



# Media Release

26 October 2018

## ***HAVE YOUR SAY***

### **G21 cricket & hockey strategies**

*G21 - Geelong Region Alliance is seeking public feedback on the G21 and Cricket Victoria Barwon Regional Cricket Strategy and the G21 Regional Hockey Strategy.*

The strategies have been developed by local government authorities within the G21 region in partnership with Cricket Victoria and Hockey Victoria to guide the overall direction and development of the sports for the next 10 years.

Cricket is the majority user of outdoor playing fields across Barwon region during summer months. Cricket participation for season 2016-17 was the highest in country Victoria, with 5,718 participants playing with 66 clubs at 155 grounds.

The G21 and Cricket Victoria Barwon Regional Cricket Strategy focuses on the built 'on-field' elements of the game, including facilities and infrastructure, as well as the 'off-field' components, including: sport development; increasing participation levels; policy and planning; partnership development; and the governance and management of cricket across the region.

Development of the strategy has identified five key priorities which will guide future direction, underpinned by objectives and actions that can be implemented at the local level:

- Develop an aligned and collaborative structure to manage cricket.
- Grow cricket, its range of activities, club capacity and profile across the Barwon region.
- Maximise the capacity and activation of existing sites and align new facilities with future need and demand.
- Deliver and activate a Regional Cricket and Community Centre.
- Secure stakeholder support for strategy implementation.

Geelong Hockey Association (GHA) is responsible for the delivery and development of hockey and its 1131 registered participants in the G21 region. There are nine clubs affiliated with the GHA; three formed in the past five years. All games are played at a regional facility at Stead Park, Corio. While this site currently services demand well, it is the only competition venue in the region and travel presents a barrier to participation.

The G21 Regional Hockey Strategy has identified six strategic priorities that have shaped regional and local hockey recommendations:

- Provide functional and accessible facilities.
- Increase capacity of existing facilities and deliver new pitches to meet future demand.
- Increase participation through improved programming.
- Embrace new formats that engage new participants.
- Adopt strategies that support the development of sustainable clubs.
- Promote hockey in the region through collective marketing strategies and initiatives.

G21 - Geelong Region Alliance CEO Elaine Carbines said it was important for people to provide feedback now.

“I urge everyone to have a look at the draft strategies and have their say, as these long-term strategies will support the growth of the sports over the next ten years,” Ms Carbines said.

People can view the strategies on the G21 website at <http://www.g21.com.au/engagement>

Feedback can be provided via the online contact form. Submissions for both strategies close on Friday 7 December 2018.

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