



# ACTIVE BALLARAT STRATEGY

## COMMUNITY CONSULTATION Background Information Paper

This paper has been prepared to provide background information to community and stakeholders about the development of the Active Ballarat Strategy.

The Ballarat community is encouraged to ask questions and provide comments regarding the project, to ensure that the City of Ballarat continues to grow and prosper.

## **Project Overview**

City of Ballarat is currently developing an Active Ballarat Strategy that will position the City and surrounding suburbs to meet the diverse sport and recreation needs of the community. To undertake this project, City of Ballarat has partnered with experienced strategy and advisory consultants, SBP (Sport Business Partners).

Council has already completed many key sport and recreation strategic documents, plans and policies, such as the Municipal Public Health and Wellbeing Plan, City of Ballarat Cycling Action Plan, and the Active Women and Girls Strategy (to name a few). The Active Ballarat Strategy will align with these existing documents and will replace Council's current Recreation Strategy (2014).

The Active Ballarat Strategy will also align with the strategic framework developed by the State Government in its Active Victoria Strategy. It will focus equally on both structured traditional and non-traditional sports as well as non-organised active recreation.

City of Ballarat is generally looked at in a leadership capacity for the Central Highlands and Grampians region, and this Active Ballarat strategy will support this expectation.

## **Project Objectives**

The objectives of the project include:

- Establish strategic directions for the planning, provision, development and management of a diverse range of sport and recreation facilities, services and infrastructure
- Provide recommendations and strategic outcomes that address short term (1-2 years), medium term (3-4 years) and future term (5-10 years) community needs
- Identify critical policy direction for City of Ballarat recreation processes and procedures

## **Community Consultation Process**

City of Ballarat is committed to active and effective community engagement and participation in key strategic planning processes. A variety of consultation phases will be undertaken to facilitate a high level of community understanding of the issues, and proposed directions for recreation provision in the municipality.

### *Phase 1. Stakeholder Depth Interviews*

A number of stakeholder interviews are planned to enable discussion on the strategic direction of the final document.

In consultation with Council, the following stakeholders have been identified (but not limited to):

- Council Officers/Councillors
- Local Community
- Community Groups
- Industry Groups and Associations
- Sports Groups and Clubs
- Ballarat & District Aboriginal Coop
- Primary and Secondary Schools
- Federation University
- Disability Service Providers/Advisory Groups

#### *Phase 2: Online Survey*

An online Community Survey will seek to understand perceptions of residents and community groups towards sport and recreation facilities and infrastructure within the City of Ballarat, as well as the general attitudes and perceptions towards the future direction of the CoB's sport and recreation management.

The survey will be accessible via Council's mySay platform, and a unique survey link will be made available on Council's social media channels.

#### *Phase 3: Community Forum*

A community forum will be held to give local residents the opportunity to have their say. The forum will run for approximately 90 minutes and explore the strategic direction of the Active Ballarat Strategy.

The forum will be advertised via the Council's website and social media channels, and attendees will also be recruited from local sport and recreation organisations, community groups and health networks.

#### *Phase 4: Final Consultation Report*

Following conclusion of the stakeholder consultation, a comprehensive Consultation Report will be prepared by SBP. The report will document the consultation process, key issues raised, responses to stakeholders and any recommended directions.

The Consultation Report will be presented to Council officers for consideration at a Councillor briefing and Council meeting.

#### *Phase 5: Draft Active Ballarat Strategy (TBC)*

Community feedback and consensus on the Draft Strategy will be gathered via the Council's mySay platform. This will be the final opportunity for residents to provide input to the Strategy.

#### **Next Steps**

Consultation will be occurring from September – December 2018.

All project enquiries relating to the process above should be directed to:

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