



HUNTER

SPORT AND ACTIVE RECREATION PLAN

2018 - 2023







MINISTER MESSAGE

The Hunter region with its growing metropolitan area, vibrant centres, towns and villages, excellent transport networks and extensive green grid of open space and recreational facilities is a great place to play sport and be active.

This is the first comprehensive sport and recreation plan for the Hunter. It builds upon a strong base of existing sporting events, sport and recreation facilities, an active population and a regional commitment to being a centre of excellence for health and education.

During the development of the plan, we heard from a wide cross section of community participants in the sport and recreation sector who contributed their thoughts on enhancing active participation opportunities, attracting sporting events, designing sporting facilities including regional sporting hubs and creating integrated performance pathways for talented athletes.

This Sport and Active Recreation Plan is complementary to the Hunter Regional Plan 2036 developed by the NSW Department of Planning and Environment. The broader Regional Plan makes frequent reference to expanding active transport networks including cycling and walking paths. Active transport facilities are considered in more detail in the active recreation initiatives of this plan. Many communities in the region are set within and around the Hunter's natural features and open space, which are among the region's best assets. The quality of these assets and the ability to access them gives residents an array of unique experiences and the opportunity for a healthy lifestyle.

This plan draws on the concepts being considered in the development of the National Sports Plan by the Australian Sports Commission. The National Sports Plan is built around the four pillars of participation, performance, preventive health and integrity, all of which are reflected in this plan. The plan has also benefited from input from peak bodies Sport NSW and Outdoors NSW.

This document sets out the vision, outcomes and strategies which will ensure the Hunter region provides increased sport and active recreation opportunities to enhance the lives of its people as members of healthier, more active communities.

I encourage everyone in the Hunter to get behind this plan and benefit from the opportunities it promises.



Stuart Ayres MP
Minister for Sport

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A NEW WAY OF DELIVERING SPORT AND ACTIVE RECREATION IN REGIONAL NSW

In April 2017, the Office of Sport embarked on a project to review and renew the way that sport and active recreation is planned and delivered in regional NSW.

The project was established to directly contribute to the vision of the Office of Sport:

“A vibrant and valued sport and recreation sector that enhances the lives of the people of NSW.”

The project started from the view that a new regional sport and active recreation model would take a more “place-based” rather than a “one size fits all” approach. The ten service delivery regions of NSW were used as a starting point to develop a specific plan for each region of NSW.

Initial concept testing was conducted with key partner groups in April, May and June 2017. One of the central concepts tested was a planning and delivery model which consisted of six partner groups collaborating together. The six partner groups are outlined in Figure 1.A

In October 2017, representatives from the six partner groups gathered in each region to commence the process of creating a customised regionally specific plan for their region.

This document represents the beginning of a collaborative approach across the region to the planning and delivery of sport and active recreation. The Office of Sport will provide the necessary coordination to enable the collaboration demonstrated during the workshop to continue into the future.

The language of many of the strategies attempts to accurately reflect the discussions of the planning workshop. This plan has retained the actual wording presented by workshop participants, so does not use formal planning terminology

Finally, the 6 partner groups agreed that this sport and active recreation plan is not “set and forget”. As the region continues to evolve over the next few years, so will this plan.

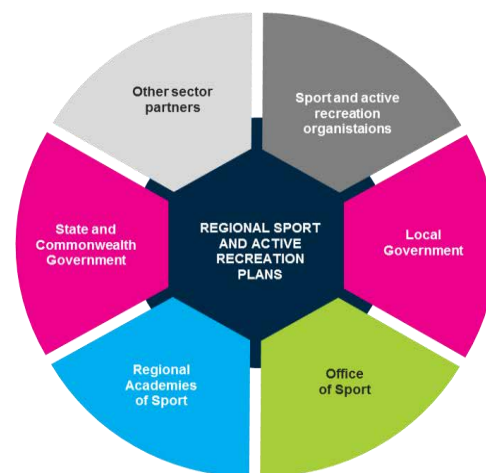


Figure 1. Six Partner Group Model



ROLES OF THE SIX PARTNER GROUP

1. SPORT AND ACTIVE RECREATION ORGANISATIONS

- Providing the sport's "best case" position on an optimised delivery environment for each region
- Contributing to the evidence base for sport and active recreation
- Collaborating with Government (Local, State and Commonwealth) to identify sporting infrastructure and program needs
- Contributing to the development of Regional Sport and Active Recreation Plans
- Aligning service delivery with the Regional Sport and Active Recreation Plans
- **Partners include:** State Sporting Organisations, Regional Sporting Associations, Local Clubs, Sport NSW, Park Run.

2. LOCAL GOVERNMENT

- Constructing, maintaining and managing sport and active recreation infrastructure and programs in local communities
- Collaborating with the community to identify sporting infrastructure and program needs
- Incorporating sport and active recreation into Community Strategic Plans
- Contributing to the development of Regional Sport and Active Recreation Plans
- Aligning service delivery with the Regional Sport and Active Recreation Plans

3. REGIONAL ACADEMIES OF SPORT

- Delivering pre-elite sport programs across their region
- Collaborating with sports, other key community organisations and high performance system partners to optimise performance pathways

4. STATE AND COMMONWEALTH GOVERNMENT

- Providing the Office of Sport with relevant specialist advice and expertise
- Integrating sport and active recreation outcomes in agency planning
- **NSW Government partners include:** Departments of Industry, Premier and Cabinet, Health, Education, Family and Community Services, Planning and Environment, Destination NSW, Infrastructure NSW, Treasury, Office of Local Government.
- **Commonwealth Government partners include:** Australian Sports Commission, Department of Health.



5. NGOs AND OTHER PARTNERS

- Constructing, maintaining and managing sport and active recreation infrastructure and programs in local communities
- Contributing to the evidence base for sport and active recreation
- Providing the Office of Sport with relevant specialist advice and expertise
- Integrating sport and active recreation outcomes in their planning
- **Partners include:** Universities, TAFEs, Charity organisations, ClubsNSW, Volunteering NSW, PCYC, YMCA, Outdoors NSW, Parks and Leisure Australia, Fitness Australia, and Event organisers.



6. OFFICE OF SPORT

Sport and Recreation Services Group

- Facilitating contemporary and relevant services
- Providing opportunities for life long sport and active recreation experiences (from first experience to high performance)
- Leading local coordination
- Fostering new local partnerships
- Optimising Sport and Recreation Centres for sport and active recreation outcomes
- Managing funding programs to support Regional Sport and Active Recreation Plans and their implementation

Sport Infrastructure Group

- Identifying current and future requirements for infrastructure
- Planning of community sport infrastructure
- Master planning processes
- Project feasibility support and advice to government, state and local partners
- Developing standards for facilities planning and development
- Best practice research in land and community development, environmental sustainability and urban design

Sport Development Group

- Capacity building for sport and active recreation organisations, including participation and inclusion strategies for under-represented groups
- Advice and strategies to support integrity in sport, including safeguarding children
- Support for and leveraging major sporting events
- Policy and strategy development, including building the evidence base for the value of sport and active recreation

VISION FOR THE HUNTER REGION*



*This vision was conceived and designed at the Regional Planning Day held on 9 October 2017.



INPUTS INTO THE HUNTER SPORT AND ACTIVE RECREATION PLAN

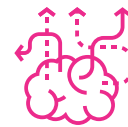
This plan reflects and builds on the outcomes of the regional planning day by incorporating other inputs as represented in figure 2 below:



Strategic Plan 2018-2022
(Office of Sport)



National Sports Plan
(Australian Sports Commission)



Hunter Regional Plan 2036
(Department of Planning & Environment)

HUNTER Sport and Active Recreation Plan



Future Needs of Sport Infrastructure Study
(Office of Sport)



Destination Management Plans
(Destination NSW)



Sport Strategic Plans
(State Sporting Organisations)



Community Strategic Plans
(Local Councils)

Figure 2. Inputs into plan



OUTCOMES

After a series of consultation sessions in the region, six outcomes have been identified for the Hunter region:



INCREASED PARTICIPATION

of adults and children in regular sport and active recreation.



IMPROVED ACCESS

to sport and active recreation for everyone in the region, regardless of background or ability.



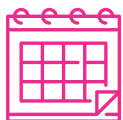
INTEGRATED PERFORMANCE PATHWAYS

for participants in sport.



FIT FOR PURPOSE FACILITIES

in the region.



VALUED REGIONAL SPORTING EVENTS

which are valued by the region.

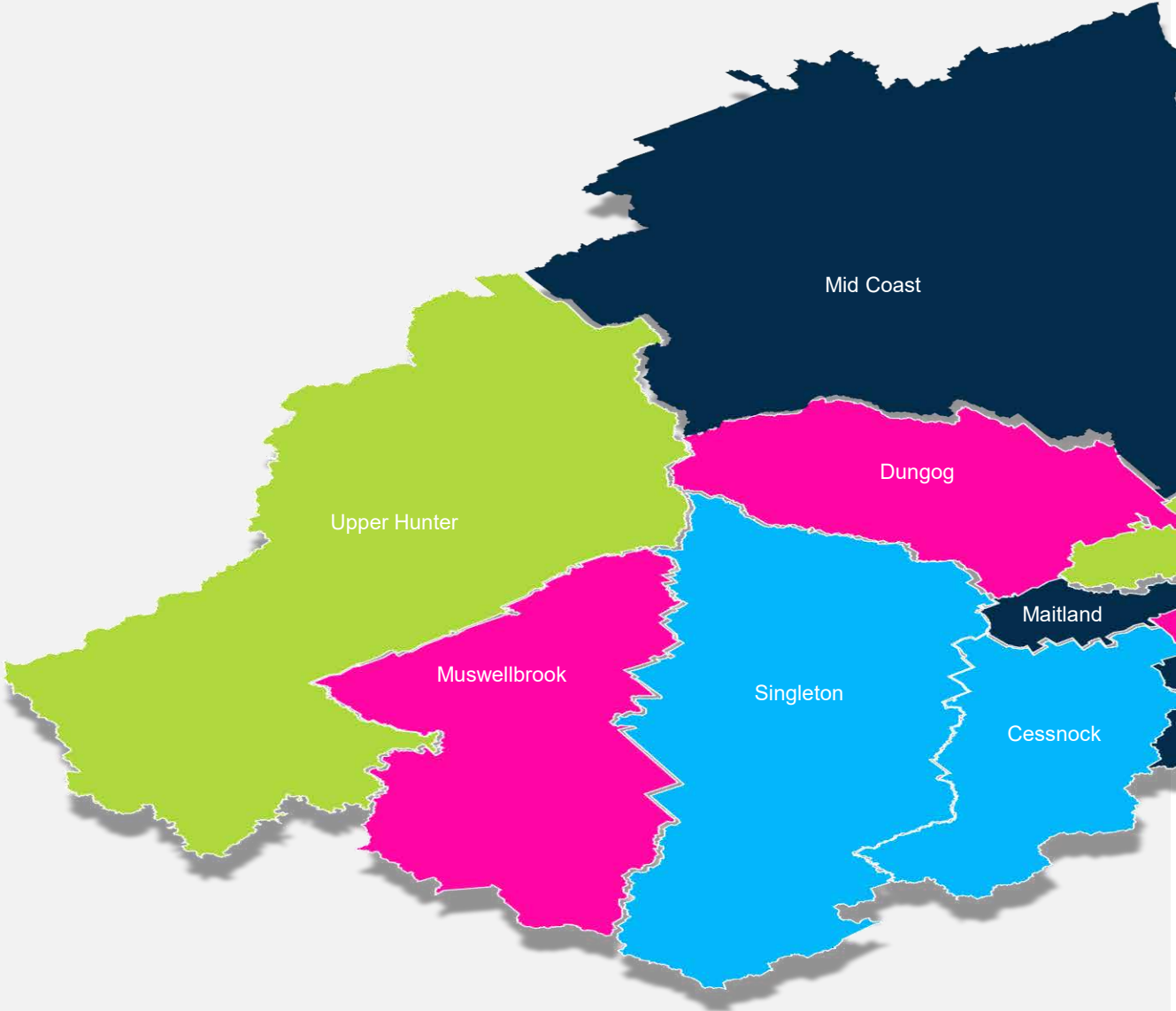


IMPROVED COLLABORATION

within the sport and active recreation sector.



LOCAL GOVERNMENT AREAS





DEMOGRAPHIC HIGHLIGHTS OF THE HUNTER



10 Local councils, Australia's seventh largest city and
12 Strategic centres.



Two major waterways, **the Hunter** and **Manning Rivers** with water catchments in Karuah and Lake Macquarie



The **largest regional economy** in Australia.



Two nationally significant gateways, **Newcastle Airport** and the **Port of Newcastle**



Lake Macquarie – 110 square kilometres, Australia's **largest coastal lake**



OUTCOME 1 INCREASED PARTICIPATION

In order to achieve an increase in participation rates for adults and children in sport and active recreation, the following strategies will be explored.

Actions to support each strategy will be developed by working groups comprised of relevant stakeholders from the region.

Strategies suggested at regional planning day workshop

Strategy 1.1 – Create a Central information hub

Concepts to consider

- An online portal that enables the public to access information related to sport and active recreation (e.g. administrator support, events calendar, and grant opportunities).
- Seek expressions of interest from regional Information Technology providers to develop the hub
- Information should be available to all segments of the population, taking into account differences in

needs based on background, culture, age, etc.

- This would increase ease of access to information, offer 24/7 access, and consolidate the information that is already available. It would reduce duplication and clarify existing information.
- It would also create increased transparency of events held and ability to provide feedback or accommodation allocation.

Strategy 1.2 – ‘Come and try’ multi-sports days

Concepts to consider

- A regional roadshow that offers an introduction to multiple sports across the region.
- This provides a recruitment opportunity for local clubs and State Sporting Organisations (SSOs) in attendance, and a platform to showcase niche/ smaller sports to a wider audience. Other favourable outcomes include delivering the ‘Active Kids’ program, collaboration, as well as

increased social awareness and participation.

- Identify and increase public awareness of festivals or Come and Try opportunities where significant occasions such as: International Women’s Day, Harmony Day, National Aborigines and Islanders Day Observance Committee (NAIDOC) week, International Day of People with Disability can be supported.

Strategies suggested from other inputs

Strategy 1.3 – Promote the Active Kids Voucher Program

Concepts to consider

- The Active Kids program provides a voucher for up to \$100 for parents/ guardians/ carers to contribute to the cost of their children’s membership fees in approved sport and active recreation activities. The program:



- i. supports increased participation of school-enrolled children in sport and active recreation
- ii. contributes to the delivery of the Premier's Priority to reduce childhood overweight and obesity by increasing physical activities levels in children
- iii. aims to help change the physical activity behaviours of children and young people in NSW.

Strategy 1.4 – Plan for, and promote child safe and child friendly environments

Concepts to consider

- Provide child safe training for coaches, officials and leaders of sport clubs and active recreation organisations and promote ways to actively seek feedback from children.
- Provide education and awareness to parents, carers and children on what to expect from activity leaders.
- Convene a forum for the five sports with highest participation to develop specific regional strategies

- Engage with other SSOs to learn from the experiences of the sports

Strategy 1.5 – Support Councils to include and strengthen reference to sport and active recreation in their Community Strategic Plans (CSPs)

Concepts to consider

- Convene a forum for Councils to share and compare their sport and active recreation sections of CSPs
- Consider initiatives which cross LGA borders to gain economies of scale.

Strategy 1.6 – Attract and retain new volunteers

Concepts to consider

- Establish a partnership with the regional branch of Volunteering NSW
- Create a new style of volunteer incentive program based on loyalty points
- Establish a partnership with Duke of Edinburgh's

International Award units in the region to access award candidates as volunteers in sport and active recreation

Note: The concept of an integrated insurance scheme to cover children participating in multiple sports was discussed and it was agreed that the Office of Sport would advocate for this at the national level.



OUTCOME 2 IMPROVED ACCESS

In order to improve people's access to sport and active recreation in the Hunter, regardless of their background or ability, the following strategies will be explored.

Actions to support each strategy will be developed by working groups comprised of relevant stakeholders from the region.

Strategies suggested at regional planning day workshop

Strategy 2.1 – Use of school facilities

Concepts to consider

- Partnering with schools in local areas to use their facilities to create more localised sporting and active recreation opportunities.
- Convene an information session for primary and secondary school principals to discuss and agree on access possibilities
- Connect with regional Department of Education staff to facilitate discussions with head office Department of Education decision makers.

Strategy 2.2 – Provide support to under-represented groups to access sport and active recreation opportunities

Concepts to consider

- Determine which groups are significantly under represented within the region
- Identify organisations who can adequately represent the needs of Indigenous people, Culturally and Linguistically Diverse (CALD) groups and other under-represented groups and communities
- Modify facilities and programs to enable access for people with disabilities, seniors and other under-represented groups.
- Consider the priorities referred to in the Office of Sport's 2018-2022 Women in Sport Strategy as a guide for supporting under-represented groups.

Strategies suggested from other inputs

Strategy 2.3 – Facilitate more recreational walking and cycling paths.

Concepts to consider

- Extend the Richmond Vale Trail
- Extend the Great North Walk
- Expand intra-regional and inter-regional walking and cycling links including the NSW Coastal Cycleway
- Maintain and link the existing network of cycling and walking tracks in Greater Newcastle including the Bathers Way, the Tramway Track and the Fernleigh Track

Strategy 2.4 – Explore options for shared transport to sport and active recreation activities

Concepts to consider

- Seek engagement with local transport providers to consider alternative services
- Formalise car pooling arrangements through clubs and organisations

Strategy 2.5 – Enhance the Myuna Bay Sport and Recreation Centre's capacity

to offer “first experiences” in sport and active recreation

Concepts to consider

- Promote the centre's facilities and activities to local schools, sporting groups and community groups

Strategy 2.6 – Support sport and active recreation clubs to attract new participants

Concepts to consider

- Provide training and skill development in marketing and promotion
- Conduct cross-sport member attraction programs for sports with complementary winter and summer seasons

Strategy 2.7 – Focus on people not currently participating in any form of sport and active recreation.

Concepts to consider

- Develop a regional communication strategy on the benefits of physical activity
- Engage local sporting heroes as ambassadors of sport and recreation activities
- Develop a “first-timers” incentive award scheme for individuals and sporting organisations





ACCESS CASE STUDY

Title: Supporting Active Travel

Description: Greater Newcastle has an extensive and expanding walking and cycling network. This network provides excellent opportunities for recreational and commuter walking, cycling and jogging, and includes:

- Bathers Way, which was upgraded under the Newcastle Coastal Revitalisation Program, providing five kilometres of uninterrupted shared pathways from Nobbys Head to Glenrock Reserve, taking in Newcastle's five main beaches;
- a number of scenic shared paths along the foreshores of Newcastle Harbour and Lake Macquarie;
- the Tramway Track connecting Wallsend and Glendale; and
- the 15-kilometre Fernleigh Track, which winds through unique coastal habitats along a former railway.

Parts of Greater Newcastle have some of the highest rates of cycling in the State and walking is popular with people of all ages. Greater Newcastle is predominately flat and its high levels of employment create the right conditions to leverage the increasing popularity of walking and cycling. However, increases in use need to be supported by the creation of an active transport network that builds on existing links.

Supporting initiatives to extend this network will help to boost the physical activity and potential health and wellbeing of residents across the region. Integrating the recreational walking and cycling networks with commuter connections to centres, bus networks and railway stations will help to increase commuter walking and cycling use, support the public transport network and reduce congestion. There are also economic benefits associated with increases in walking and cycling, including the potential boost to tourism.

Improvements are being made to the planning and delivery of Greater Newcastle's active transport network. This includes the CycleSafe proposal, an initiative that aims to connect 90 kilometres of existing cycle paths with a 140-kilometre network of new construction to deliver a system of safe, easy-to-follow walking and cycling connections throughout Newcastle and Lake Macquarie.

A number of extensions and improvements to the network are being planned and constructed. This includes upgrades outlined in Transport for NSW's Walking and Cycling Program and the NSW Cycling Infrastructure Fund.

OUTCOME 3

INTEGRATED PERFORMANCE PATHWAYS

In order to build and maintain integrated performance pathways for participants in sport and active recreation the following strategies will be explored.

Actions to support each strategy will be developed by working groups comprised of relevant stakeholders from the region.

Strategies suggested at regional planning day workshop

Strategy 3.1 – ‘Stay in your sport’ coach education program

Concepts to consider

- This program could provide an opportunity to retain talent that has in the past left the pathway. Courses would be provided to train athletes as coaches and put them back into the pathway to help foster a new generation of talent.
- Establish a reward scheme for volunteers which recognises the value of volunteers’ contribution. This could help to encourage more volunteers to take on key positions integral to athlete pathways
- The course could focus on an all- encompassing coaching theory, technique and attitude rather than

focussing on delivering a certificate or a level.

- The program could help sports create better coaches across the region, create careers in the sports industry, improve talent identification and create a better experience.

Strategy 3.2 – Support a holistic athlete education program

Concepts to consider

- This program is focused on athlete education outside of skill development (e.g. social media, nutrition, strength and conditioning, sports psychology, dealing with loss, alcohol and drug education).
- This would help to reduce burn-out and increase performance of athletes and addresses problems associated with life after sport, and mental health.

Strategies suggested from other inputs

Strategy 3.3 – Embed the Foundation, Talent, Elite and Mastery (FTEM) pathway model established by the Australian Sports Commission in the region.

Concepts to consider

- Promote the Australian Sport Commission’s FTEM model

of athlete development to athletes, parents, coaches and the wider community to assist athletes in the Hunter region to achieve their sporting goals.

Strategy 3.4 – Strengthen links between the Hunter Academy of Sport and other sector partners

Concepts to consider

- Facilitate athlete pathway planning sessions to maximise the collaboration between sports, system partners and providers of services in the region.

Strategy 3.5 – Coaching and officiating

Concepts to consider

- Improving the quality of coaching and officiating will positively impact participation and high performance in the region. While each sport owns its own accreditation programs an action plan to develop coaches and officials in the Region should be developed. It will involve consultation between the Office of Sport, the Hunter academy of Sport and State Sporting Organisations to ensure the plan best suits the region, has maximum impact and avoids duplication and date conflicts.



OUTCOME 4 FIT FOR PURPOSE FACILITIES

In order to provide contemporary, fit for purpose facilities in the region, the following strategies will be explored.

Actions to support each strategy will be developed by working groups comprised of relevant stakeholders from the region

Strategies suggested at regional planning day workshop

Strategy 4.1 – Establish a Regional Sporting Hub at the Hunter Sports and Entertainment Precinct at Broadmeadow and explore locations for sub-hubs.

Concepts to consider

- Hubs are multi-purpose facilities for sport and community purposes that will be accessible for the whole region. The location of the hubs should be determined by a collaborative approach and considered in the context of other community facilities and growth corridors.
- Create a central administration facility where sporting bodies and governance support for sports is in one location.
- This enables SSOs to pool resources, shared services, shared vision, common goal and create a sporting admin community

Strategy 4.2 – Establish Newcastle Sports Ground No 1 as a Regionally Significant Sports Facility (RSSF) and explore locations for other RSSFs

Strategy 4.3 – Establish a collaborative approach to facilities

Concepts to consider

- This is focused on avoiding duplication of facilities across local councils and possible relocation of existing facilities to more “appropriate” locations.

Strategy 4.4 – Explore upgrades to existing facilities

Concepts to consider

- Explore the potential for making existing facilities multipurpose and upgrading auxiliary infrastructure in open sites (e.g. power and lights).
- This could lead to improved levels of service and increase venue sustainability.

Strategy 4.5 – Explore development of new facilities

Concepts to consider

- Explore the possibility that new facilities constructed are multipurpose (e.g. indoor/outdoor, linkages, shared pathways, fitness trails, open space areas, etc.) and based on community consultation and future population needs.

This would help to improve community spirit and health, take pressure off existing facilities, designed to modern day standards and be fit for purpose, and reduce antisocial behaviour.

Strategies suggested from other inputs

Strategy 4.6 – Establish Myuna Bay Sport and Recreation Centre as a hub for waterskiing and other open water sports in NSW

Concepts to consider

- Establish partnerships with NSW Waterski Federation and local water skiing clubs and Paddle NSW.
- Invest in an enhanced multi-purpose storage, judging and meeting space facilities at the site

Strategy 4.7 – Assess the optimal contribution of the Myuna Bay Sport and Recreation Centre to the Hunter regional sport and active recreation plan

Concepts to consider

- Determine whether extra facilities need to be built or upgraded

Strategy 4.8 – Plan for female friendly sporting facilities

Concepts to consider

- Seek input from female members of clubs and organisations about their needs and wishes
- Include female friendly toilets and change rooms in every new sporting facility.





HUBS – OVERVIEW

At a regional strategic level, the Office of Sport is proposing a sustainable network of regional level sport and recreation facilities that meet the needs of stakeholders and communities. This includes a model for regional sport hubs and/or regionally significant sport facilities (see figure 3).

The planning for sport hubs supports local Councils and the sport sector aligning their objectives and priorities for a common purpose and vision. The planning also encourages stakeholders to identify priorities that focus on increasing participation, make a contribution to regional and economic growth, deliver sustainable assets that are well used and the design of 'facilities for all'.



HUBS – FEATURES OF HUBS. A REGIONAL SPORT HUB MAY INCLUDE THE FOLLOWING FEATURES:

- a multi-sport facility, which may include a sport administration centre (e.g. Sports House) that supports participation at the community and pre-elite level.
- the capacity to host national, state and regional championships. The location of regional sport hubs may complement already established regionally significant sport facilities; that is, venues that are listed as Tier 3 facilities under the NSW Stadia Strategy (2011). There are 27 such facilities in NSW, with 11 in regional NSW.
- could include broader community facilities such as aquatic and fitness facilities and other types of development such as a school or tertiary institution
- a main site incorporating core sporting facilities and services, as well as supporting facilities and services.



HUBS – SUPPORT FACILITIES

Support facilities that could be connected to the core facilities (on-site or nearby) include:

- Health and fitness facilities/services
- General health and fitness
- Sports science
- Other allied health services
- Education and training facilities/services
- Aquatic facilities
- Additional administration for all sport and other partners.



SNAPSHOT OF THE 2017 HUNTER FUTURE NEEDS OF SPORT INFRASTRUCTURE STUDY

8 of 10 Councils participated in the Future Needs of Sport Infrastructure Study 2017

134 facility projects were submitted by the 8 Councils

- 98 sport facility projects
- 36 active recreation facility projects

Of the 134 facility projects:

- 3 were for national/state level facilities
- 68 were for regional level facilities
- 62 were for local level facilities
- 1 was for a neighbourhood level facility

In addition, 19 State sporting organisations submitted 41 sport facility projects.



REGIONALLY SIGNIFICANT SPORTS FACILITIES

A project is considered “regionally significant” if it meets the following broad facility criteria:

- is a sport or recreation facility of regional level significance to a State sporting organisation or local Council
- meets the standards required to host major regional, state or national level competitions, events and/or training
- provides a range of participation outcomes (community, competitions, events and talent development)
- caters for a broad catchment across multiple local government boundaries, and
- delivers flexibility of use, high quality amenity, management and service levels.



Figure 3 – Regional Sports HUB Model

OUTCOME 5

VALUED REGIONAL EVENTS

In order to attract and host valued events to the region, the following strategies will be explored.

Actions to support each strategy will be developed by working groups comprised of relevant stakeholders from the region

Hosting sports events can provide a broad range of economic, promotional and community benefits to a region. Events have the ability to provide participation opportunities for local residents, showcase regional communities, increase or develop civic pride, enhance high performance pathways, maximise utilisation of local sporting and cultural infrastructure and drive overnight visitation, delivering an economic boost to local businesses and community organisations.

Local, state and national sporting organisations, councils, sponsors and the NSW Government and event management companies are all involved in the attraction and delivery of events to a region. To ensure the benefits and legacy of hosting sports events are maximised, a collaborative approach should be employed, ensuring roles and responsibilities are clearly articulated and measures for success identified.

Strategies suggested at regional planning day workshop

Strategy 5.1 - Maintain and enhance existing successful sporting and active recreation events

Strategy 5.2 - Support hosting of country championships

Concepts to consider

- Support the hosting of small regionally significant events and aim to ensure the events are hosted across the region other than in main centres.

Strategy 5.3 - Support hosting of adventure race / multi-sport events

Concepts to consider

- Potentially run an adventure race in the Hunter region that incorporates several council areas and disciplines (e.g. kayak, ride, trail, orienteering, etc.).
- This could create an opportunity to showcase the area and encourages participation.

Strategy 5.4 – Host key events

Concepts to consider

- Attract key events such as Commonwealth Games /

Masters to Hunter, which would be spread across the region.

Strategies suggested from other inputs

Strategy 5.5 - Work with key stakeholders on events activation and legacy planning

Events to consider include::

- Identify additional mass participation events which may be hosted by the region
- Identify and bid for additional high profile (national or world championship) events that may be hosted by the region
- Establish a regional partnership with the Destination Sydney Surrounds North Destination Network.

EVENT CASE STUDY

Title: Surfest

Event Location: Newcastle, Lake Macquarie and Port Stephens

Time of Year: February (annual event)

Background Info: Surfest is the largest surfing festival in the southern hemisphere with over 800 national and international competitors, from more than two-dozen countries, competing in the event. Surfest consists of grassroots and elite competition, culminating with the Men's and Women's World Surf League Qualifying Series events at Merewether Beach – a designated National Surfing Reserve.

Approx no. Participants: 800+

Approx no. officials / vollies: 200

Approx no. spectators: More than 20,000 across the festival.

Surfest runs competition across three Local Government Areas (Newcastle, Lake Macquarie and Port Stephens) and includes 6 World Surf League sanctioned events.

Surfest also is home to the Wandiyali Indigenous Classic – laying claim to the largest prize pool for any indigenous surfing competition in Australia.

Surfest has a formal vocational education and community partnerships program with local high school Callaghan College, involving over 1000 students annually. The program provides students the opportunity to develop skills across event management, hospitality, photography, judging and video production - <http://www.surfest.com/about/callaghan-college-jesmond-senior-campus-and-surfest/>

In 2016, Surfest initiated an innovative Business Crowdfunding model to secure sponsorship for the Women's World Surf League Qualifying Series Events, with 85 local business contributing \$1,650 and the naming rights for the competition drawn out of a hat.



OUTCOME 6

EFFECTIVE COLLABORATION

In order to facilitate collaboration within the Sport and Active Recreation sector, the following strategies will be explored.

Actions to support each strategy will be developed by working groups comprised of relevant stakeholders from the region

Strategies suggested at regional planning day workshop

Strategy 6.1 - Identify partners to collaborate with

Concepts to consider

- Seek partnerships with key stakeholders to identify common goals around active participation.
- This could help identify targeted areas of need and opportunities for engagement within various areas.

Strategy 6.2 – Governance reviews

Concepts to consider

- Review existing initiatives to assess what is working well.
- This could help to identify and provide pathways, resources and assist community groups.

Strategy 6.3 – Collaborative marketing

Concepts to consider

- Joint promotion of the long-term benefits of sport participation (e.g. team building, resilience, life skills, improved health) to reduce excessive marketing and provide a consistent message across sporting codes.
- This could identify key initiatives for calendar year and focus and deliver to community.

Strategy 6.4 – Regional hub link

Concepts to consider

- Linking LGAs back to regional hub by utilising existing sports councils targeting and identifying needs within area to improve communication.
- Development of long-term communication and community group links and better support for organisations.

REGIONAL PLANNING DAY SNAPSHOT

On 9 October 2017, 59 leaders from the community, sport and recreation organisations and groups, NSW Government, and local Councils from the Hunter region came together at McDonald Jones Stadium with the purpose of developing a first draft of sport and recreation priorities for the region.

The day began with participants thinking about the unique character of the Hunter region, and its community, and to then work together to identify the opportunities and challenges for sport and recreation from a number of perspectives.

The discussions and ideas discussed at the concluding event form the basis for this Sport and Active Recreation plan. NSW Office of Sport will work closely with community leaders to continue and refine the plan and deliver on the suggested outcomes.

COLLABORATION CASE STUDY

Title: Myuna Bay Water ski

Description: Myuna Bay Sport and Recreation Centre provides Myuna Bay Tournament Water-ski Association access to Whiteheads Lagoon through the Centre. The Association has small supporting facilities onsite.

Partners: Myuna Bay Sport and Recreation Centre, Lake Macquarie Paddlesports club, Myuna Bay Tournament Water-ski Club, NSW Tournament Water-ski Association, Australian Tournament Water-ski Association.

Outcomes: The Association until 2010 has generally hosted small scale regional events.

Following a 2011/12 meeting with the club to encourage increased participation and events, the Association locked in three Aussie – Kiwi junior championships and in 2017, hosted the World Disabled Water-ski Championships bringing athletes from 10 countries for 2 weeks, staying at the Centre.

Challenges / solutions: Improved infrastructure enabling more frequent usage, including elite level, events could be addressed in the Myuna Bay Sport and Recreation Centre Business Case development.

Innovation: Further collaboration between Myuna Bay, NSW and the Australian Tournament Water-ski Associations with Myuna Bay Sport and Recreation Centre to support the development of local skiers as well as hosting events and pathway camps on-site for talent identified and elite participants. With supporting infrastructure, Lake Macquarie Paddlesports Club events could also be accommodated at this venue.



SUMMARY OF OUTCOMES AND STRATEGIES

It is not possible to address all of these strategies in five years. They provide a list of possibilities which can be prioritised by the Steering Group over the life of the plan.

<p>OUTCOME 1 Increased Participation</p>	<p>OUTCOME 2 Improved Access</p>	<p>OUTCOME 3 Integrated Performance Pathways</p>
<p>Strategy 1.1 - Create a Central information hub</p>	<p>Strategy 2.1 – Use of school facilities</p>	<p>Strategy 3.1 - ‘Stay in your sport’ coach education program</p>
<p>Strategy 1.2 - ‘Come and try’ multi-sports days</p>	<p>Strategy 2.2 - Provide support to under-represented groups to access sport and active recreation opportunities</p>	<p>Strategy 3.2 - Support a holistic athlete education program</p>
<p>Strategy 1.3 - Promote the Active Kids Voucher program</p>	<p>Strategy 2.3 - Facilitate more recreational walking and cycling paths</p>	<p>Strategy 3.3 - Embed the Foundation, Talent, Elite and Mastery (FTEM) pathway model established by the Australian Sports Commission in the region</p>
<p>Strategy 1.4 - Plan for, and promote child safe and child friendly environments</p>	<p>Strategy 2.4 - Explore options for shared transport to sport and active recreation activities</p>	<p>Strategy 3.4 - Strengthen links between the Hunter Academy of Sport and other sector partners</p>
<p>Strategy 1.5 - Support Councils to include and strengthen reference to sport and active recreation in their Community Strategic Plans (CSPs)</p>	<p>Strategy 2.5 - Enhance the Myuna Bay Sport and Recreation Centre’s capacity to offer “first experiences” in sport and active recreation</p>	<p>Strategy 3.5 - Coaching and officiating</p>
<p>Strategy 1.6 - Attract and retain new volunteers</p>	<p>Strategy 2.6 - Support sport and active recreation clubs to attract new participants</p>	
	<p>Strategy 2.7 - Focus on people not currently participating in any form of sport and active recreation</p>	

OUTCOME 4 Fit for Purpose Facilities

[Strategy 4.1](#) - Establish a Regional Sporting Hubs at the Hunter Sports and Entertainment Precinct at Broadmeadow and explore locations for sub-hubs

[Strategy 4.2](#) - Establish Newcastle Sports Ground No 1 as a Regionally Significant Sports Facility (RSSF) and explore locations for other RSSFs

[Strategy 4.3](#) - Establish a collaborative approach to facilities

[Strategy 4.4](#) - Explore upgrades to existing facilities

[Strategy 4.5](#) - Explore development of new facilities

[Strategy 4.6](#) - Establish Myuna Bay Sport and Recreation Centre as a hub for waterskiing and other open water sports in NSW

[Strategy 4.7](#) - Assess the optimal contribution of the Myuna Bay Sport and Recreation Centre to the Hunter regional sport and active recreation plan

[Strategy 4.8](#) - Plan for female friendly sporting facilities

OUTCOME 5 Valued Regional Events

[Strategy 5.1](#) - Maintain and enhance existing successful sporting and active recreation events

[Strategy 5.2](#) - Support hosting of country championships

[Strategy 5.3](#) - Support hosting of adventure race / multi-sport events

[Strategy 5.2](#) – Host key events

[Strategy 5.3](#) - Work with key stakeholders on events activation and legacy planning

OUTCOME 6 Effective Collaboration

[Strategy 6.1](#) - Identify partners to collaborate with

[Strategy 6.2](#) - Governance reviews

[Strategy 6.3](#) - Collaborative marketing

[Strategy 6.4](#) - Regional hub link



DELIVERING THE PLAN

As this is the first sport and active recreation plan, it is anticipated that responsibilities for driving and delivering the plan will evolve over time.

As a starting point, a [Sport and Active Recreation Steering Group](#) will be convened by the Office of Sport. It is envisaged that the Group will consist of the following members:

- Chair:** Regional Director, Northern Regions (Office of Sport)
- Members:** Director Hunter Region, Department of Premier and Cabinet
Executive Officer, Hunter Academy of Sport
Local Council representative
CEO Sport NSW (or nominated sport representative)
Destination NSW representative
Regional Manager, Hunter Region (Office of Sport)
- Secretariat:** Office of Sport

[Working groups](#) will be established to pursue outcomes for specific strategies outlined in this plan.

[An Evaluation process and Reporting framework](#) will be considered during the first year of this plan.



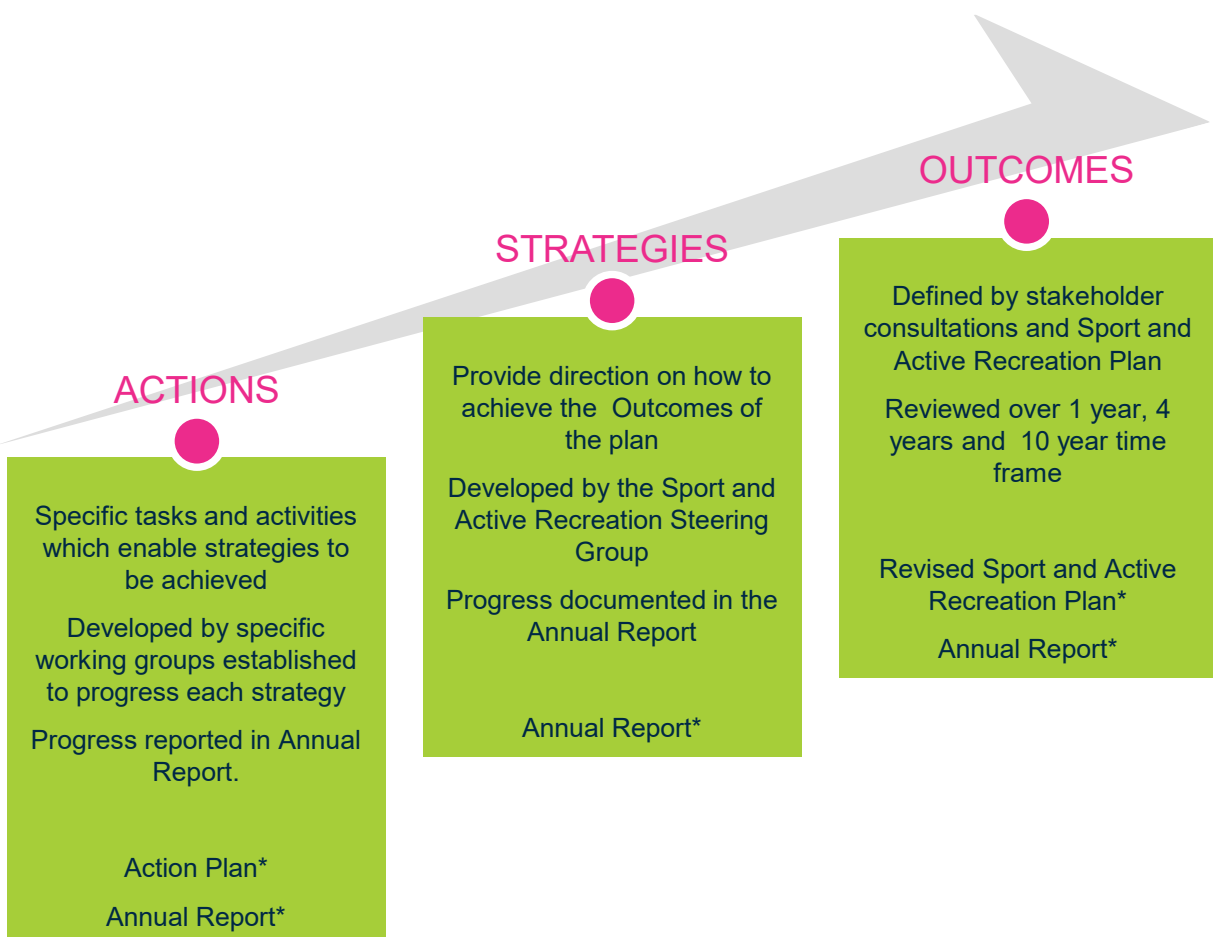
REVIEWING THE PLAN

The plan will be reviewed annually by the Sport and Active Recreation Steering Group through an Annual Report.

This plan will be reviewed and revised annually.

A comprehensive review will be undertaken in 2023 to enable a new five year plan to be developed for the Hunter Region.

The 2018 Report will be provided to the NSW Minister of Sport, the CEO of the Office of Sport and the Chair of the Regional Executive Leadership Group convened by the Department of Premier and Cabinet.





ADDITIONAL RESOURCES FOR SPORT AND ACTIVE RECREATION Steering Group


Resources

- NSW Office of Sport's 2017-2022 Disability Inclusion Plan
- NSW Office of Sport's 2018-2022 Women in Sport Strategy
- Multicultural NSW's Community Profiles
- Transport for NSW - Active Transport planning guide
- Department of Health reports







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The Office of Sport would like to acknowledge and thank all sector partners and members of the community that provided input into the development of this sport and active recreation plan.