



G21 AND AFL BARWON REGIONAL STRATEGY

“This project brought governments, football and netball together to plan for the future in a highly collaborative, professional and objective manner.”

insideEDGE were able to unite a complex array of consultations and considerations in to a well constructed plan that will guide many well justified improvements for all stakeholders in coming decades.”

Shayne Ward, Government Partnerships & Facilities Manager, AFL Victoria

PROJECT COMPLETED: DECEMBER 2014
CLIENT: AFL VICTORIA AND G21 REGION LGA'S
PROJECT VALUE: \$40,000

The five local government areas that make up the G21 Region (City of Greater Geelong, Borough of Queenscliffe, Surf Coast Shire, Golden Plains Shire and Colac Otway Shire), in conjunction with AFL Barwon, AFL Victoria and Netball Victoria developed a partnership to investigate infrastructure and sports development needs from both a local and regional perspective.

The G21 and AFL Barwon Regional Strategy will guide the future planning and development of football and netball delivered through football-netball clubs throughout the G21 Region. Central to the study was increasing participation, establishing strong regional governance, creating sustainable club and facility hierarchy models and generating economic interest for the region to increase the capacity of local clubs.

The Strategy addresses infrastructure and sports development needs of both netball and football, as well as establishing clear priorities for local delivery.