

Swan Hill Showgrounds Sport and Recreation Precinct Masterplan

Swan Hill Rural City Council

Community Survey Results 2024



Acknowledgement of Country



We respectfully acknowledge the Traditional Custodians of the land on which we are located and recognise their continuing connection to the land and waterways.

We pay our respects to their Elders past, present and emerging, and extend this to all Aboriginal and Torres Strait Islander People.



Introduction

Background

Swan Hill Rural City Council has engaged Solucio and The Office for Collective Design (The OCD) to undertake a thorough process to develop a Masterplan for the Swan Hill Showgrounds Sport and Recreation Precinct.

The desired outcome from this project is a comprehensive Masterplan which provides a vision that guides growth and development within the Precinct until 2050 – ensuring it can meet the evolving needs and expectations of the community.

Community Feedback

The data and findings in this update were collected from an online community survey of 402 complete responses conducted during mid-2024.

This provides an overview of the insights gathered from the community survey – forming part of the broader stakeholder engagement process.

Please note:

Due to rounding and respondents skipping questions, numbers presented throughout this report may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures.



Summary of Community Feedback



Usage and Functionality

- **Demand for the Precinct and its facilities is healthy and sustainable.**
 - 71% of respondents visit the Precinct at least once a week.
 - The Precinct is visited by over half of the respondents for formal sport (65%) and the annual Show (56%).
 - Over half (58%) of the respondents are likely to remain involved with their club/the Precinct within the next 10 years.
- **The Precinct must provide adequate parking whilst also ensuring pedestrian safety.**
 - 87% of respondents travel by car to the Precinct.
 - The Reserves have satisfaction ratings between just 4.5-5.2/10 for existing car parking.
 - Respondents support improving vehicular circulation, car parking, and pedestrian safety.



Sport and Supporting Facilities

- **Respondents are generally satisfied with the ovals/courts/Leisure Centre.**
 - For Alan Garden Reserve, respondents are most satisfied with the oval and hard courts.
 - For Swan Hill Showgrounds, respondents are most satisfied with the scoreboard, oval, and Leisure Centre.
- **However, respondents are significantly less satisfied with the supporting facilities.**
 - Each Reserve's kitchen/canteen facilities and changerooms have satisfaction ratings of less than 5/10.
 - The Showground's pavilion and facilities have a satisfaction rating of 4.7/10.
 - Improving quality and accessibility of toilets is the most-supported improvement (8.7/10).



Open Space and General Amenity

- **Seating and shading is a key area for improvement.**
 - Seating and shading is the component of Alan Garden Reserve that respondents are least satisfied with (4.0/10).
 - Increasing seating and shading is the second most-supported improvement (8.1/10).
- **There is an opportunity to enhance the attractiveness and activation of the Precinct's open spaces.**
 - Both Reserves have satisfaction ratings of less than 5/10 for landscaping and vegetation.
 - *'The precinct is an attractive place for both locals and people from outside Swan Hill to visit'* is the statement respondents agreed least with.
 - Increasing activation and use of underutilised areas is the third-most supported improvement.



Strengths and Ideas

- **Respondents identified several strengths of the Precinct, including:**
 - Centralised/accessible location.
 - Quantity and diversity of facilities and amenities.
 - A large multi-purpose asset.
 - Ability to encourage community togetherness.
- **Some of the ideas raised by the community include:**
 - Upgrade the clubrooms and facilities such as toilets, kitchens and changerooms.
 - Enhance pedestrian safety, including improving the functionality of Pritchard Street.
 - Introduce netball courts to the Swan Hill Showgrounds Reserve.
 - Facilities for children/families.
 - Accommodate informal sport and community events.

Summary of Key Themes and Masterplan Response

Overall Community Priorities		How this will be addressed in the Masterplan
1 Upgrade Supporting Facilities	Upgrade supporting facilities: quality and accessibility of toilets, kitchen/canteen facilities, changerooms, etc.	The guiding principles for the Masterplan will include a strong emphasis on prioritising projects that address the existing shortcomings of the precinct ahead of developing new infrastructure. The plan will also focus on asset renewal and consolidation to enhance the quality of built facilities, improve the operational usage and strengthen the return on community investment.
2 Safe and Connected	Improve and prioritise pedestrian safety and increase opportunities for additional car parking spaces.	Implement a systematic safety improvement program for Pritchard Street and on key surrounding intersections, including expanded formalised pedestrian crossing zones with greater signage and visual cues, reduced road width, increased on-street parking, dedicated passenger drop-off zone and reduced vehicular speeds.
3 Activated and Accessible	Improve precinct activation opportunities including informal sport and community events.	The Masterplan will identify opportunities and locations for: • A community play space, sheltered seating and youth activity equipment. • A connected, continuous walking/running track in a figure-eight around the precinct. • Improved lighting at the Precinct for walkers and runners.
4 Seating, shading, landscaping and amenity.	Increase seating, shading, landscaping and amenity.	The Masterplan will seek to consolidate the overall building footprint of the Precinct to provide a net increase in open space, as well as improve the quality of green open space, tree canopy and shading across the Precinct. These priorities will reinvigorate the precinct as a source of pride and cultural showcasing for the current and future Swan Hill community.

Selection of Community Comments

(Verbatim Comments)

"The location is the most prime piece of real estate in town. It is highly visible so any groups that use this area are seen by many residents traversing this area. This is quite important for these sports as it keeps them in front of mind with the community..."

"...it hosts many different groups and organisations for the community. It is a place for children and adults to access sporting and recreational activities as well as community events. With upgrades and consideration it would be an attractive place for people to visit."

"...The size of the space is incredible and given its location, a key highlight is it breaks up housing, which is quite compacted in other areas of Swan Hill."

"... I think if we were able to re-imagine the area as a Sporting/ Entertainment precinct we would be able to better utilise the area to include things like periodic markets, Farmers Markets, Show and Shines, Food Truck, Swap meets etc. The list and possibilities is endless. The opportunity to also collaborate with current community groups which use this area to go after funding for projects would also be very high..."

"...Pritchard St closed for safety of pedestrians, particularly children crossing road from netball courts to clubrooms on training nights Tue and Thur..."

"Provide TWO netball courts at the Swan Hill recreation reserve behind the club rooms, absolute hazard for kids coming from Alan Garden courts over to SHFNC rooms in darkness after training, accident waiting to happen!!..."

"...The canteen needs huge upgrades, the toilets and clubrooms are unsafe and not accessible for disabled people, and everything is run down..."

"...Renovation of the Clubrooms ... They are not welcoming or accessible for people with young children, especially those with prams. There is no room to navigate, and getting to the toilet is a nightmare due to the narrow space and crowding. A redesign to create a more spacious and accessible environment is essential..."

"New Swan Hill clubrooms & kitchen facilities are a MUST. Functional toilet facilities would be a great start! Change rooms for the football club & the Boxing club to have appropriate facilities to function all year round."

"Upgrade to toilet facilities- there is no mirrors, very dark, no soap, paper towel etc. in outside brick toilets. Hard to get into as you have to 'hug' the toilet to shut the door (female toilets)."

"Area between Swan Hill Football parking area and CFA track to be made more pedestrian/wheelchair friendly and all entrances into SH football and Tyntynder ovals are not practical and can be unsafe."

"I believe that if you want women to be more involved in sports give them a place where occasional child care is available. Also a place playgroups, MCH etc. are co-located so they don't have to drive all around town to attend different things. The spot would give us so much open space, parking, it's central and would utilise the space a lot better than just for sport and the show."

"Facilities for children and families linking them to community services including maternal child and health , youth and support for families with children with additional needs. Providing resources for children to play on such as play ground..."

Responses collected from selection of the following survey questions: Q16) What are the key strengths, or best things about Swan Hill Showgrounds and Alan Garden Reserve Precinct? | Q17) What are some of the general things that need improving at Swan Hill Showgrounds and Alan Garden Reserve Precinct? | Q18) Are there any sports or activities that the Precinct does not cater for that you would like to see? | Q22) What are the top three projects or improvements that you would like to see addressed in the master plan and do you have any final comments you would like to add?



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