

ADVOCACY PACKAGE



BE AHEAD OF THE GAME

Prepared by Otium Planning Group Pty Ltd

Otium
Planning group
SPORT + LEISURE

WHY?

When governments provide funding to stimulate the economy...

...you need to be SHOVEL ready...

...so that you are FUNDING ready

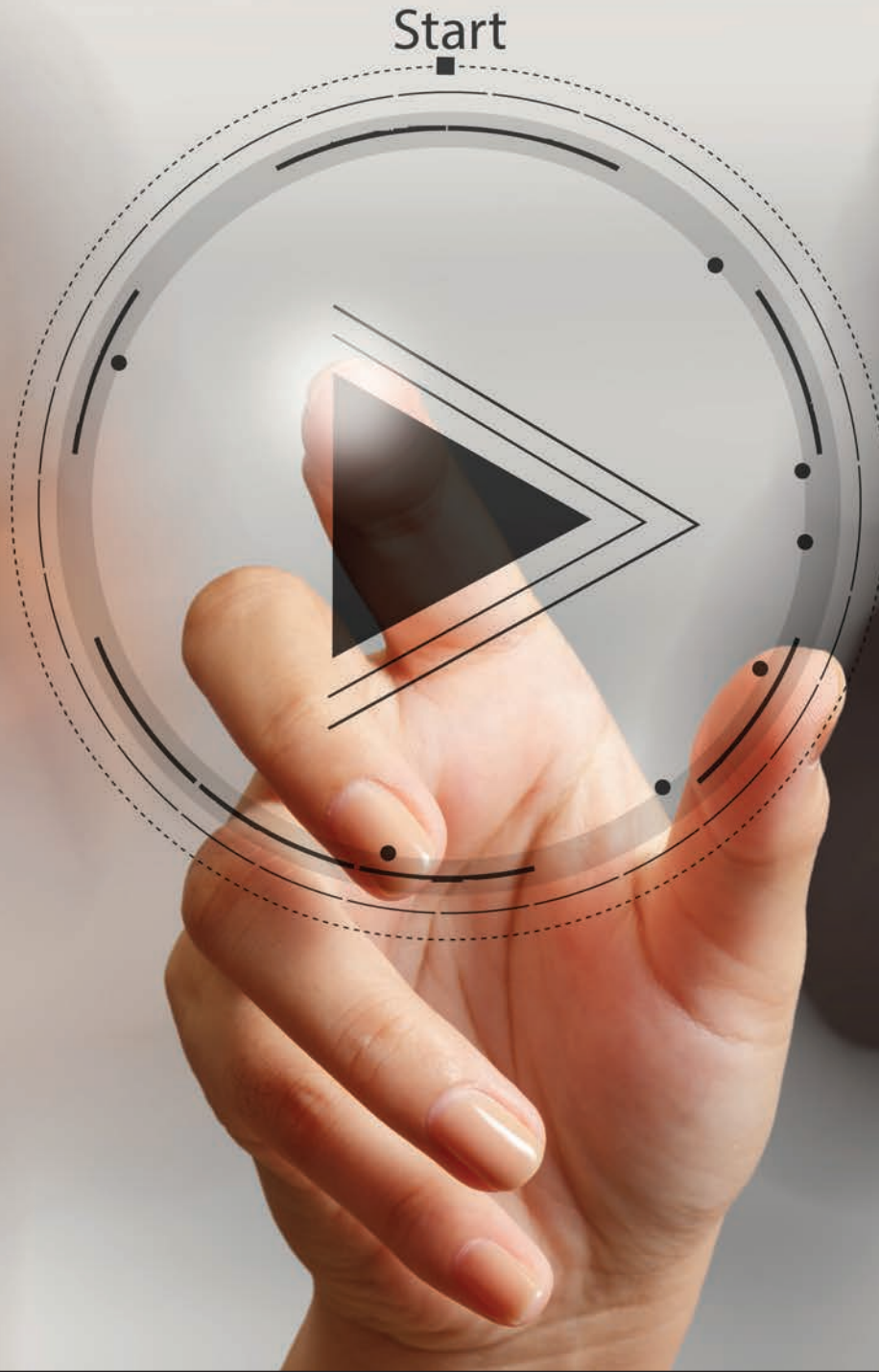


BE PREPARED

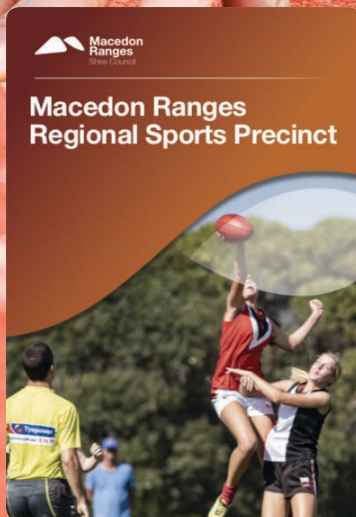
We can help you get there...

...using our expertise, networks and partnerships...

...to help develop and DELIVER your advocacy package.



DEMONSTRATE YOUR PROJECT IS SHOVEL READY



ADVOCACY PACKAGE

TODAY

1

DEVELOP A BUSINESS CASE

2

PREPARE A FUNDING STRATEGY AND PROPOSAL

3

DEVISE AN ADVOCACY STRATEGY



STEP 1. DEVELOP A BUSINESS CASE

1

MARKET RESEARCH

1. Identify need
2. Review background and site information
3. Demographic modelling and catchment mapping
4. Demand analysis and benchmarking

2

SITE REVIEW AND STAKEHOLDER ENGAGEMENT

5. Site and facilities performance review
6. Key stakeholder engagement
7. Issues and options report

3

ANALYSIS AND CONCEPTS

8. Functional components schedule
9. Concept designs and cost plans
10. Financial operational model

4

BUSINESS CASE REPORT

11. Draft report
12. Seek feedback and prepare final report



STEP 2. PREPARE A FUNDING STRATEGY AND PROPOSAL

1

DEVELOP FUNDING STRATEGY

1. Determine funding sector opportunities
2. Determine requirements

2

ANALYSIS AND RESEARCH

3. Review background information
4. Identify gaps and conduct research
5. Social, health and economic benefit impact statements

3

DEVELOP SUPPORTING DOCUMENTS

6. Update to plans, cost plans
7. Supporting documents including letters of support, project management, asset management and risk management plans

4

PREPARE PROPOSAL

9. Draft proposal
10. Graphic design proposal



STEP 3. DEVISE AN ADVOCACY STRATEGY

1

IDENTIFY KEY STAKEHOLDERS

1. Identify stakeholders and decision makers

2

DEFINE ACTIONS AND RESPONSIBILITIES

2. Advocacy strategy
3. Meet with key stakeholders and discuss advocacy role

3

PREPARE ADVOCACY MATERIAL

4. Draft advocacy material
5. Graphic design advocacy material and webpage content

4

SUPPORT IMPLEMENTATION

6. Provide ongoing advice and support
7. Meet with funding agencies as technical expert advisor



CASE STUDIES




PARC
PENINSULA AQUATIC
RECREATION CENTRE



To view our project videos go to
bit.ly/2W8UVK0

GURRI WANYARRA WELLBEING CENTRE

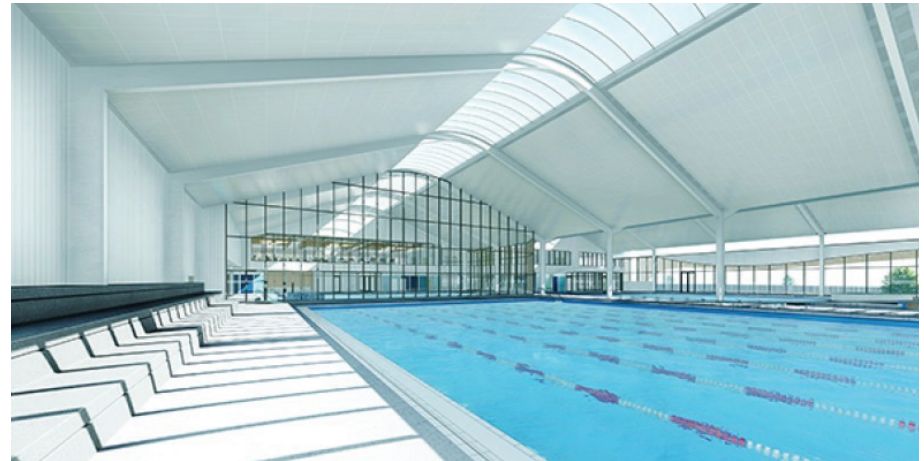


Otium prepared the feasibility study and business case for the \$32.4M Gurri Wanyarra Wellbeing Centre in Bendigo.

The project attracted more than \$20.1M in funding with \$15M from the State Government, \$4.5M from the Federal Government and \$600,000 from community fund raising.

The aquatic and leisure facility delivered 432,000 visits in its first 12 months of its operation, boasts more than 3,500 members and 1,000 students enrolled in learn to swim programs.

ROSEBUD AQUATIC AND LEISURE CENTRE



Otium prepared the feasibility study and business case together with being advisors to the design team, reviewed management options and developed the management specifications for the \$49M Rosebud Aquatic and Leisure Centre.

The project was funded by the Mornington Peninsula Shire Council, Federal Government (\$5M) and State Government (\$5M).

GORE HILL SPORTS PRECINCT



Otium completed a business plan for the proposed outdoor synthetic field and indoor recreation centre at the Gore Hill Sports Precinct.

OPG also assisted Willoughby Council with the funding submission for stage 1 (\$10.5M) development that included construction of a synthetic Cricket/AFL field, training lights, amenities and car parking.

Council was successful in attracting a \$9.5M from a Federal Government Grant for this project in 2016.

MILDURA SOUTH REGIONAL SPORTS PRECINCT



Otium completed the Mildura South Regional Sporting Precinct Master Plan as well as the projects stage 1 Business Plan.

Stage 1 works costed at \$29.9M will develop a 6 court indoor stadium and major AFL oval that are expected to generate an estimated 200,000 venue visitations each year.

The business case for this facility shows it will generate more than 200 construction jobs and provide a venue for major events including concerts & regional & national sporting events, making the economic case for this project very strong.

Otium assisted Council with the stage 1 funding strategy that achieved \$17.5M in Federal and \$3M in State Government Funding (total funding \$20.5M)

DIAMOND CREEK COMMUNITY BANK STADIUM



Otium prepared the feasibility study and business case for the \$10M Diamond Creek Community Bank Stadium.

The project attracted funding from Nillumbik Shire Council (\$3.2M), Federal Government (\$3.4M), State Government (\$3.4M) and Bendigo Bank through Valley Community Financial Services (\$971K that included a \$728K naming rights deal).

The Stadium serves more than 6000 people each week and features a three court stadium with 900 seat retractable seating, a multipurpose room, performing arts space, gymnastics hall and café.

Recent improvements include installing solar panels to enable the Stadium to act as a recovery centre.

SURF COAST MULTIPURPOSE STADIUM



Otium prepared the business case and funding proposals for the \$13.5M Surf Coast Multipurpose Stadium.

The project adds three new courts to the existing single court stadium at Surf Coast Secondary College together with café and meeting rooms.

The \$13.5 million total project cost is made up of contributions from Surf Coast Shire Council (\$2.6M), Federal Government (\$5M), State Government (\$3M) and Developer Contributions (\$2.9M)

PENINSULA AQUATIC AND RECREATION CENTRE



Otium completed the project feasibility study and business plan that was used to attract project funding support.

OPG also commissioned a Social & Economic Impact Report that greatly assisted in attracting Federal Government funding.

OPG completed a management model review and an updated funding strategy that was successful in attracting \$26.5M in funding (\$13.5M from Federal & \$13.0M from State Governments) for this \$49.6M project.

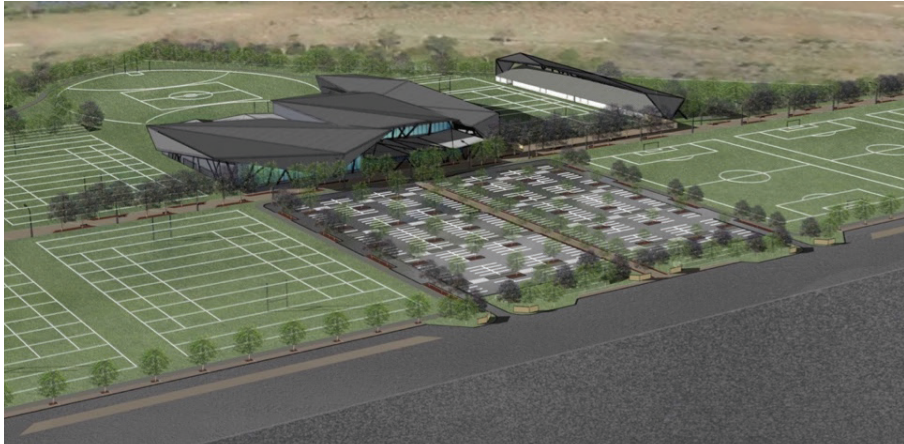
BATEMANS REGIONAL ARTS, AQUATIC AND LEISURE CENTRE



Otium completed the projects feasibility study in 2017 and was retained in 2019 to complete a business plan and also a management and operational strategy.

The OPG Feasibility Study and Business modelling was used to attract significant funding support with a total of \$51M achieved from a \$26M grant from the State government and \$25M grant from the Federal Government.

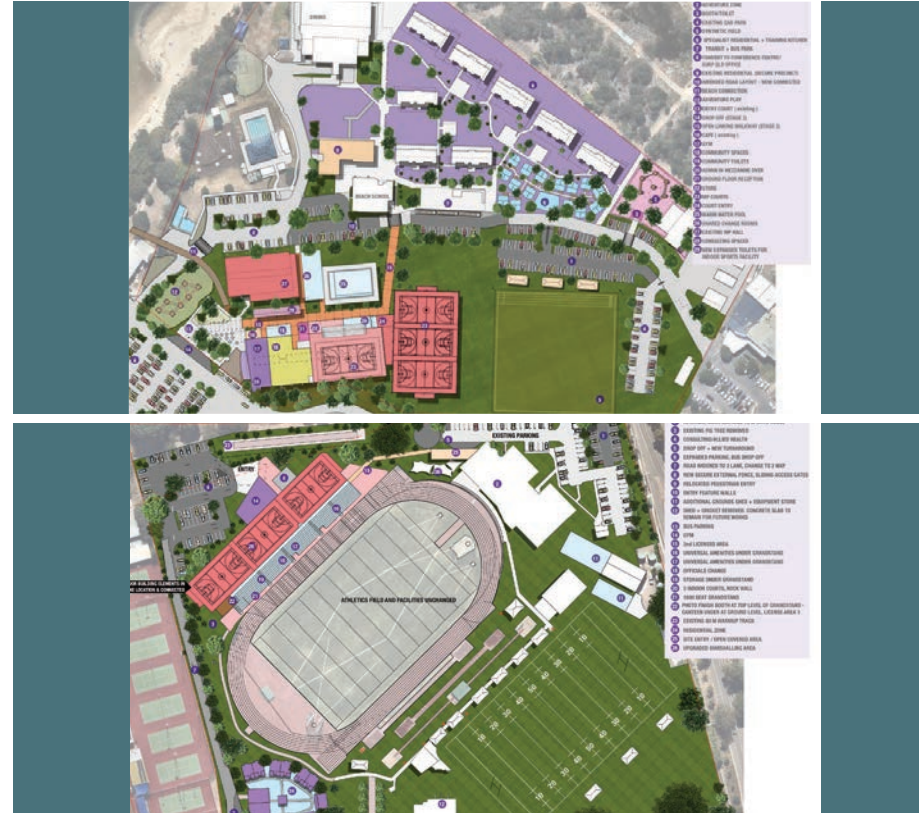
CENTRAL COAST REGIONAL SPORTING AND RECREATION COMPLEX



Otium completed the Tuggerah Regional Sporting and Recreation Complex Master Plan & Development Strategy for Wyong Shire Council (became Central Coast Council May 2016). The report proposed two stages of development aimed at attracting maximum funding support for each stage.

Stage 1 involved developing the playing fields, site services and outdoor field infrastructure at a cost of \$23.7M. Otium assisted Council with the stage 1 funding strategy & applications. A grant of \$10M was made available by the Federal Government in 2018. Stage 2 funding applications for the indoor recreation centre and main oval grandstand were also completed by OPG in 2019.

ACTIVE PRECINCTS MASTER PLANS AND VENUES STRATEGIES



Otium completed a future needs study for three major sport and recreation venues that aligned with the Activate Queensland Strategy 2019-29 objectives. These were:

- Gold Coast Recreation Centre
- Sunshine Coast Recreation Centre
- Townsville Sport and Recreation Precinct.

The study proposed future infrastructure improvements at each site to increase community access and connectedness, support the development of the active recreation industry and support performance pathways. These improvements were designed, costed and planned over a 10 years capital works program.

As a result, the Queensland Government announced \$40 million over three years to transform the three venues.

EAGLE STADIUM



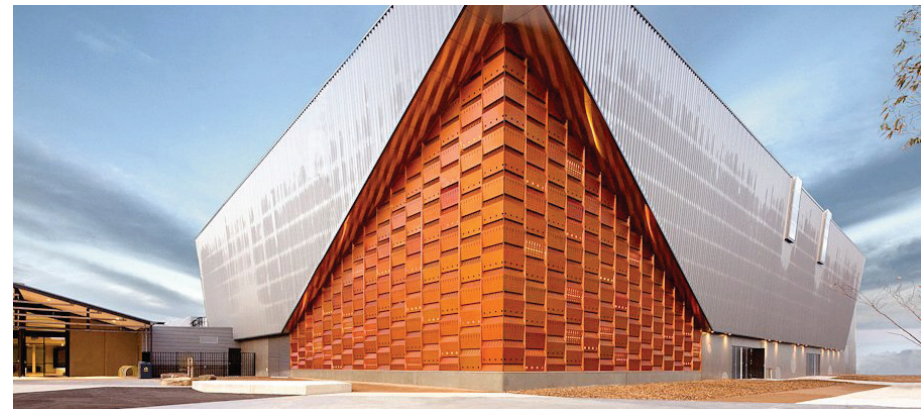
Otium prepared the feasibility and business case for the \$47M Eagle Stadium.

Eagle Stadium is the largest indoor recreation facility in Melbourne's West. The Stadium features a 1,500 seat show court, 12 indoor multi-purpose courts, 4 outdoor netball courts, a gym with dedicated group fitness and spin class rooms, crèche and café.

The \$47 million total project cost is made up of contributions from Wyndham City Council (\$37.5M), Federal Government (\$9M) and State Government (\$650K).

The Stadium attracts over 1M visits each year and boasts more than 1,300 health and fitness members. The Stadium delivers for all indoor sports competition whilst attracting major events.

STATE BASKETBALL CENTRE



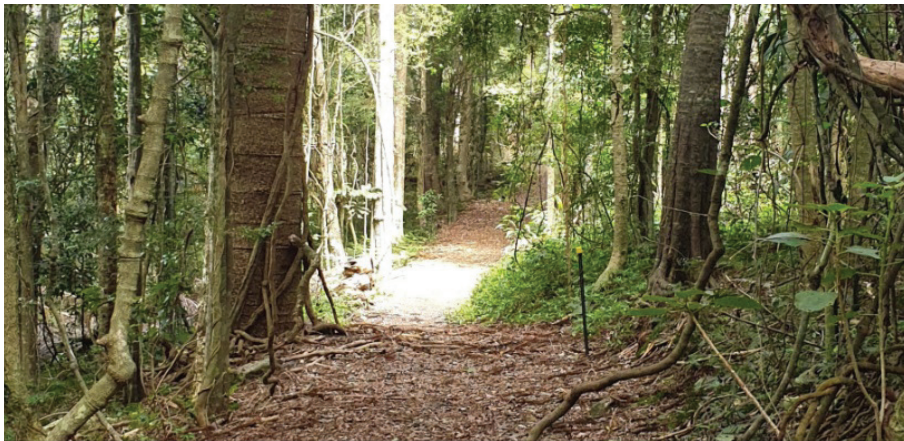
Otium prepared the feasibility and business case for the State Basketball Centre Expansion.

The project is now in detailed design following a State Government funding announcement of \$126M.

The project includes 10 new courts (making a total 16 courts), expanded administration facilities and a Victorian Centre of Excellence for High Performance athletes across Victoria.

Otium prepared the initial feasibility and business case for the State Basketball Centre in 2012. This \$27M project was funded by State Government.

WESTERN DOWNS TOURISM INFRASTRUCTURE MASTER PLANS

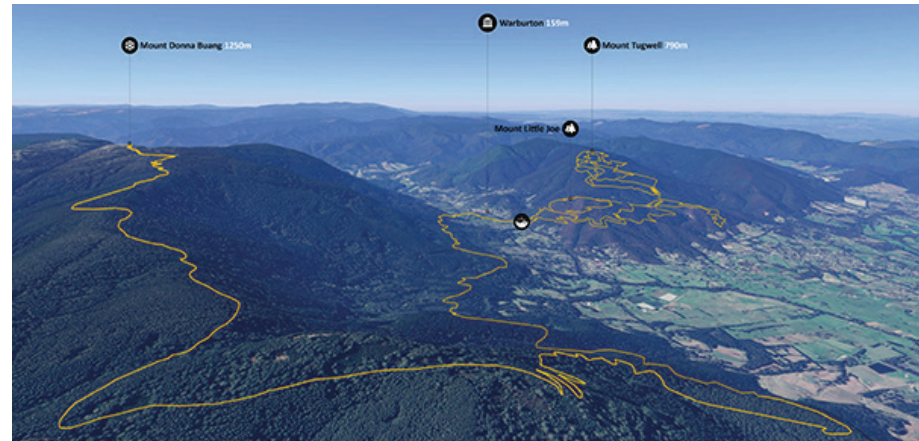


Otium prepared four nature-based recreation tourism infrastructure master plans for Western Downs Regional Council. The strategy included four projects: Caliguel Lagoon, Chinchilla Weir, Lake Broadwater and Russel Park mountain bike trails in the Bunya Mountains, all of which will deliver a high return on investment to the local economy.

Western Downs Regional Council announced a \$50M recovery package of which \$33.5M will contribute to the co-funding of 11 key tourism projects, with these four projects included.

Council has since allocated \$2M to prepare the detailed design for the 11 key tourism projects and has set aside shared funding for construction. These steps have been made to seek funding through State and Federal Government.

WARBURTON MOUNTAIN BIKE DESTINATION



Otium prepared the funding proposals and have been involved in advocacy for a World Class Mountain Bike Destination in Warburton.

Our strategic partner World Trail together with our Associate Ben Bainbridge prepared the initial feasibility study for this project.

The feasibility study and funding proposal led to detailed design, planning approvals and now \$9M funding from State and Federal Government for the development of over 100km of mountain bike trails across State Forest, National Park, Crown Land and Council Land.

The destination is projected to attract 130,000 mountain bike visitors in its first year of operation and generate \$23.67 million per annum into the local economy and 175 jobs (FTE's).



ARE YOU PREPARED
TO TAKE ADVANTAGE
OF POTENTIAL FUTURE
ECONOMIC STIMULUS
FUNDING OPPORTUNITIES?

CONTACT OTIUM
PLANNING GROUP TO ENSURE
YOU ARE AHEAD OF THE GAME

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