volleyball WA Summary of Strategic Plan 2022 - 2025

² As of December 2021 (2021 Annual Report)

³ As of December 2021 (2021 Annual Report)

⁴ As of December 2021 (2021 Annual Report)

⁵ As of December 2021 (2021 Annual Report)

⁶ SportAUS – AusPlay Focus – How Australians' participation in sport and physical activity is adapting to COVID-normal (July 2022)

- Number of people playing volleyball in WA.
- Increasing external recognition of the benefits of participating in Volleyball to health, community inclusion and wellbeing.
- Success of the Discover Volleyball participation programs.
- Increase in the interest of local governments to provide volleyball infrastructure in public open spaces.
- Increasing number of affiliating groups, schools and community organisations.
- Largest School Sport WA sport and increasing needs for all volleyball school programs.
- Promotion of the sport through high profile events, programs and activities.
- Increasing external recognition of Volleyball WA by government, sponsors and partners.

The VWA 'Places to Play' Strategy details the process that the association will follow, in partnership with venue and facility providers, to provide and promote 'places to play' at all levels. Please note the following:

- 'Places to Play' volleyball does not necessarily rely on purpose built facilities, therefore this strategy will consider all locations where volleyball activities may take place.
- This Strategy is underpinned by Regional 'Places to Play' strategies, which will detail local context.

The 'Places to Play' Strategy will:

1. Analyse existing 'places to play' and user demographics.
2. Identify provision gaps and potential growth areas.
3. Establish a minimum facility standard criteria for competitive level volleyball and infrastructure options for Public Open Spaces.
4. Demonstrate models of best practice.
5. Guide the investment of resources for the development of 'places to play' from VWA, Volleyball Australia and other partners.
6. Enable VWA to raise the profile of the sport to all tiers of government and other key stakeholders.

Methodology

The Strategy has been developed in the following stages:

1. Review of existing sport, recreation, physical activity and facility studies / strategies from national and state organisations.
2. Analysis of the state population data and demographics, identifying growth areas and target markets
3. Analysis of state sport and physical activity data.
4. Review of existing 'places to play' gathered.
5. Consultation with staff and affiliates.
6. Identifying opportunities for partnerships and networks.
7. Development of recommendations for action.

Strategic Environment - National

Sport 2030¹

Sport 2030 has a vision for Australia to be ‘the world’s most active, healthy sporting nation, known for its integrity and excellence’ and is based around four strategic priorities.

Sport 2030 is Australia’s first national sport plan — and represents the Australian Government’s long-term commitment to seeing Australian sport thrive. Sport 2030 is the vision and the plan for sport and physical activity in Australia over the next 12 years to be delivered in partnership with Australia’s sporting, physical activity, technology, education and corporate community.



The 2030 target for participation is to have 15% more Australians participating in at least 150 minutes of moderate to vigorous activity each week.

The Goals that are identified in Sport 2030 that are relevant to this strategy include:

- We have a diverse and inclusive sport and physical activity sector that supports more Australians to be more active more often.
- Sport and physical activity organisations are connected into other sectors such as health, education and infrastructure to tackle challenges such as physical inactivity and leverage sport for social benefits.
- Barriers will be reduced, allowing greater access to sporting facilities and infrastructure for all Australians no matter where they live.

Of the four strategic priorities, 'Building a More Active Australia' is the most relevant to this Strategy.

- Long-term target: People of all ages should have the opportunity to be engaged in sport and physical activity throughout every stage of their life. Every individual, from child to adult, and their communities should be able to reap the benefits of an active lifestyle: to stay mentally and physically healthy, reach their personal goals and build social cohesion.
 - This will be achieved by driving sustained participation growth, improving access to community sports facilities, encouraging sports organisations to provide better suited offerings, and embedding physical activity within the school day.
- Government priorities will include:
 - Movement for life - this will include people with a disability, people from culturally and linguistically diverse communities, low-medium income households, Aboriginal and Torres Strait Islander people, people from regional and remote areas, women and girls.
 - Physical literacy.
 - Early childhood.
 - Working with Australian schools.
 - Using Digital Platforms to promote physical literacy.
 - Promote incentives to engage in sport and physical activity.
 - Older Australians.
 - Community sport infrastructure – being physically active is more than just utilising pools, courts and ovals. It is about having access to open spaces... The availability of accessible and sustainable sporting and physical activity infrastructure is critical when it comes to getting Australians moving more.
 - Volunteers.

The Australian Physical Literacy Statement and Framework²

The Physical Literacy Statement demonstrates Sport Australia is committed to improving the lives of all Australians through sport and physical activity. They want more Australians moving more often because it provides enormous benefits to our health and wellbeing – physically, socially, psychologically and cognitively.

The Framework identifies 30 elements across the four physical literacy domains – physical, psychological, social and cognitive – and helps people understand the progression through each element, using a simple, staged approach. The Framework draws on practice, both locally and internationally, and is informed by the Australian Curriculum and peer-reviewed research into what supports lifelong engagement in movement and physical activity. Physical literacy is lifelong holistic learning acquired and applied in movement and physical activity contexts, which are supported by four interrelated domains;

1. Physical – skills and fitness.
2. Psychological – attitudes and emotions.
3. Social – interaction with others in relation to movement.
4. Cognitive- understanding of how, why and when we move.

Australia's Physical Activity and Sedentary Behaviour Guidelines³

These guidelines are supported by a rigorous evidence review process that considered the relationship between physical activity, sedentary behaviour and health outcome indicators. Physical Activity Recommendations (May 2021) for each age group are summarised below:

- Children (Birth to 5 years)
 - Infants (Birth to one year) physical activity particularly through supervised interactive floor-based play in safe environments should be encouraged from birth.
 - Toddlers (1 to 2 years) should spend at least three hours a day doing a variety of physical activities including energetic play such as running, jumping, dancing and skipping spread throughout the day.
 - Pre-schoolers (3 to 5 years) should spend at least three hours a day in a variety of physical activities, of which 60 minutes is energetic play such as running, jumping and kicking and throwing, dancing and skipping spread throughout the day.
- Children and Young People (5-17 years)
 - Children and young people aged 5–17 years should accumulate at least 60 minutes of moderate to vigorous intensity physical activity every day and should include a variety of aerobic activities, including some vigorous intensity activity.
 - On at least three days per week, children and young people should engage in activities that strengthen muscle and bone.
- Adults (18-64 years)
 - Adults should be active on most, preferably all, days every week.
 - Accumulate 2 ½ to 5 hours of moderate intensity physical activity or 1.25 to 2 ½ hours of vigorous intensity physical activity, or an equivalent combination of both moderate and vigorous activities, each week.
 - Do muscle strengthening activities on at least 2 days each week.
- Older Australians (65 years and older)
 - Older people should do some form of physical activity, no matter what their age, weight, health problems or abilities and should be active every day in as many ways as possible, doing a range of physical activities that incorporate fitness, strength, balance and flexibility.
 - Older people should accumulate at least 30 minutes of moderate intensity physical activity on most, preferably all, days.

Volleyball Australia 2021 – 2024 Strategic Plan ⁴

The Volleyball Australia (VA) 2021 – 2024 Strategic Plan 'Play together – building towards 2032' has three sections;

- Organisational Capability - as a foundation for success, create the platform for Volleyball in Australia to be a solid and sustainable sport capable of delivering its vision.
- Sport Community - connect the community with volleyball through programs, events and more accessible versions of the game that are inclusive and fun to play.
- Performance and Pathways - plan and implement an integrated pathway producing athletes capable of delivering sustainable success at the highest levels of international competition. In the sport of volleyball the benchmark competitions include the Olympic (Beach & Indoor volleyball) and Paralympic Games (Sitting Volleyball), Commonwealth Games (Beach) and World Championships (Standing Beach Volleyball).

The 'Sport Community' section provides three areas that specifically pertain to Places to Play;

- Creating new relationships with commercial and NFP multi-sport centres delivering volleyball products (Section 2.2).
 - Build a program model that engages commercial and NFP multi-sport centres in a B2B relationship.
 - Success Measure: 500,000 recreational consumers tracked through AusPlay by 2024.
- Strengthening the club base with the introduction of social competition products (Section 2.3).
 - Develop a National Venues Strategy informed by data to assist Member States leverage opportunities to grow the club system
 - Through 'We are Volleyball' and other funding opportunities available introduce a refreshed product portfolio supported nationally aimed at growth initiatives.
 - Success Measure: 8% growth per annum of active registered members nationally by 2024.

Informal Sport as a Health and Social Resource for Diverse Young People ⁵

In this research, they use the term 'informal sport' to refer specifically to recognisable traditional sporting forms (e.g. cricket, soccer and basketball) that groups participate in informally without payment for membership or affiliation. Participation is flexible with the opportunity for individuals to drop in and out.

The five key drivers of participation identified in the research include:

- Informal sport is free or low cost. Where there is cost associated with participation (such as facility hire fees) participants only have to pay this when they play. This is in contrast to the registration/membership, uniform and equipment fees often associated with traditional club based opportunities.
- Informal sport is flexible. It allows participation around work patterns, competing engagements or domestic and family responsibilities. Despite often having a predictable schedule, participants can pick and choose when and how frequently they engage.

- Informal sport groups can dictate the terms of engagement. Informal groups are able to modify rules and equipment to engage in formats that best suit the skills and abilities of the group. Competitiveness can vary dependent on group agreement.
- Informal sports groups are self-regulating. There is no requirement for external coaches, umpires or referees. Play is invariably managed and rules adhered to by the playing group and in some instances, group members will adopt an officiating role.
- Being able to just play a sport they love is highly appealing to informal groups. The format of informal sport facilitates this.

The report states that the AusPlay (2019) data similarly highlights that participation in club-based sport is stagnating or decreasing, while participation in unstructured, informal forms of activity is on the increase. This latter trend, and the opportunities and challenges it presents for community sport stakeholders, has been the stimulus for this research (Jeanes et al., 2019).

The report suggests that the informal sport sector represents a critical opportunity in efforts to grow and sustain sport participation within communities and ensure the well-established physical, mental and social benefits that sport participation can provide are accessible to a larger proportion of the population.

The report provided the following case study from Volleyball WA;

- Volleyball WA is working to promote and support growth in social participation
 - How: By developing new partnerships with LGA leisure centres and universities and expanding sites for casual volleyball in parks and beach locations. Volleyball WA also offer various levels of membership for both individuals and/or groups. One such level is suitable for players/groups who only wish to participate socially, which provides the individual/group with Personal Accident Insurance for volleyball related activities Impact: Social sport groups have joined with Volleyball WA to access insurance. One of these runs a competitive tournament on Thursday evenings and social matches on Sunday afternoons and now have a waitlist of people wishing to attend/participate.

AusPlay Focus – How Australians’ participation in sport and physical activity is adapting to COVID-normal ⁶

The SportAUS, July 2022 update focused on how participation and involvement in sport is a key way to help build stronger communities and improve the health and wellbeing of Australians. The AusPlay data is starting to show more evidence of how the participation habits of Australians are changing due to the impact of COVID;

- Australians aged 15+ are embracing a great mixture of activities.
- Physically distanced or home-based activities are continuing to increase in participation.
- Exergaming becomes a top 20 activity for Australians aged 15+.
- The social and mental health benefits of exercise continue to increase in importance for Australians aged 15+.
- There are indications that children are getting back to regular [1+ per week] participation.

The update noted that fewer Australians are relying solely on sporting clubs or organised venues for exercise – they are more likely to be adding in ‘COVID-safe’ unstructured activities and that physically distanced or home-based activities are being sustained or increasing. The update indicates that the estimated increase in volleyball participants 15+ from 2019 to 2021 has been an estimated 121,000 persons with a similar number of men and women playing. The report ranks volleyball as eight in the top 10 sports and physical activities.

The report indicates that 83% of participants 15+ are motivated to play for physical health or fitness reasons and 48% for fun and enjoyment. There has also been an increased usage of public spaces, the impact on children’s participation has now stabilised with more children (0-14 years) returning to organised out-of-school activities and there are indications that players are returning to club / association sport.

Overall, the report acknowledges that clubs and sporting providers need to think about how sport and physical activity fits into the Australian landscape and how they can adapt their offering (s) to accommodate participants that are changing their sport and physical activity behaviours.



Strategic Environment – Western Australia

Planning and Development

State Planning Strategy 2050⁷

“The State Planning Strategy 2050 is the Government’s strategic planning response to the challenges Western Australia is likely to face. It contemplates a future in which high standards of living, improved public health and an excellent quality of life are enjoyed by present and future generations of Western Australians.” The Strategy envisages that WA will have doubled its current population by 2050, communities will be ‘well connected’ and regional centres will be ‘respectful of cultural difference’.

The strategy advocates that one of the key challenges for the future development of the state is the recognition and investment in cultural tourism (the arts, sports, cultural history and heritage). An objective of the plan is to ensure sustainable supply, use and development of land.

The relevant key strategic directions influencing the future development of the state include:

1. Economic development
 - Resource economy
 - Knowledge transfer
 - Tourism
 - Agriculture and food
 - Remote settlements
 - Land availability
2. Physical infrastructure
 - Movement
 - Water
 - Energy
 - Waste
 - Telecommunications
3. Social infrastructure
 - Spaces and places
 - Affordable living
 - Health and wellbeing
4. Environment
5. Security

A network of regional centres is referenced in the State Planning Strategy:

- Northern Sector (Pilbara & Kimberley) – national and global trade, investment and commerce, tourism and agriculture industries
- Central Sector (Gascoyne, Mid-West, Goldfields – Esperance) – mining, agriculture, fisheries and tourism, scientific, technological, research and innovation industries

- South West Sector (Wheatbelt, Perth Metro, Peel, South West and Great Southern) – diverse economic base, majority of the state’s population, highest level and greatest range of health, education services, cultural activities and employment

Regional Development Strategy 2016-2025⁸

The Strategy aims to build vibrant regions and strong economies through directing development efforts and investment (in conjunction with the regional blueprints). The relevant priorities, results and programs referenced in the strategy include:

- Develop people’s capability to drive growth and prosperity
- Enhance key regional centres to capture investment
- An ongoing commitment to communities - the challenges of distance, remoteness and sparse population mean regional communities face barriers not experienced in larger urban centres. A select set of initiatives that focus on access to services will remain a key pillar of the Strategy
- Small Grants - Funds allocated to each Regional Development Commission to deliver local priorities - Regional Grants Scheme, Community Chest Fund
- Access to Services - Community Resource Centres

Regional Centres Development Plan Framework⁹

The Framework addresses the network of regional centres and sub-regional centres identified in the State Planning Strategy 2050, stating that ‘strategic regional centres must be positioned to engage in a modern, competitive global economy, and build reputations as desirable places to live and invest’. To shape their future, each regional centre will by a ‘Growth Plan’, deliver the goals identified in the Regional Blueprints.

Table 1 - Regions, regional centres and sub-regional centres identified in the *State Planning Strategy 2050*

Sector/region	Regional centre	Sub-regional centre
Northern sector		
Kimberley	Broome (RC), Kununurra (RC)	Derby, Fitzroy Crossing, Halls Creek
Pilbara	Karratha (PC), Port Hedland (PC)	Newman, Onslow, Tom Price
Central sector		
Gascoyne	Carnarvon (RC)	Exmouth
Mid-West	Geraldton (RC)	Morawa (ST)
Goldfields-Esperance	Kalgoorlie (RC)	Esperance (ST)
South West sector		
Wheatbelt		Jurien Bay (ST), Northam (ST)
Peel	Mandurah (RC)	Boddington (ST)
Great Southern	Albany (RC)	Katanning (ST)
South West	Bunbury (RC), Busselton (RC)	Collie (ST), Manjimup (ST), Margaret River (ST)
Strategic Regional Centres: Regional Centres (RC), Pilbara Cities (PC), SuperTowns (ST)		

- A regional centre contains services and facilities which reflect the needs of the local community and that of the broader region, including senior high schools, tertiary education and regional community facilities.
- A sub-regional centre contains services and facilities which reflect the needs of the local community and that of the population in its hinterland, including high schools and district sporting facilities.

Health and Wellbeing

Western Australian Mental Health Promotion, Mental Illness, Alcohol and Other Drug Prevention Plan. 2018 - 2025¹⁰

The Plan cites the following statistics:

- Alcohol is the most prevalent drug used in Western Australia and causes the most drug-related harm (excluding tobacco) in the community
- WA's suicide rate was approximately 20% higher than the national average in 2016 and has been consistently higher than the national average since 2007
- Half of all mental illnesses emerge before the age of 14 years and one in five Australians aged 16 to 85 will be affected by a mental illness each year
- People in WA were more likely to drink alcohol in quantities that placed them at risk of harm on a single occasion (at least monthly) than the national average in 2016

Relevant action domains and strategies referenced in the Plan include:

- Creating and maintaining supportive environments
 - Develop and/or implement whole-of-population prevention initiatives that:
 - Promote participation in local community activities
 - increase the sense of belonging within a community
 - Create a culture and related environment that supports low-risk drinking, discourages short-term and long-term harmful drinking, and reduces harm related to other drugs for example, through continuing or expanding programs to reduce harmful alcohol use and exposure in various settings (for example, sporting clubs, schools and workplaces)
 - Continue to support state-wide VSU prevention strategies such as:
 - providing alternative activities for young people (for example, recreation, school, employment)
 - Encourage local communities to provide appropriate community initiatives that support mental health and wellbeing, and prevent alcohol and other drug-related issues among children and young people (for example, alcohol-free community events, sporting and cultural programs)
- Developing personal skills, public awareness and engagement
 - Deliver comprehensive programs (or a suite of programs) that promote optimal mental health and wellbeing and reduce alcohol and other drug-related harm in at-risk older adults, including residential aged-care settings. Where relevant, programs should:
 - encourage the uptake and maintenance of physical activity
 - encourage community involvement (for example, through volunteering).

Healthway Strategic Plan. Active Healthy People: 2018 - 2023¹¹

Five priority areas are cited in the Strategic Plan:

- Increasing healthy eating
- Increasing physical activity
- Improving mental health
- Preventing harm from alcohol
- Creating a smoke-free WA

VWA currently promotes the Alcohol. Think Again message. In addition to this, increasing physical activity and improving mental health are also relevant to this 'Places to Play' Strategy. Actions referenced in the Healthway Strategic Plan for these two priority areas include:

- Create opportunities for people to engage in physical activity
- Shape environments to enable physical activity and reduce sedentary lifestyles
- Promote active living as part of daily life
- Shape environments conducive to good mental health

SportWest - Social Return of Investment Report - 2022¹²

The SportWest Social Return on Investment report represents the culmination of 12 months' worth of work to quantify the value of 'organised' community sport to the Western Australian community.

The report has quantified the value of this sector of the sport;

- This report gives us as an industry the ability to clearly communicate and advocate the benefits of sport in real dollar terms.
- It gives us a platform to promote how valuable all the work that you do is to society and the impact it is making.
- It allows us to influence decision makers in terminology they are familiar with.

At a high level the report reveals that organised community sport in Western Australia is responsible for:

- \$10.3 billion per annum in gross benefit
- For every \$1 of cost there is \$7.10 in social and economic benefit
- Each participant realises a return of \$10,178
- 5,715 FTEs are created from community sport alone (the equivalent to 3-4 mine sites)
- Mental Health Benefits alone represent \$1.8 billion of value each year
- 41.9 million hours spent by volunteers in sport every year, which is equivalent to 21,511 FTE's
- The community spends \$275.2 million per annum on membership fees and charges.

Tourism

The role of Tourism WA¹³

The role of Tourism WA is to grow this important industry by promoting Western Australia as an incredible holiday and events destination, and inspiring more people to visit the State from around Australia and the world. They focus on:

- Marketing the State to the world through innovative campaigns.
- Developing, attracting and promoting major sporting, arts, cultural and business events.
- Working with government and the tourism industry to improve access, accommodation and tourism experiences for our visitors.

Sport, Physical Activity & Facilities

Sport and Industry Priorities 2021¹⁴

The 17 evidence-based industry priorities have been identified following a state and industry wide review and consultation process. They provide a snapshot of what is important to the industry and will guide resource allocation and inform the review and/or development of initiatives delivered by the Department to support the industry. They may also be of use to the industry and stakeholders during strategic planning processes.

From the 17 strategic priorities facing the industry in the coming years, those priorities most pertinent to this strategy include:

Value

- The industry is equipped to capture and evaluate structured and unstructured participation data.
- The industry is equipped to quantify, communicate and advocate for the benefits that sport and recreation provides to both individuals and the wider community.

People

- The industry is equipped to attract, support and maintain the volunteer base undertaking the delivery of sport and recreation.
- The industry is equipped to effectively support paid staff to enter employment within the industry, be retained in the industry and progress along employment pathways.

Structures and systems

- The industry is equipped to adopt governance/operational models and structures relevant to their needs — including size, activity and membership base.
- The industry is equipped to effectively collaborate/partner/engage with stakeholders to achieve common goals and objectives.
- The industry is equipped to effectively use technology to support the administration and delivery of sport and recreation.
- The industry is equipped to ensure systems and structures are representative of the Western Australian community including diversity in age, culture, ability, gender and location.

Environment

- The industry is equipped to understand the impact of policy and legislation on different settings, self-represent and inform decisions impacting industry operations and structures.
- The industry is equipped to ensure the settings in which activity takes place are accessible, protected and available into the future.
- The industry is equipped to provide safe environments for participants.

Opportunity

- The industry is equipped to provide information, education and entry level participation opportunities for those new to an activity.
- The industry is equipped to understand the unique locations, demographics and differences within the Western Australian community and take into account differing needs during product/program development.
- The industry is equipped to reduce/minimise barriers to participation.

The report indicates that there is an urgent need for stakeholders and facility owners and managers to work together to improve accessibility and increase participation opportunities that are inclusive and sustainable. Further that the built and natural place or space in which sport and recreation occurs is quantifiable, visual and tangible and is therefore easy to identify, control and manage. Environment can also include the intangible place created by a club, organisation or activity provider that includes creating and managing an inclusive, positive, safe and welcoming culture.

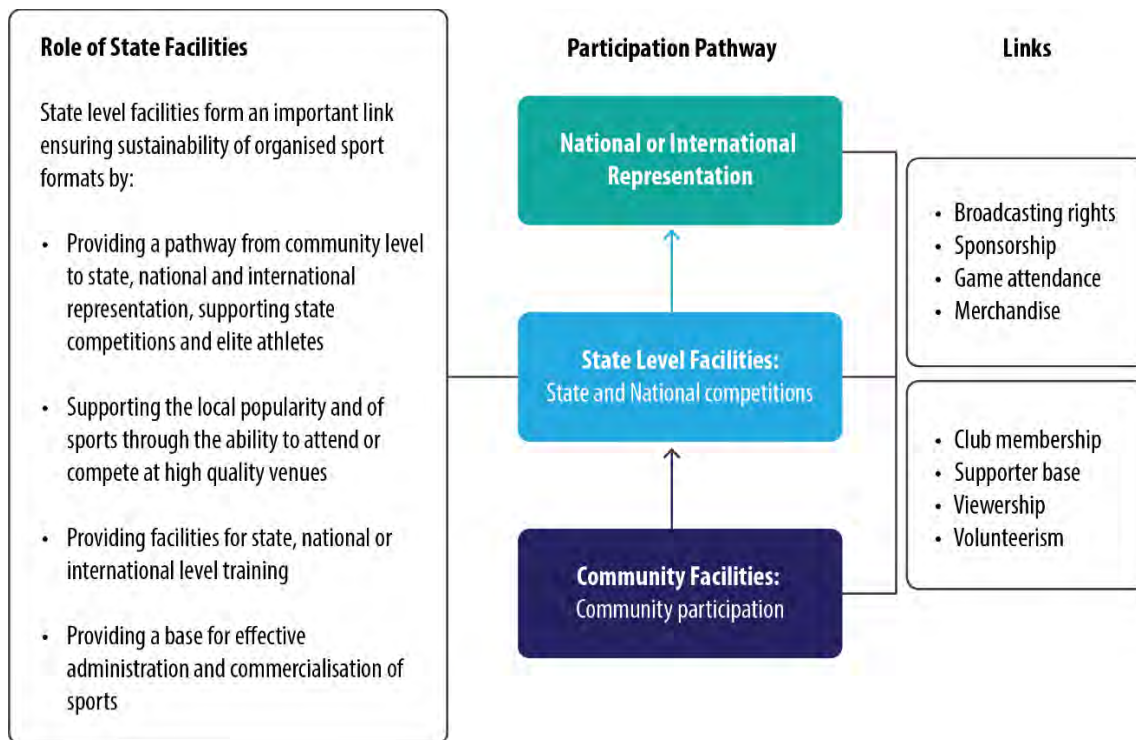
It indicates that Western Australian's have some of the best built facilities and most unique natural outdoor environments in the world, which present participants, the community and activity providers with both opportunities and complexities in establishing specific management and promotional initiatives. Balancing and accommodating the interests of all users, the community and stakeholders while ensuring long-term sustainability and access requires a transparent and considered consultative approach.

Lastly, it states that the end user and relevant stakeholders should be considered at all stages of planning, program development, policy formation and promotion to ensure accessibility, cultural inclusiveness, barrier reduction and maximum participation opportunities. Flexible and adaptive management of places, spaces, venues and the open natural environment plays a significant role in the establishment of opportunities for sport and recreation

State Sporting Facilities Plan Review 2019¹⁵

The role of State Sporting Infrastructure provision and operation is to:

- Provide priority access for high performance training and competition;
- Provide the ability to host major state, national and international competitions and events; and
- Provide flexibility of use, ensuring facilities are utilised for community sporting training and competition, and cultural and community event hubs where-ever practicable.



Stadium Hierarchy Model

Stadia Definition	Sports	scope="col"Current/Proposed Provision
Outdoor Stadium 60,000 (70,000 proposed)	Football, Cricket, Soccer, Rugby, Major Community Events	Perth (Optus) Stadium
Outdoor Rectangular Stadium 21,000 (25,000 proposed)	Soccer, Rugby Union, Rugby League, Major Community events	Perth Oval (HBF Park)
Outdoor Stadium 10,000-15,000	Cricket, Major Community events (capable of hosting rugby, soccer)	WACA Ground
Outdoor Stadium 5,000 – 8,000	Athletics, Soccer, Rugby Union, Rugby League, 2 nd tier community events, Hockey	WA Athletics Stadium Perth Hockey Stadium
Outdoor Stadium Up to 4,000	Soccer, Rugby League, Rugby Union, Tennis	State Football Centre* State Tennis Centre*
Outdoor Stadium Up to 1,000	Various Shooting Sports, Rowing, Kayaking	Whiteman Park International Shooting Complex Pinjar Rifle Range Champion Lakes
Indoor Stadium 15,000	Basketball, Netball, Tennis, Major Community events	Perth (RAC) Arena
Indoor Stadium 3,000 – 5,000	Netball, Basketball, Regional/State Indoor Events for 2 nd tier sports	HBF Stadium
Indoor and Outdoor Stadium 1,500 – 3,000	Basketball, Netball, Volleyball, Badminton. Equine, BMX, Community Events, Roller Sports, Cycling, Weightlifting, Baseball, Softball	WA Basketball Centre State Equestrian Centre Midvale Speed Dome Baseball Park State Softball Centre HBF Arena
Indoor Stadium 0 – 1,500	Netball, Basketball, Volleyball, Badminton	State Netball Centre Loftus Centre Kingsway and various other venues that provide for state level competition
Indoor or Covered Outdoor Stadium for Swimming 2,000 – 3,500	Swimming and other pool-based water sports	HBF Stadium
Motorsport	Motor vehicles, motorcycles, speedway, drag racing	Perth Motorplex, Wanneroo Raceway

Major Sporting Trends

Trend	Impact	Infrastructure Implications
Alternative sporting formats	New sporting formats such as 20/20 cricket and AFLX are changing the way that sports are consumed and played. This change effects associated infrastructure demands, Alternative formats typically require a lower time commitment and are much more focused on entertainment aspects.	Alternative sporting formats place additional demands on infrastructure not traditionally used. Further monitoring will be required to track how these alternative formats will change the demand for particular facilities.
Societal pressures influencing participation	Changing societal pressures are influencing who plays sport and for what reasons. Young adults are expected to suffer significant declines, particularly young women, due to a combination of a less active childhood, an absence of free time and insufficient flexible and appropriate sporting options.	Policy makers will need to be cognisant of the need to combat this trend to effectively continue building utilisation in sporting infrastructure.
Digital influence and investment	The sporting sector has not responded quickly to the digital revolution and for the large part is being left behind. There is an increasing divide between consumer expectations and the ability of sports to deliver. This will continue to widen if sports do not respond. For context, Australian sport invests on average one quarter of the rate of charities and non-profit organisations on digital technology.	Investment is needed to equip SSAs and infrastructure to take advantage of new technologies. Equipping infrastructure with the ability to take advantage of digital opportunities such as streaming can improve participation, viewership and potentially revenue generating opportunities.
The increasing commercialisation of sport	Sports that are able to access commercial revenue streams have greater capacity to invest in infrastructure.	National Sporting Organisations with access to commercial revenue streams will be better able to provide infrastructure to support their sporting competitions.
Increasing Standards	Facility The constant change in facility standards by international and national sporting organisations have made it increasingly difficult for funders, facility owners and operators to keep up with demands. Increased competition from alternative viewership formats have driven an increase in customer expectations. This has increased expectations for amenity, technology and facility standards for sporting competitions.	Changing facility standards and customer expectations have led to increasing costs of new facilities and legacy facilities that no longer fit the technical requirements of their sports.
Tendering for Major Competitions	There has been a recent shift from allocating sporting competitions under a rotational basis to now allocating under a tender basis. This has resulted in more a competitive environment for event bidding and facilities with increasing facility standards and capacity being used as a tool to attract events.	A strategic approach to facility provision and events bidding is required. Direct competition with the eastern-states is unlikely to prove successful, rather Western Australia should concentrate on specific target markets that align

Trend	Impact	Infrastructure Implications
		with our geographic location and international connections.
LED and other audio-visual technology impact on fan experience	The advent of LED lighting in sporting facilities is one of the most influential implementations of technology in the sporting arena, improving fan experience significantly. This technology has changed the fan experience in the following ways: <ul style="list-style-type: none"> • Improved fan involvement • Flicker free replays • Clearer visibility • Fewer delays • Flexibility in stadium tenancy • Reduced power usage and UV light output 	LED lighting has significantly enhanced the fan experience. Investment in LED lighting is likely to continue to be necessary and expected from the public point of view. As a result investment will be required to ensure this standard is reached in current and future facilities. LED lighting will also provide flexibility in allowing multiple teams (with different colours) to have a home stadium, reducing set up complexity.
Sustainability practices expectations	The growing community expectations on minimisation of water and energy use coupled with waste management practices has seen and will continue to see a growing influence in design, management and procurement practices.	Design of infrastructure continues to evolve on site power generation, waste recycling and water re use. Higher initial capital costs may be offset by lower life cycle costs

Sports Dimensions Guide for Playing Areas Sport and Recreation Facilities. Sixth edition: June 2016¹⁶

This guide aims to provide general information in relation to the design and markings for a range of sporting activities. Volleyball specifications are provided for all codes (playing area, nets, and posts.) with Indoor Volleyball (page 99), Beach Volleyball (page 100) and Indoor Beach (page 100).

Public Parkland Planning & Design Guide (WA)¹⁷

In this Guide, Parkland refers to 'land that has been reserved for the purpose of formal and informal sport and recreation and/or preservation of natural environments such as bushland, wetlands, river and coastal foreshore systems.' The Guide offers good practice planning and design principles for creating and maintaining parklands. Functions flagged for consideration in the guide include

- Sport and recreation: providing for a range of formal (organised sport and structured activity) and informal (exercise, play and socialising) recreation activities
- Physical linkages: linking larger areas of open space, natural features and community facilities through walkable corridors and greenways

Environmental Sustainability Pack for Sport and Recreation Organisations in Western Australia. February 2012¹⁸

The purpose of the document is to provide information on environmental issues that are currently facing WA sporting clubs and organisations and to provide assistance for these clubs and organisations to reduce their environmental impact. The document promotes the importance of environmental sustainability and addresses the environmental issues facing sport and recreation organisations. Current issues include:

- Climate change - the impact of reduced rainfall and increased temperatures on playing surfaces

- Carbon neutrality
- Energy efficiency - the increased costs associated with electricity and fuel and the subsequent pressure on budgets
- Waste – the environmental impact and the look and feel of our sporting facilities
- Water – increased costs for water and limited water availability for irrigation and water-based facilities
- Biodiversity – minimising the impact of our sport on the natural environment

Venues West¹⁹

Venues West have launched their 2022 – 2027 Strategic Plan with the vision to “To be Australia’s leading provider of sport and entertainment venues and precincts”.

From a VWA perspective, Venues West’s direct support of high-performance sport is important. The High Performance Sport Strategy within the Strategic Plan will aim to enhance the performance of current and future Western Australian athletes by facilitating their ability to compete and train in their home State. The athletes are to be supported in their pursuit of high-performance sporting success through the investment by Venues West in facilities to meet national and international compliance, prioritisation of training and competition activities.

In August 2022, VWA was successful in maintaining the position as one of Venues West targeted 18 sports and was assessed as one of the 16 ‘performing sports’, this means that Volleyball will remain a Venues West targeted sport through to 2025-26 at which time all targeted sports at that time will be reassessed.

As a Venues West targeted sport Volleyball will receive:

- Subsidy on venue hire and lease arrangements.
- Priority access to venues and facilities.
- Support from VenuesWest to assist in developing bids to bring major sporting competitions to Perth.
- Prioritised capital investment in training and competition facilities.
- Venues West venues that provide indoor volleyball courts include HBF Claremont, HBF Joondalup, Bendat Basketball Centre and the Gold Netball Centre.

Facility Funding Streams

Community Sporting and Recreation Facilities Fund (CSRFF)²⁰

CSRFF is the State Governments annual grants for sport and recreation infrastructure, comprising of small, annual and forward planning grants.

Relevant recent recipients of the 2019/20 small grants include;

- City of Armadale – Construction of beach volleyball court at Novelli Reserve

Growth and Trends

High level summary data for Western Australia in 2021

Western Australia Snapshot²¹

Population

In the 2021 Census, the number of people counted as usual residents of Western Australia (WA) was 2.7 million. This was up from 2.5 million in 2016. Fifty years ago, in 1971, the Census counted almost 1.0 million people. In 2021, almost four out of five people in WA lived in the capital city area of Greater Perth (2.1 million).

Age

The median age for people from WA has been on the rise. In 1971, the median age was 25 years. The median age was 36 years in 2016 and 38 years in 2021 in WA. The Australian median age was 38 years in 2021.

Aboriginal and Torres Strait Islander peoples

In the 2021 Census, 89,000 people identified as being of Aboriginal and/or Torres Strait Islander origin in WA, making up 3.3% of the population. This was an increase from 76,000 counted in 2016, and higher than the Australian percentage of 3.2% in 2021.

Country of birth

Most people in WA were born in Australia. The proportion of people who were born overseas has increased over time. In 1971, 27.3% of people were born overseas. This has increased to 32.2% in both 2016 and 2021.

In 2021, the top five countries of birth in WA were:

- Australia (62.0%)
- England (7.4%)
- New Zealand (2.8%)
- India (2.3%)
- South Africa (1.7%)

Language

In 2021, most people only used English at home (75.3%). This was up from 75.2% in 2016.

After English the most common languages used were Mandarin (1.9%), Italian (1.0%), Vietnamese (0.9%) and Punjabi (0.8%).

Religion

In 2021, the main religious affiliation in WA was Christianity (41.1%). This proportion has decreased over time as people reporting non-Christian religions and no religious affiliation have increased. In 2016, Christian affiliation was 49.8%, and in 1971 it was 85.5%.

In 2021, 8.0% of people in WA were affiliated with a non-Christian religion. The most common were Islam (2.5%), Buddhism (2.2%) and Hinduism (2.0%).

The percentage of people who identified as having no religious affiliation was 42.9% in 2021. This was an increase from 33.0% in 2016, and 8.7% in 1971.

Income

In WA, the median weekly income was \$848 for individuals and \$2,214 for families in 2021. These increased from 2016 when the incomes were \$724 for individuals and \$1,910 for families.

Household and families

Households are getting smaller in WA. In 2021, the average number of people who lived in each household in WA was 2.5, a decrease from 3.4 people in 1971.

In 2021, 71.2% of households were family households. This was a slight decrease from 72.7% in 2016.

The most common type of family in WA was families with children. In 2021, 44.6% of families were couples with children and 15.1% were one parent families.

Employment

In July, 2022²², there were 1,470,600 reporting to being in the labour force in some capacity and 3.2% unemployed.

Growth Centres

Greater Perth increased by 358,700 people (20%) between 2011 and 2021, the rest of the state increased by 37,800 (7.3%).²³

The areas with the largest growth were:

- Baldivis - South (up by 14,800 people) in Perth's outer south-west
- Alkimos - Eglinton (14,400) in Perth's outer north-west
- Piara Waters - Forrestdale (12,900) in Perth's south-east

The areas with the highest growth rates were:

- Piara Waters - Forrestdale (up by 340%)
- Brabham - Henley Brook (320%) in Perth's north-east
- Harrisdale (210%) in Perth's south-east

The areas with the highest density at June 2021 were:

- Perth (North) - Highgate (4,000 people per sq km) in Perth's inner north
- Scarborough (3,700) on Perth's north-west coastline
- Tuart Hill - Joondanna (also 3,700) in Perth's inner north

Education

As of 2021, 5.6% were at a pre-school, 27.6% at a primary school, 21.8% at a secondary school, 7.4% at a technical or further education institution and 13.9% at a university or tertiary institution.²⁴

Schools that are planned to open in 2022 & 2023 include:²⁵

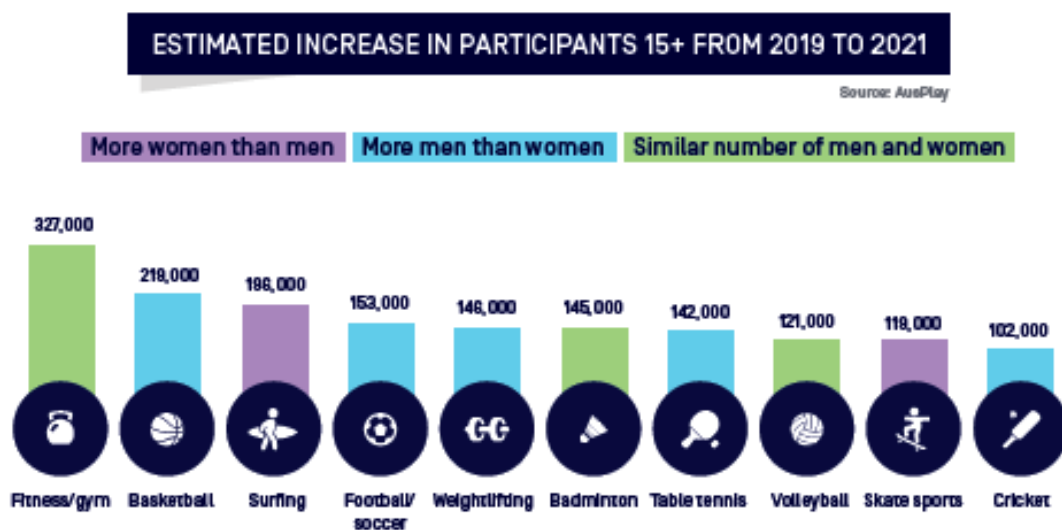
- Burns Beach Primary School
- Landsdowne South Primary School
- Madora Bay Primary School
- Riva Primary School
- Shorehaven Primary School
- Treeby Primary School
- Wellard Primary School
- West Swan Primary School
- Alkimos Secondary School
- Bob Hawke Secondary School
- Hammond Park Secondary School
- Piara Waters Secondary School

Sports Participation

AusPlay

Key national findings reported in the 2019-2021 'AusPlay Participation data for the sport sector'²⁶ include:

- In 2021, 88.9% of Australians aged 15 years or over had participated within sport / physical activity within the previous year. This was a small decrease from 90.5% in 2019.
- In 2021, 72.5% of children (0-14years) had participated in organised sport / physical activity outside of school hours. 58.3% participated via volleyball clubs or associations.
- The estimated growth in volleyball participants 15 years or over between 2019 and 2021 was 66,000 females and 55,000 males. The data shows that the estimated volleyball increase was eight out of the Top 10 sport and physical activities between 2019 and 2021.



- The AusPlay data Participation trends for adults 15+ indicate that of the 344,000 overall participants 251,000 are 'organised participants, and 87,000 are club participants. 31.2% of participants played volleyball through a Club or Association. NB: This data includes Beach Volleyball and Indoor Volleyball only.
- Of the data indicated the following male / female participation was reflected;
 - Adults 15+ years 51% male and 49% female
 - Children 0 - 14 years 43% male and 57% female
- The strongest motivation for taking part in non-sport related physical activity was health / fitness. This was also the lead motivation for playing sport, plus the additional factors of fun, enjoyment, and socialising. Women were more motivated by physical and mental health, whilst men were more motivated by the enjoyment and socialising aspects.

- Barriers to participation for adults (up to middle age) were time pressures, poor health or injury. Parents were a barrier to children participating in out of school sport / activities, through a perceived perception that they were too young.

Roy Morgan Participation Data

According to Roy Morgan Data in 2017²⁷, only one in five Australians play competitive sports, showing a 27% decrease from 2001 to 2016. Volleyball features 14th in the participant numbers table but demonstrated a 10% decrease over the 15 year range. Rowing, Soccer and Archery represented the greatest growth, with Soccer also holding the top spot of number of regular participants, ahead of Golf and Tennis. Males aged between 14 to 24 remain the most likely to play competitive sports, however participation rates in that age group fell by 15%. Women aged 35 to 49 and 50+ were the least likely at 9 and 10% respectively. Increased participation rates for males were seen in Golf, Darts, Pool and Bowling and among young women participation has increased in Soccer, Volleyball and AFL.

February 2018 participation data²⁸ showed activities and participants (regularly or occasionally) from the Commonwealth Games sports indicated that 447, played volleyball (226,000 male and 221,000 female).



Summary of Considerations – Strategic Environment & Trends

The strategic environment, growth and trends evidence suggest that the following is required for Volleyball WA to meet its vision and mission;

- Align all projects / activities to Sport 2030 – in particular to the Strategic Priorities ‘Building a More Active Australia’ and ‘Strengthening Australia’s sport industry’.
- Align all projects / activities to the Physical Activity and Sedentary Behaviour Guidelines.
- Adapting projects / activities to the research trends pertaining to ‘Informal Sport’ and how Australians are participating in sport and physical activity whilst adapting to COVID- normal.
- Ongoing review of the event requirements to host state, national and international events including mass participation events.
- Creation of networks with other providers, including health, education, Healthway and other state sporting associations (multi-sport activities).
- Demonstrate the versatility of volleyball in terms of facility infrastructure and promote multi-use options and activities that require no or minimal infrastructure.
- Facility developments / provision of ‘places to play’ to be mapped against geographical locations with high population growth / expected population growth.
- Facility developments / provision of ‘places to play’ to be mapped against growth in education provision and developments in transport / infrastructure.
- Provision of a wide range of participation opportunities that are accessible within the local community and tailored to their current and expected community demographic, with a particular focus on public open spaces.
- A wider range of programs developed to address the changes in the way people participate in sport and physical activity (informally), health issues and an ageing population.
- Volleyball WA to lead by example and promote physical activity to tackle sedentary behaviour in the workplace.
- Continue to liaise with DLGSC and Venues West in terms of access to facilities.
- Consider environmental impact factors in all projects.
- Lobby planned primary and secondary school and local government developments to ensure that volleyball infrastructure is considered.
- Consider partnerships with Lawn Bowls Clubs to utilise unused greens and share unique demographics.
- Lobbying of key government departments for volleyball to be viewed as a key driver of change and a leader of best practice.

Volleyball WA – State Profiling

VWA Strategic Plan 2022 - 2025

The purpose of the VWA Strategic Plan 2022 - 2025 is 'to inspire healthy minds and bodies through volleyball and the mission is 'to support Western Australian Communities to play the world sport of volleyball in an inclusive and fun environment'.

The Places to Play related sections of the VWA Strategic Plan 2022 - 2025 are;

Participation – *capture, engage and increase the number of volleyball participants*

- Review and implement the places to play strategy with a focus on high growth local communities.
- Build partnerships to provide 'places to play' for any participant within 20km from their home (all metro and regional centres).

Pathways – *provide development opportunities and support for the volleyball community*

- Provide Places to Play state-wide to support the volleyball development, TID and HP pathway activities.

Profile – *build the visibility of volleyball in Western Australia*

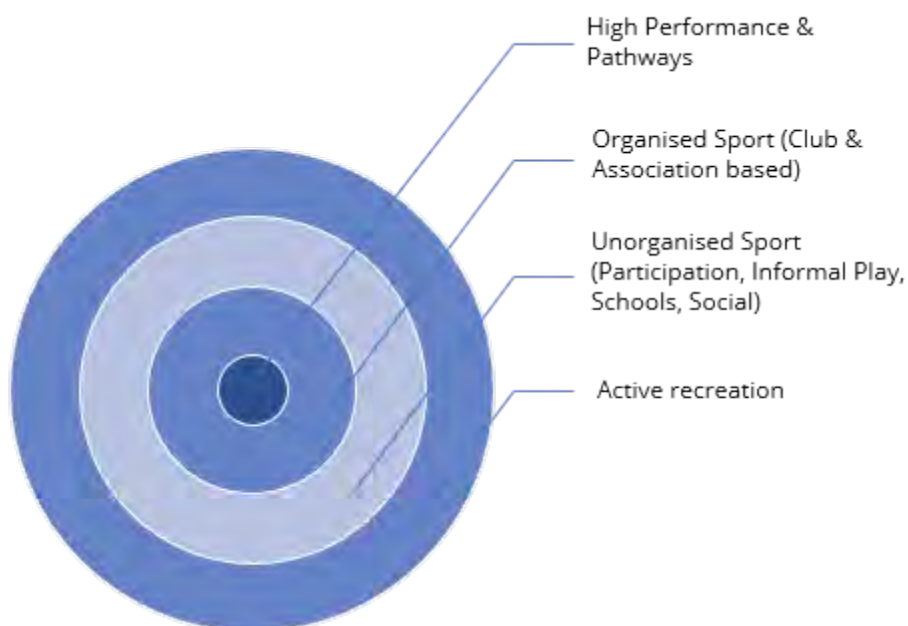
- Build effective relationships with all levels of government (local, state, and federal) and other stakeholders to expand the places to play network.

Through People – *Sustainable growth through empowered and connected people*

- Develop and expand collaborative opportunities with venue and facility operators and owners.

Participation

The 'recorded' participation base of VWA is continually growing in all areas of the sport. As a sport volleyball offers opportunities for all levels within sport and recreation.



19,385 individual members registered with the association in 2021. The majority of members play, referee and / or coach volleyball primarily in either the 'High Performance & Pathways', or the 'Organised' levels within the sport. VWA, under the guidance of Volleyball Australia, provides all of the State Team and Pathway Development programs offered in Western Australia for both beach and indoor volleyball athletes.

From a 'Unorganised' and 'Active Recreation' perspective the following are the 2021 participation statistics;

- Program Participants – 75,269
- Event Participation – 4,591
- Discover Volleyball Participation – 20,603
- School Participation* – 18,838
*Includes School Clinics Participants
- Multicultural Participation – 10,049
- Aboriginal & Torres Strait Participation – 456
- Disabled Participation – 434
- Indoor Beach Participation – 57,835
- Public Open Spaces Participation – 62,192

Discover Volleyball

The Discover Volleyball programs, activities and products were introduced as marketing and promotional tools to assist people wishing to play volleyball in non-competitive and non-pathways formats. This portfolio consists of;

- Backyard Volley (Product)
- Kids Volley (presented by Spikezone)
- Junior Volley
- Lead Volley (Leadership Program)
- Pool Volley (Product)
- School Volley
- Social Volley (includes Senior Volley and All Abilities Volley)
- Urban Volley (Corporate program)

The fastest growth areas within the Discover Volleyball portfolio are Kids and Junior Volley. Kids Volley has experienced growth from 17 (2021) to 69 (January to June 2022) term programs, while Junior Volley also saw growth from 13 (2021) to 53 (January to June 2022) term programs.

The newest program launched in July 2022, within the Social Volley portfolio is that of Senior Volley. This program is currently being rolled out at Aged Care homes and Senior Social Centres.

Affiliated Clubs, Associations, Centres, Schools and Community Groups

As of August 2022, VWA has a total of 185 affiliates in the following categories;

- **Platinum (20) and Platinum Regional (8) – 28**

This category services the two 'organised' sections of the sport, the members of these affiliates can play in all competitions and leagues provided by VWA. None of the 15 affiliated Indoor Clubs and Associations (play in the WA Volleyball League – WAVL & WA Volleyball Junior League - WAVJL) have Home venues or facilities, collectively in 2022, they have operated out of a total of 42 different locations for their trainings and games.

- **Gold – 11**

This category services both 'organised' and 'unorganised' sections of the sport. The eight Indoor Beach Centres are supported within this category. Seven of the Centres provide primarily volleyball related competitions and activities, one Centre (Mandurah) is a multi-sport venue.

- **Silver - 119**

This category services Schools (Primary and Secondary).

- **Bronze - 27**

This category services Community Groups, Leisure Centres / Local Government Parks and Facilities, Universities and others.

Codes of the Sport

The four codes of the sport include beach, indoor, indoor beach and park / grass volleyball. The competitions, programs and activities provided within each of the codes are extensive and require many different venues and facilities to be able to play the sport of volleyball.

In 2021 the following 'places to play' were utilised to support the different Volleyball WA competitions, programs and activities;

Places to Play - Venues and Beaches used in 2021

Volleyball WA has used the following beaches and venues in 2021:

- Alcohol. Think Again Beach Tour Stops: Trigg Beach, Scarborough Beach, Tarcoola Beach (Geraldton), Town Beach (Mandurah), City Beach and Sorrento Beach.
- WAVL and WAVJL – Aquinas College, Bendat Basketball Centre, Cockburn ARC, Loftus Recreation Centre, Rossmoyne SHS, The Rise, Warwick Stadium, Kingsway Stadium, Curtin University, Penrhos College, St. Mary's Anglican Girls' School, and Mandurah Baptist College.
- VWA Kids Volley (Spikezone) and Junior Volley– Cockburn CRC, Lakeside Recreation Centre, Morley Primary School, Leschenault Leisure Centre, Geraldton Aquarena
- School Competitions – Loftus Recreation Centre, Lords Recreation Centre, The Rise, Warwick Stadium, Bendat Basketball Centre.
- Social Volley Events – HBF Arena Joondalup, Loftus Recreation Centre, Inner City Beach (West Perth), Hartfield Park Recreation Centre
- Development and State Team Programs – Curtin University, The Rise, Kingsway Stadium, Warwick Stadium, Perth Modern School, Trinity College, Aquinas College, Penrhos College, Inner City Beach (West Perth), and City Beach.
- Education Courses and Teacher Professional Development – Aquinas College, Broome Recreation and Aquatic Centre, Halls Head Recreation Centre, John Paul College, Kolbe Catholic College, Loftus Recreation Centre, and Lords Recreation Centre.
- Clubs Conference – Department of Local Government, Sport, and Culture
- Annual Dinner – Doubletree Waterfront by Hilton
- ATA State Championships – Bendat Basketball Centre.

Places to Play - VWA Beach Court Facilities – Inner City Beach and Cockburn CRC

- VWA continued to work with The Hub Beach Volleyball Club (Inner City Beach) and new primary user club Southern Cross Volleyball Club (Cockburn CRC) to provide opportunities for individuals to play volleyball at the venues. VWA continues to use both venues for junior development and State Team programs. An online booking system, SimplyBookMe was implemented for both venues in 2021.

Places to Play - VWA Public Open Spaces

VWA continues to engage local councils to activate public spaces by erecting volleyball posts on beaches and in parks. These give members of the public an opportunity to get active and play volleyball in their

free time. Regional Associations are also active in ensuring that posts on their beaches are maintained. Volleyball posts are currently available in Albany (4 courts), Bunbury (13 courts), Busselton (6 courts), Cottesloe (2 courts), City Beach (8 courts), Floreat Beach (2 courts), Scarborough Beach (4 courts), Piara Waters (1 court), Ellenbrook (1 court), and Narroona Park (1 court). We have recorded an estimated usage of 62,192 participants in 2021 on these 42 public courts.

In 2022, VWA was successful in obtaining an Innovation Grant (\$50,000) from DLGSC which supported the development of an App - 'Volley-mates', and the ability for participants to access both an on-line booking system and hire equipment via a secure locker system. This project will be launched and piloted in four locations in October 2022.

Places to Play – Metropolitan and Regional

VWA had the capacity to engage the following Local Governments regarding possible Places to Play in 2021. These contacts directly resulted in the new beach court being provided by the City of Armadale in Piara Waters and four new beach courts at Scarborough Beach with the support of the City of Stirling. We continue following up on the opportunities from our ongoing discussions.

City of Armadale	City of Kwinana	Shire of Derby/West Kimberley
City of Bunbury	City of Mandurah	Shire of Harvey
City of Busselton	City of Melville	Shire of Irwin
City of Canning	City of Rockingham	Shire of Mingenew
City of Cockburn	City of South Perth	Shire of Mullewa
City of Fremantle	City of Stirling	Shire of Murray
City of Gosnells	City of Subiaco	Shire of Serpentine–Jarrahdale
City of Greater Geraldton	City of Wanneroo	Town of Cambridge
City of Joondalup	Shire of Broome	
City of Kalamunda	Shire of Capel	

Access to appropriate Places to Play continues to remain a key challenge for the entire sport.

Case Study - WA Volleyball League (WAVL) and WA Volleyball Junior League (WAVJL) - Indoor

In 2022, 14 Platinum and Platinum Regional Affiliated Clubs and Associations played in one or both of these Leagues. A total of 44 venues were used to support the Affiliated Clubs, Associations and VWA to play and train for these two Leagues. These consisted of the following locations;

- 23 Schools and Colleges
- 12 Local Government Centres
- 4 University Centres
- 3 Venues West Centres
- 2 Basketball Centres

While this was an average of three venues for each of the Clubs / Associations, one Club used seven venues to play and train, one club used six venues, three Clubs / Associations used four venues, and only one Regional Association used one venue. VWA used a total of 17 venues, nine for WAVL and 12 for WAVJL.

The State League and State League Reserves teams from 10 Clubs / Associations used 13 venues to host their Home Game Rounds.

In 2020, VWA employed the first Places to Play Coordinator. A review of the position description (name changed to Community & Stakeholder Engagement Coordinator) indicates that the 2022 key responsibilities include;

- Manage current VWA venues and Places to Play.
- Liaison with key external stakeholders; including Local Governments, Parks and Leisure Australia (WA), Venues West, recreation centres, facility providers, universities, community groups, mine sites and potential funding providers.
- Review, evaluate and update the existing Regional Places to Play Strategies and initiatives to align with the VWA Strategic Plan and the VWA Places to Play Strategy 2019 – 2024. Support the Participation Manager with the completion of the Mid-West Regional Places to Play Strategy and the Regional Development Coordinator (Peel / South West) with the South West Places to Play Strategy.

In conjunction with this position, in 2020, VWA was proactive in the employment of a South West & Peel Regional Coordinator (based in Bunbury). A further Regional Coordinator will be employed in the Mid-West (based in Geraldton) in January 2023.

Opportunities – Places to Play

In order for Volleyball to reach its full potential within Western Australia this strategy recommends the following:

Community access to a minimum of one Volleyball Public Open Space per suburb

The development of new, and expansion of existing, housing precincts / estates provides VWA with an opportunity to liaise with Local Government Authorities and Developers to provide a Public Open Space activation. This is especially relevant in areas where there is a high population of CaLD communities and / or low socio-demographics, who may have experienced volleyball in their home nation.

Actions:

1. *Utilise ActiveXchange Sports Eye platform to identify priority growth areas to support VWA's engagement of LGAs.*
2. *Utilise the Public Open Spaces proposal to demonstrate versatility of volleyball fixed and portable infrastructure*
3. *Identify equipment and program gaps and develop solutions.*
4. *Management of the current and new Volleyball poles on beaches, parks, and reserves (as per VWA Annual Report).*
5. *Support the innovation project to facilitate more places to play and increase spontaneous active recreation opportunities.*
6. *In conjunction with the Innovation Grant coordinate Public Open Space activations across the State.*

Volleyball recognised as a viable business proposition

Access to facilities of the appropriate level and at the appropriate time / schedule continues to be an issue for Volleyball WA and many Clubs / Associations. Anecdotally a potential reason for this is the seasonal split between indoor and beach, resulting in facilities only being required for a finite period of time. This makes volleyball a less viable business proposition to facility providers when compared with other sports that make bookings all year round (e.g Basketball).

Through the Discover Volleyball program, VWA and Clubs / Associations can extend the range of programs available all year, ranging from participation through to competitive. A key role of VWA will continue to be supporting affiliates to reach their facility aspirations, lobby on their behalf and create wider partnerships.

Actions:

- 1. Engage Clubs / Associations with Discover Volleyball programs – Kids Volley, Junior Volley and Social (includes Seniors and All Abilities) Volley.*
- 2. Promote portable kits to facility providers and schools.*
- 3. Formalise relationships with Facility Providers through the VWA Bronze Affiliation process and provide support for the establishment of new volleyball activities.*
- 4. Build effective relationships with all levels of government (local, state and federal) and other stakeholders to expand the places to play network.*
- 5. Find and audit all facilities with volleyball courts across WA and develop a facility map that is accessible by affiliates.*
- 6. Develop facility case studies and program guidance to demonstrate annual usage of facilities.*
- 7. Develop environmental policy and impact case studies demonstrating minimal impact of beach activities.*
- 8. Distribute the Club Health Check to identify the facility aspirations for each club.*
- 9. Develop individual affiliate action plans and provide support to engage with their LGA and facilities.*
- 10. Develop funding application templates for affiliates.*
- 11. Develop partnerships to provide business training and guidance for clubs.*
- 12. Promote Urban Volley – Discover Corporate Volleyball Packages.*
- 13. Provide support and advice in relation to facility and venue development including review and updating the Volleyball Facilities Guidelines.*

Provision of high quality and flexible services to attract maximum users

The delivery of high-quality programs and activities from recreational through to performance has always, and will continue to be of high importance to clubs, state and national associations. With the development of the Discover Volleyball program, VWA has now introduced a much wider array of flexible and user defined programs, which address the changes in user demographics. To support localized growth, volleyball affiliates need to understand their market and implement target programs for the demographics of their local community. Volleyball WA will continue to offer this service to affiliates.

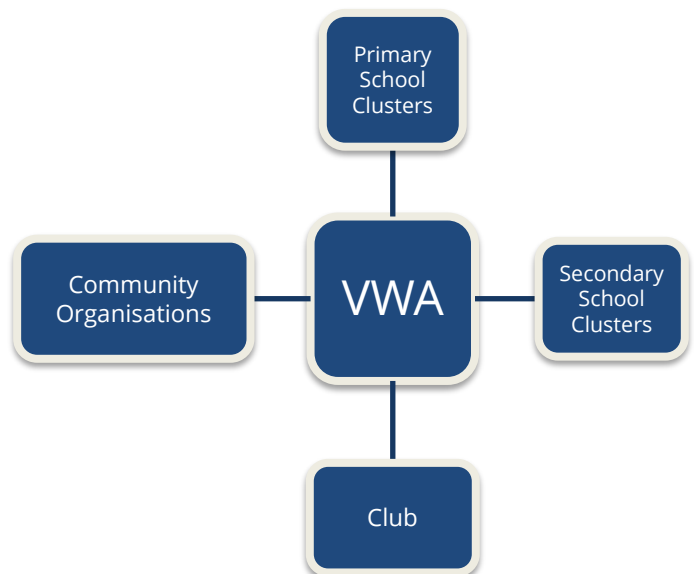
Actions:

1. Build partnerships to provide 'places to play' for any participant within 20km from their home (all metro and regional centres).
2. Review and implement the regional places to play strategies with a focus on high growth local communities.
3. Utilise ActiveXchange Sports Eye platform to identify priority growth areas for Affiliates
4. Continue to monitor participation rates within the sport, identifying trends and opportunities.
5. Continued promotion of Discover Volleyball programs to a wider audience, including providers.
6. Development of programs targeted at specific groups, addressing any health, cultural, economic, access and geographical barriers that they may face.
7. Support affiliates to access grants and / or offer greater flexibility in registrations and fees to support those from low socio-economic backgrounds.
8. Continued implementation of Club Development, risk management and member protection programs.
9. Continued implementation of workforce professional development.
10. Identify and support the implementation of new clubs / associations in areas where there are provision gaps.

Creation of Volleyball Clusters

The creation of volleyball 'clusters' will enable partnership development, mentoring, sharing of resources, localised delivery and creation of a pathway within the sport.

These clusters will provide an opportunity for Volleyball WA to connect schools and community organisations to a local Club/Association to create ongoing opportunities for participants of all ages and abilities to engage with volleyball.



Actions:

1. Map clubs / associations to their local primary and secondary school clusters (current and opening [page 21]).
2. Develop resources and schedule professional development workshops to support teachers to deliver volleyball in schools.
3. Support clubs / associations to develop Kids and Junior Volley Centres at their local schools.
4. Support clubs / associations to become Sporting Schools provider.
5. Develop partnerships with community organisations, including preventative health, youth groups and Aged Care providers.
6. Liaise with clubs / associations to identify development needs to support clusters and deliver appropriate training.
7. Provide Places to Play state-wide to support the volleyball development, TID and HP Pathway activities.

Identification of Multi-Sport opportunities

A number of case studies already exist demonstrating the multi-sport / multi-use opportunities that exist, for example the conversion of a bowling green into a beach volleyball court and the co-location of beach volleyball courts with other facility providers (Cockburn Arc).

Through the Regional Places to Play Strategies, VWA will identify any potential opportunities for partnerships with other sports and providers.

Actions:

1. *Develop and expand collaborative opportunities with venue facility operators and owners.*
2. *Develop multi-sport / co-location case studies.*
3. *Investigate versatile equipment that could be used for other infrastructure.*
4. *Build relationships with other stakeholders such as Surf Lifesaving, Royal Life Saving and Bowling WA to develop outside the box solutions including the development of a regional pool volleyball program.*
5. *Identify potential facility development funding avenues.*
6. *Identify potential mine-sites for the development of volleyball activities.*

Conclusion

Access to facilities for traditional volleyball competitions and events will continue to be an issue for Volleyball WA in the short to medium term due to the size and growth of the sport and its seasonal nature. However, what has become clear when reviewing the Volleyball WA Places to Play Strategy is the positive positioning of VWA to offer flexible and unique participation opportunities for all to engage with the sport. While competition and performance will always be a core business function of the Association, the introduction of Discover Volleyball and Public Open Space activations demonstrates that VWA's new and growing marketplace opportunity is to provide low cost and informal recreation activities in the park, pool, beach and backyard.

Supporting Documents

This Strategy should be read in conjunction with the following documents:

- VWA Strategic Plan 2022 – 2025
- VWA Annual Report 2021
- VWA Facility Guidelines – Beach, Indoor and Park / Grass
- VWA Public Open Spaces Proposal
- Regional 'Places to Play' Strategies
- VWA Stories of Change

End Notes

- ¹ https://www.sportaus.gov.au/nationalsportplan/home/featured/download/Sport_2030_-_National_Sport_Plan_-_2018.pdf
- ² Australian Sports Commission, 2019
- ³ Australian Sports Commission, 2019
- ⁴ <https://volleyball.org.au/wp-content/uploads/filr/5638/VA%20Strategic%20Plan%202021%20FINAL.pdf>
- ⁵ <https://www.monash.edu/education/research/projects/informal-sport-health-social-resource-for-diverse-young-people>
- ⁶ https://www.clearinghouseforsport.gov.au/_data/assets/pdf_file/0010/1060399/Ausplay-COVID-update-July-2022.pdf
- ⁷ https://www.dplh.wa.gov.au/getmedia/c0344625-ad57-4c1a-8a97-72d79196326f/FUT-SPS_2050_Executive_Summary#:~:text=It%20envisages%20that%20by%202050,the%20highest%20in%20the%20world.
- ⁸ <http://www.drd.wa.gov.au/Publications/Documents/Regional%20Development%20Strategy.pdf>
- ⁹ <https://www.peel.wa.gov.au/wp-content/uploads/2016/12/RCDP-Framework-2015.pdf>
- ¹⁰ <https://www.mhc.wa.gov.au/media/2829/mhc-prevention-plan.pdf>
- ¹¹ <https://www.healthway.wa.gov.au/wp-content/uploads/0428-Healthway-Strategic-Plan-Document-1-Plan-on-a-Page-Aug18-v6-WEB-compressed.pdf>
- ¹² <https://sportwest.com.au/wp-content/uploads/2022/08/SportWest-Sport-in-Western-Australia-Social-Return-on-Investment.pdf>
- ¹³ <https://www.tourism.wa.gov.au/About-us/Our-organisation/Pages/Our-role.aspx#/>
- ¹⁴ <https://www.dlgsc.wa.gov.au/department/publications/publication/sport-and-recreation-industry-priorities#:~:text=Priorities-,The%20industry%20is%20equipped%20to%3A,those%20new%20to%20an%20activity>
- ¹⁵ [https://www.dlgsc.wa.gov.au/department/publications/publication/SSIP#:~:text=The%20State%20Sporting%20Infrastructure%20Plan%20\(SSIP%2C%20previously%20the%20State%20Sporting,National%20and%20International%20level%20sporting](https://www.dlgsc.wa.gov.au/department/publications/publication/SSIP#:~:text=The%20State%20Sporting%20Infrastructure%20Plan%20(SSIP%2C%20previously%20the%20State%20Sporting,National%20and%20International%20level%20sporting)
- ¹⁶ https://www.dlgsc.wa.gov.au/docs/default-source/sport-and-recreation/sports-dimensions-guide-june-2016.pdf?sfvrsn=5f41f778_3
- ¹⁷ [https://www.dlgsc.wa.gov.au/docs/default-source/sport-and-recreation/public-parkland-planning-and-design-guide-\(wa\).pdf?sfvrsn=9584b7c0_1](https://www.dlgsc.wa.gov.au/docs/default-source/sport-and-recreation/public-parkland-planning-and-design-guide-(wa).pdf?sfvrsn=9584b7c0_1)
- ¹⁸ https://www.dlgsc.wa.gov.au/docs/default-source/sport-and-recreation/environmental-sustainability-pack.pdf?sfvrsn=d16fbf0a_1
- ¹⁹ https://www.venueswest.wa.gov.au/docs/default-source/venueswest/venueswest/corporate-publications/venueswest-strategic-plan-2022-27-.pdf?sfvrsn=dda3fc90_3
- ²⁰ <https://www.dlgsc.wa.gov.au/funding/sport-and-recreation-funding/community-sporting-and-recreation-facilities-fund>
- ²¹ <https://www.abs.gov.au/articles/snapshot-wa-2021>
- ²² <https://www.abs.gov.au/statistics/labour/employment-and-unemployment/labour-force-australia/latest-release>
- ²³ <https://www.abs.gov.au/statistics/people/population/regional-population/latest-release>
- ²⁴ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/5>
- ²⁵ <https://www.education.wa.edu.au/building-our-schools>
- ²⁶ <https://www.clearinghouseforsport.gov.au/research/ausplay/results>
- ²⁷ <http://www.roymorgan.com/findings/7182-decline-in-competitive-sports-participation-australia-december-2016-201703200905>
- ²⁸ <https://www.roymorgan.com/findings/7498-sports-participation-australia-december-2017-201802150615>

Appendix A: LGA support materials & Profiles

Case Studies



STORIES OF CHANGE

VolleyMates

OVERVIEW

There are currently 18 publicly available beach volleyball courts in the Perth Metro and 23 in Regional WA. Volleyball WA launched the Volleymates App in October 2022 which will encourage the spontaneous playing of beach volleyball at beaches and parks across WA.







VolleyMates

THE PROGRAM

In 2021 the Department of Local Government, Sport and Cultural Industries challenged sport to harness technology to innovate the delivery of sport to our community. Volleyball WA rose to the challenge to develop a project that would stimulate spontaneous play of volleyball at our Public Open Space courts.






In WA there are several public courts located on beaches and in parks however without a net and ball usage was limited. The Volleyball WA project has resolved this challenge by creating a fully automated system of finding and booking a court and delivering the necessary equipment.

An initial trial started on Saturday, October 22 at City Beach and Novelli Reserve, Piara Waters and was followed shortly after at Scarborough Beach.

THE RESULTS

From this project the following has been achieved:

-  The project supports the VWA strategic plan by providing increased places to play the game.
-  The project is a collaboration with State and Local Government to help build safer, healthier and stronger communities by providing the infrastructure for residents to participate in a physical activity.
-  The project connects people to the places and the equipment needed to play encouraging increased play and use of publicly available courts.
-  In the first 2 months, there have been a total number of 246 bookings, this has included three regular users, 44 VWA members and 12 members of the public this represents an estimated 2,538 people who have played the game at the trial locations.
-  The project is scalable and following a successful trial period Volleyball WA plan to include the broader public beach courts network throughout the state and looks forward to seeing more of the community playing volleyball on a beach or park near them soon.



STORIES OF CHANGE

Places to Play: Scarborough Beach

Overview

In September 2021, The City of Stirling (CoS) welcomed four new courts at the ever popular Scarborough Beach. The project comes after strong support from Coastal Ward Councillor Karen Caddy, along with CoS Mayor Mark Irwin, who said the City was pleased to approve the court location and excited to see a new sporting amenity added to Scarborough Beach.



Places to Play: Scarborough Beach

THE PROJECT

The new permanent courts were the result of discussions between Volleyball WA and the City of Stirling spanning some five years, and will provide huge exposure for the sport, with competitive players able to train for the beach volleyball season. This will also allow a large number new players to enter the sport, through such a populated and well known location in Perth.

City of Stirling Mayor Mark Irwin says, "This grass-roots level infrastructure will be another drawcard to ensure there is a broad range of recreation options to suit all visitors on our iconic Scarborough Beach, which has long been seen as a desirable location for volleyball."





The project was completed thanks to the willingness of the Local Government to support this, and is a wonderful example of how public spaces like beaches, parks and reserves can provide opportunities for active recreation in the community.

From a Perth Metropolitan perspective, Scarborough Beach joins City Beach (City of Cambridge) and Cottesloe Beach (Town of Cottesloe) in providing "posts on the beach" for people to play volleyball.



THE RESULTS



-  Increase in exposure and participation for the sport of Volleyball.
-  Increase of public, easy to access places to play. Delivering on a key outcome of the VWA Places to Play Strategy.
-  Four courts provides a place for all volleyball players, competitive, social or casual.
-  Ongoing discussions with the City of Stirling to add courts to Trigg Beach next.





STORIES OF CHANGE

STRENGTH IN OUR DIVERSITY

OVERVIEW

Volleyball is a world sport that continues to bring many different cultures together in Western Australia and Volleyball WA continues to work towards the association being a representation of the diversity within the Western Australian population. This diversity has been evident in our 2022 Western Australian Volleyball League Eligibility Declarations for the top two divisions; State League and State League Reserves.



OUR PLAYERS



THE STATS

- 41 different countries of birth in State League and State League reserves (top two grades).
- Engagement of 12 International Federations in 2022 to complete 15 FIVB International Transfer Certificates. These certificates need to be obtained for athletes who have played volleyball in another country prior to playing in Australia.
- 32.8% of players in the top two grades were not born in Australia which is an accurate representation of the 33.3% non-Australian born within the WA population (2016 Census). Only 29.3% of the 41 countries of birth have English as an official language.
- As of May 2022, 6 out of 15 Volleyball WA staff members are non-Australian born.

City of Joondalup - 14,585 Volleyball Participants 2021/22

AFFILIATES & ACTIVITIES (Adults, Kids, Juniors, Social, All Abilities, Beach & Indoor)

- Northern Suburbs Volleyball Academy- 188 members, 436 participants
- Northern Stars Volleyball Club - 236 members Joondalup Indoor Beach Volleyball Centre – 1,168 members, 12,400 participants
- Belridge Secondary College - 20 participants
- Greenwood College – 375 participants
- Prendiville Catholic College – 122 participants
- Halidon Primary School - 40 participants

VWA Members 21/22	
Joondalup - 8	Beldon - 6
Kallaroo - 8	Burns Beach - 4
Kingsley - 44	Connolly - 2
Kinross - 8	Craigie - 3
Marmion - 0	Currambine - 11
Mullaloo - 7	Dun Craig - 26
Ocean Reef - 11	Edgewater - 4
Padbury - 23	Greenwood - 52
Sorrento - 15	Heathridge - 7
Warwick - 19	Hillays - 15
Woodvale - 2	Iuka - 11

TOTAL – 286

Inactive members - 857



Facilities used within the LGA

- Warwick Stadium
- Joondalup Arena
- Joondalup Indoor Beach Volleyball Centre
- Prendiville Catholic College
- Greenwood College

Facilities used by Affiliates outside of LGA

- Kingsway Indoor Stadium
- Stirling Recreation Centre
- Hamersley

SCHOOL PARTICIPATION

Sporting Schools

- Warwick Senior High School - 120 Participants
- Dun Craig Senior High School - 230 Participants
- Halidon Primary School - 40 Participants

Non- Sporting Schools

- Sacred Heart College- 81 Participants
- Mater Dei College – 8 Participants
- Belridge Secondary College - 20 Participants

Schools who competed in the 2021 High Schools Cup

Indoor

- Belridge Secondary College – 20 participants
- Greenwood College – 285 participants
- Prendiville Catholic College – 89 participants
- St Marks Anglican Community School – 9 participants
- St Stephens School Dun Craig - 34 participants

Beach

- Greenwood College – 90 participants
- Prendiville Catholic College – 35 participants
- St Marks Anglican Community School – 38 participants

Other School Competitions

- Mater Dei College – 8 participants
- St Stephens Dun Craig – 24 participants
- St. Marks Anglican – 24 participants
- Sacred Heart College- 80 participants
- Lake Joondalup Baptist – 24 participants
- Prendiville College- 24 participants

34 Registered **Coaches** & 46 Registered **Referees**

Jan 2021 – March 2022



City of Canning – 2021/22 – 10,174 Volleyballers

AFFILIATES & ACTIVITIES

(Adults, Kids, Juniors, Social, All Abilities, Beach & Indoor)

- Rossmoyne Volleyball Club - 371 members
- Rossmoyne PS - 140 participants
- Rossmoyne SHS - 318 participants
- Aussie Indian Sports Club – 46 members Registered in the City of Canning, however due to no facilities, they train out of City of Melville (Blue Gum Recreation Centre & Melville LeisureFit)
- Harmony Beyond Fences - 14 participants playing every night at East Cannington Reserve
- Punjab Warriors Sports Club – 22 participants registered in Canning but train in other LGAs
- Canning Vale Indoor Beach volleyball Centre – 750 members: 5,700 participants
- Curtin University – 2,279 participants

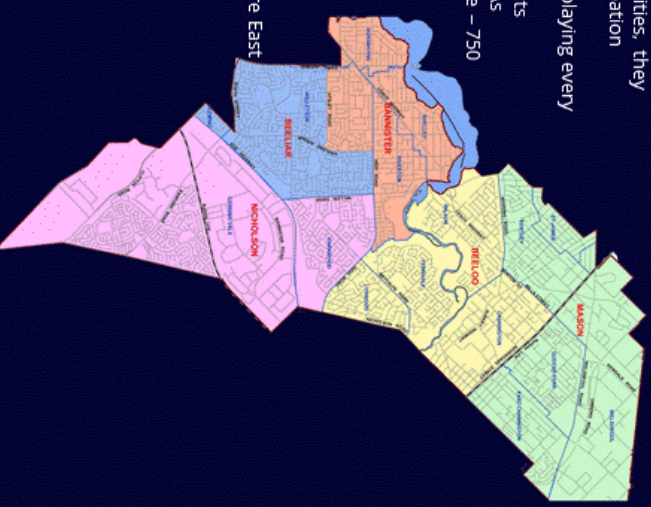
FACILITIES

Facilities used within LGA

- Rossmoyne SHS
- Canningvale Indoor Beach Volleyball Centre East
- Cannington Reserve
- All Saints College
- Willetton Basketball Association

Facilities used by Affiliates outside LGA

- Blue Gum Recreation Centre
- John Wollaston Anglican School
- Cannington Leisureplex
- Belmont Oasis
- Belmont City College



VWA MEMBERS

Queens Park – 31	Lynwood – 21
Welshpool – 1	Shelley – 202
St James – 21	Riverton – 187
Bentley – 37	Parkwood – 58
Cannington – 65	Canning Vale – 126
East Cannington – 16	Willetton – 2
Wilson – 38	Rossmoyne – 214
Ferndale – 20	Leeming (part in City of Canning) – 55
	TOTAL – 855

SCHOOL PARTICIPATION

Sporting Schools and other clinics

- Canning Community College – 76 participants
- Canning Vale College – 150 participants
- Willetton SHS – 44 participants

Schools who competed in the 2021 High Schools Cup

- Rossmoyne SHS – 318 athletes
- Canning Vale College – 58 athletes
- Sevenoaks Senior College – 40 athletes
- All Saints College – 20 athletes

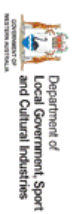
Schools who participated in other School Delivered competitions

- ACC – St Norbet College – 20 athletes

COACHES AND REFEREES

- 43 Registered Coaches
- 83 Registered Referees

Jan 2021 – March 2022



City of South Perth - 2021 – 2,653 Volleyballers

AFFILIATES & ACTIVITIES

(Adults, Kids, Juniors, Social, All Abilities, Beach & Indoor)

- Southern Cross Volleyball Club - 661 members
- Reds Volleyball Club - 435 members
- Reds Juniors Volleyball Club - 80 members
- Ataque Volleyball Academy - 5 members
- Clontarf Aboriginal College - 150 participants
- Aquinas College - 104 participants

SCHOOL PARTICIPATION

Sporting Schools and other clinics

- Clontarf Aboriginal College - 150 participants
- Kensington Primary School - 140 participants
- St Columba's Catholic Primary School - 112 participants
- Penthos College - 24 participants

Schools who competed in WVA Delivered Competitions

- Indoor**
- Aquinas College - 75 athletes
- Penthos College - 115 athletes
- Kent Street SHS - 8 athletes
- Beach**
- Aquinas College - 125 athletes
- Wesley College - 26 athletes

Schools who participated in other School Delivered competitions

- PSA – Aquinas College & Wesley College 168 males athletes
- IGSSA – Penthos College 168 female athletes



WVA MEMBERS

- South Perth – 169
- Kensington – 81
- Como – 220
- Manning – 104
- Salter Point – 96
- Waterford – 59
- Karawara – 24
- TOTAL – 753**

FACILITIES

Facilities used within LGA

- Wesley College
- Aquinas College
- Penthos College
- George Burnett Leisure Centre runs a Social Competition on Monday nights (Drop-in sessions of approx. 20 registered) and School Holiday Program (approx. 12 registered)

Facilities used by Affiliates outside LGA

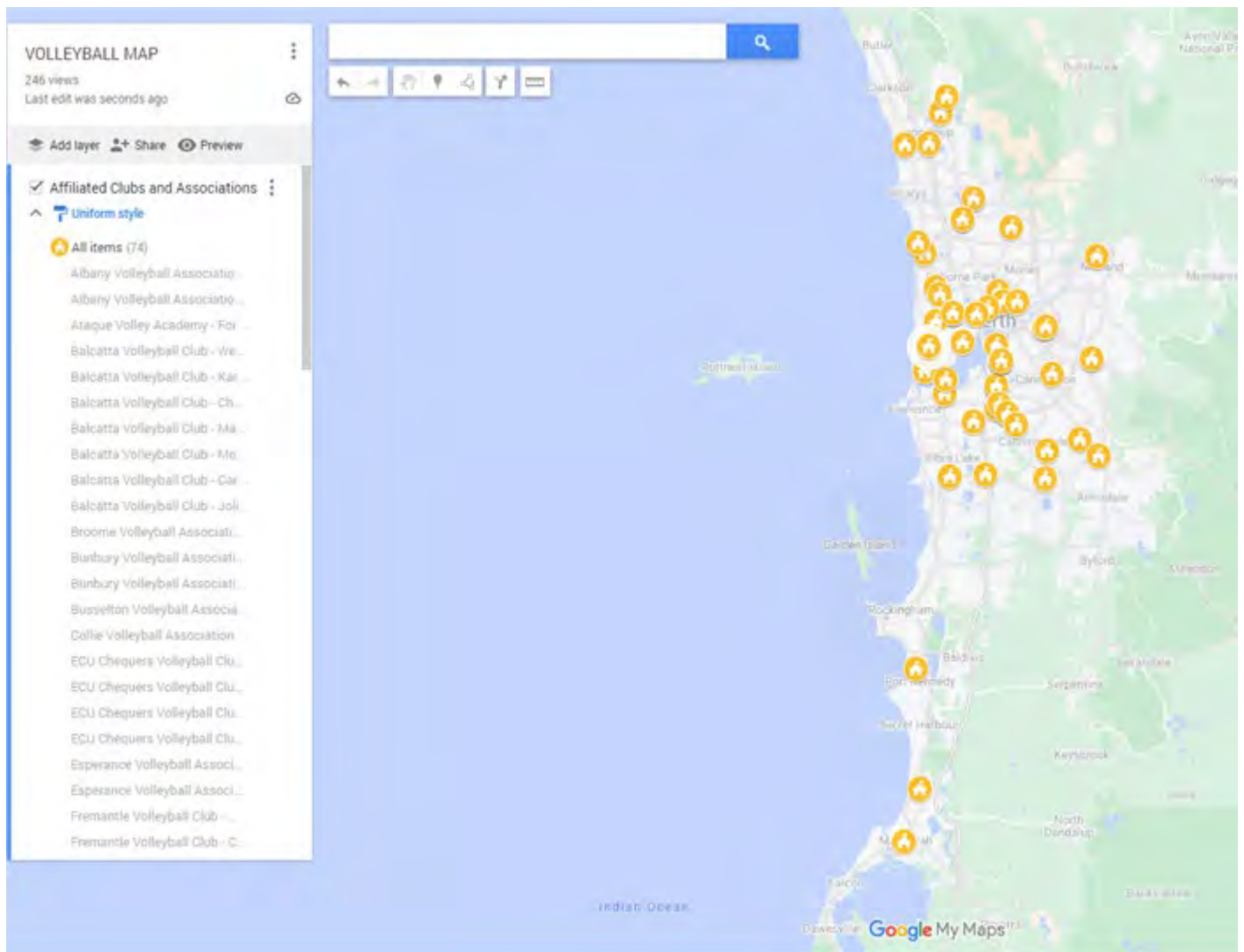
- Santa Maria
- Curtin Stadium
- Providence Christian College
- Cockburn CRC
- La Salle College
- Ossie Indoor Beach
- Port Kennedy Indoor Beach
- Gold Netball Centre
- The Rise
- Belmont Oasis
- HBE Stadium
- Canning Vale Indoor Beach

Jan 2021 – March 2022

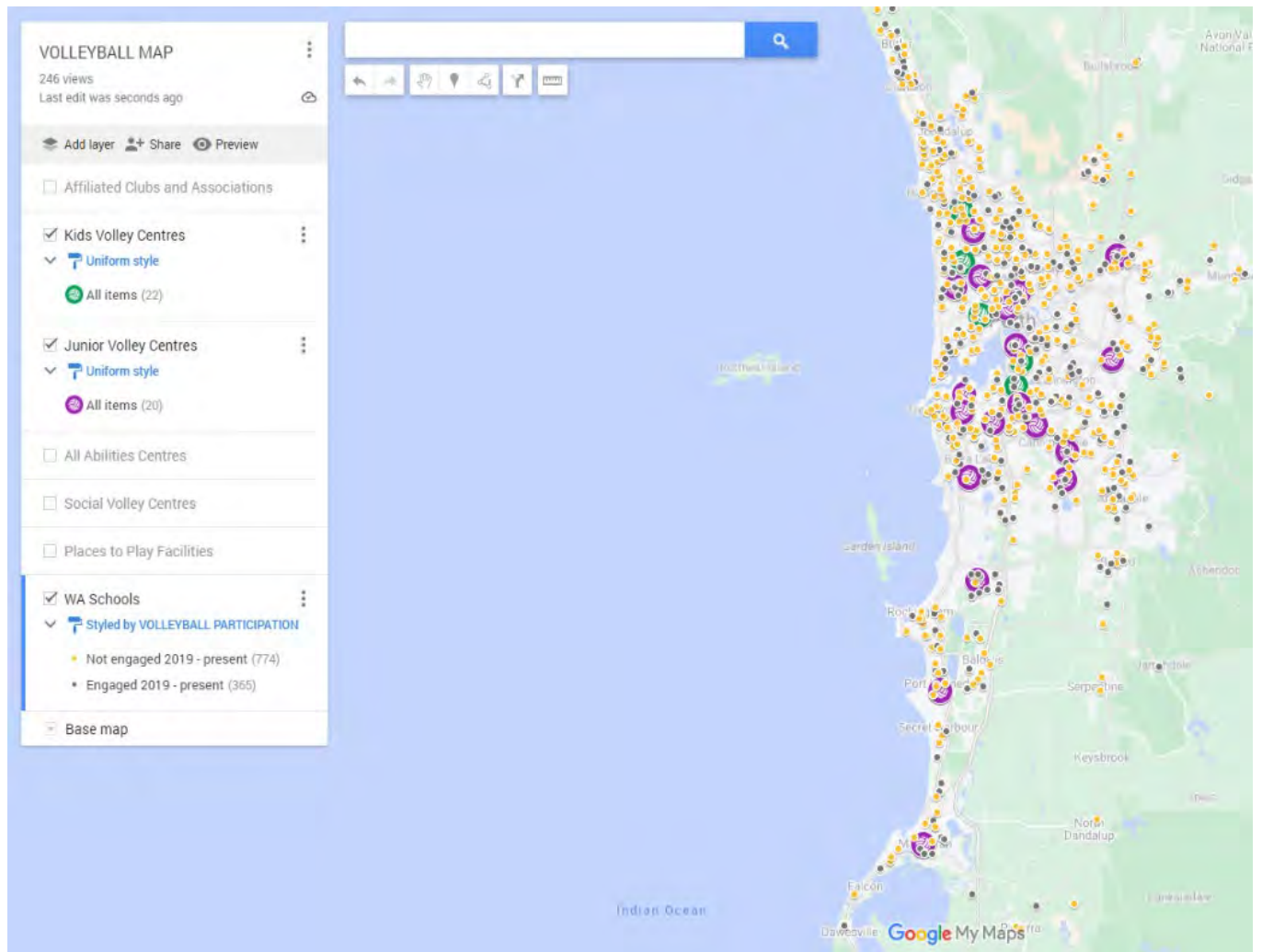


Appendix B – Maps

Clubs & Affiliates - <http://bit.ly/3xmiPUe>



Kids Volley, Junior Volley & Sporting Schools - <https://bit.ly/3xmiPUe>



Places to Play - <https://bit.ly/3xmiPUe>

