



CITY OF PROSPECT  
**ADVOCACY**  
PRIORITIES



## ACKNOWLEDGEMENT OF COUNTRY

City of Prospect acknowledges that we are on the traditional country of the Kurna people of the Adelaide Plains region and we pay our respect to Elders past and present.

We recognise and respect their cultural heritage, beliefs and relationships with the land and we acknowledge that they are of continuing importance to the Kurna people living today.





# PROSPECT OVAL

## SPORTS PRECINCT



## PROJECT OVERVIEW

- Prospect Oval is the jewel in the crown for the City of Prospect, as it understands the importance the Oval plays to our community. It's not just a historic sporting hub but also a gathering place that brings generations together and fosters a sense of belonging.
- The City of Prospect has placed the upgrade of Prospect Oval as one of its key priorities to support and deliver through committing a \$200,000 funding allocation to design the lighting upgrade to AFL standard, making the site ready for a potential AFL Gather Round fixture and future broadcasting of domestic cricket matches nationally.
- In addition, Council's decision to undertake a strategic land purchase adjacent Prospect Oval demonstrates Council commitment to:
  - Celebrate the Prospect Oval precinct as an enhanced, community focused asset;
  - Increase public amenities and the oval quality of the community spaces;
  - Create a unique health, wellness and fitness precinct;
  - Support the economic development of Main North Road; and
  - Connect Main North Road with Prospect Oval through an extension of public spaces.

\$6M of funding is required to deliver a lighting upgrade to Australian Football League & Cricket Australia broadcast standards.



## PROJECT FUNDING

- Council has committed to funding \$200,000 towards designing lighting infrastructure.
- Council is currently developing a revised Prospect Oval Master Plan, which will clearly outline the infrastructure upgrades needed to create a fit-for-purpose community space and elite sporting precinct. The Master Plan will be completed through 2024/25 financial year.
- Council is willing and ready to form relationships and partner with all levels of government to create a state-of-the-art precinct.
- In addition, Council is open to joint ventures to drive this opportunity for its community.

## AREAS FOR IMPROVEMENT

- The Prospect District Cricket Clubrooms need redevelopment to bring them to current day standards and improve facilities available for broader sporting participation.

This includes providing the opportunity to improve 'away' change rooms for AFL (men) as well as inclusive female participation friendly infrastructure lacking at this facility to service the rapid growth in women's sport associated with AFL and Cricket. The project would improve the aged, cramped, poor amenities and change rooms to state of the art, elite facilities.

This redevelopment also provides an opportunity to co-locate the Cricket Club with the nearby Prospect RSL Club, with both groups supportive in principle of this approach. Any colocation would further leverage opportunities for Prospect Oval's enhancement through subsequent redevelopment of the current RSL site by way of providing an improved entry statement to Prospect Oval.

This project is being progressed to enable it to be considered as a Federal Government election opportunity in 2025.

- Funding is required for the lighting upgrade beyond Council's initial investment in design development. The design process has recently been commenced and at this stage a high order cost estimate for the project is estimated at \$6M.

Council is currently working with SACA and SANFL to ensure that this project meets the strategic needs of both stakeholders in establishing Prospect Oval as one of the premier locations for elite sports in the State.

For the project to become a reality it will require a partnership funding approach to enable its delivery between the Council, North Adelaide Football Club, SACA and the State Government to progress its delivery. A Memorandum of Understanding is being progressed to underpin key stakeholder commitments to this project and key objectives of each party to commit to this project. All parties are excited and supportive of the opportunity this project presents for their respective codes, Prospect Oval and the broader community.

The Council are committed to delivery of this project ready for the 2025 AFL Gather Round, enabling Prospect Oval to be considered as a location for an AFL fixture.

\$3M State Government funding is sought for the lighting to be delivered together with \$3M funding from other project partners.



## KEY BENEFITS

- South Australia has seen a resurgence in sport participation over the past decade, fostered by a local investment in accessible sporting and recreational facilities. These efforts have not only encouraged greater participation across the State, but sees statistics such as 25% of players registered with the Prospect Cricket Club born overseas, subsequently fostering a sense of unity and community spirit.
- In particular, the rapid increase of girls and women playing AFL and Cricket at all levels. With 46% of Australian girls participating in organised outside-of-school-hours sport each week, plus an increase of 54% of female club and community cricket participation over the past five years, Prospect Oval is perfectly positioned to play a key part in fostering both community and elite women's and girls pathways to AFL and Cricket.
- The South Australian Cricket Association (SACA) reported a 13% increase in total participation across all forms of the game in previous seasons. Along with a strong school program, which resulted in more than 94,000 school based participants, setting the pathway for more players to be introduced to the game and create opportunities to transition into club cricket.
- However, across Australia less than 35% of facilities are still currently deemed inclusive for girls and women, presenting significant challenges in attracting and retaining girls and women in both AFL and Cricket.
- Improved infrastructure for women's sport levels the playing field by offering women and girls the same quality facilities and resources as men, promoting gender equity, fostering a sense of belonging and encourage social interaction. Mitigating the risk of girls dropping out of sport, due to lack of accessible facilities, unequal resources and perceived lack of future opportunities.
- City of Prospect and SACA are committed to supporting the growth opportunities for girls and commit to creating a realistic pathway to competition cricket. In addition to resource structures, ensuring that access to appropriate facilities to accommodate cricket for women and girls is critical to support the growth of women's sport participation.
- Transformation of both AFL football and cricket at grassroots level to better cater for females is a key strategy for Council, its stakeholders, the community and government alike. Infrastructure is needed to ensure the State keeps up the pace with growth and improvements needed to promote the involvement of women and girls.

Council is willing to invest into the future of Prospect Oval as it understands the key role the precinct will play in the future for the State's economic prosperity and to create both community and elite sporting pathways. However importantly, the vial role the precinct will play in its community wellbeing.



## ECONOMIC IMPACTS

- Whilst this exact number is yet to be quantified, the known economic benefits from the 2023 Gather Round to local grounds including Norwood and Mt Barker were significant (\$83m to the State's economy).
- Prospect Oval's close proximity to the Adelaide CBD creates a shared opportunity to foster the Gather Rounds carnival atmosphere both for the local and broader community.
- Finally, the social return on investment for an average community football club indicates that for every \$1 spent to run a club, there is at least \$4.40 return in social value in terms of increased social connectedness, wellbeing and mental health, employment, personal development, physical health, civic pride and community support.



## NEXT STEPS AND PROJECT TIMEFRAME

City of Prospect is working hard to ensure it fosters a 'can do' ethos to secure the potential activation and showcase for Prospect Oval.

## CONTACT DETAILS

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