

# COMPANY OVERVIEW

Sport, Recreation and Open Space | Strategic Planning | Asset Auditing | Data Visualisation and Mapping



*inside* **EDGE**  
sport and leisure planning





## OUR CAPABILITIES

*insideEDGE* and our people have a history of delivering successful projects and practical solutions.

We have worked with some of the world's leading sporting and community sector organisations and have been involved in the delivery of some of Australia's most comprehensive sport and government sector projects. Providing the right answers to the right questions and a no surprises approach is central to our success.

We deliver our projects via an in-house team of specialist sport and recreation planners, facility and management consultants and business analysts.



## OUR SERVICES

### SPORT, RECREATION AND OPEN SPACE

*insideEDGE* specialises in sports facility planning and feasibility studies, recreation reserve master plans and open space strategies that focus on connecting stakeholders, maximising benefits for local communities and ensuring sustainable use of often scarce resources.

Our approach to all projects is consultative, inquisitive and evidenced based. We understand that you need to ask the right questions to get the right answers. We work with a range of clients including state government, local government, sporting bodies and the education sector.

### ASSET AUDITING

We utilise our online Sports Facility Auditor program to collect asset data and assess a broad range of individual site and venue elements, specifically for community sport and recreation facilities. Our experienced and trained auditors spend time on site collecting live data that reports directly back into the Sports Facility Auditor database.

Customised reports, data dashboards and GIS mapping is produced to aid the assessment of site and venue data and analysed against asset standards and guidelines. Data can be aggregated at various levels to provide insight into specific facility elements, geographical areas or venue types.

We can use our existing programs or customise an audit product to specifically meet your asset needs and requirements.

### STRATEGIC PLANNING

Strategic planning and thinking is central to our work and all of our projects. We base our philosophy on understanding the fundamental issues, collecting the data to measure the scale of problems and opportunities and then devising prioritised and realistic options for success.

We undertake strategic plans that focus on growing sport, recreation and physical activity, enhancing and developing community facilities, improving business and venue performance and efficiently allocating community resources.

### DATA VISUALISATION AND MAPPING

We use GIS programs including QGIS and Carto to prepare maps that support our planning projects and decision making, including location mapping, heat maps, catchment analysis and drive-time analysis.

We utilise Power BI to create data analysis dashboards that generate interactive dashboards for our clients. We typically use dashboards to analyse asset information, conduct benchmarking analysis, identify venue and market catchments, participant and member profiling and predict future needs and opportunities.

Our GIS mapping and Power BI dashboards also integrate with our Sports Facility Auditor programs to ensure asset data is analysed in a variety of ways and provides the evidence you need to secure investment.



OUR TEAM



MICHAEL BODMAN  
COMPANY DIRECTOR

Michael is a dedicated professional to the sport, leisure, recreation and parks industries. His knowledge and skills span 25 years of operations and event delivery, sport, recreation and government planning, facility management and commercial business development.



GAVIN JORDAN  
COMPANY DIRECTOR

Gavin has worked in various roles across the sport and recreation sector over the last 20 years. Prior to consulting, Gavin worked in sports facility management, local government and as a key member the major projects team within Sport and Recreation Victoria.



KELLY HARDING  
SENIOR CONSULTANT

Kelly is a dedicated professional in the sport, leisure, and open space industry with over 15 years of experience at both a state and local government level in South Australia and leads insideEDGE's South Australian office, providing the trademark insideEDGE quality and innovation to the SA government, sport, recreation and community sectors.



JAKE McMINN  
SENIOR CONSULTANT

Jake is a committed sport and recreation professional with 17 years' experience in national and state sport associations, local government, and not-for-profit sport and recreation agencies.



ZOE SELLS  
SENIOR CONSULTANT

Zoe is a professional recreation planner with close to 10 years' experience in the local government setting. During Zoe's employment she has been responsible for setting strategic direction for the development, growth and prosperity of sport at a local and regional level.



MATT PRIEM  
DIGITAL PRODUCT CONSULTANT

Matt has worked as a sport and leisure professional for over nine years across a range of roles including business and industry analyst, sports marketing and data analyst. Matt assists in the development and service of sports facility auditor programs in addition to mapping and data visualization dashboards.



ANNETTE MCSHANE  
BUSINESS ADMINISTRATOR

Annette is insideEDGE's Office Manager overseeing the general office administrative functions for both the Melbourne and Adelaide offices, including bookkeeping, liaising with clients and service providers, website and to assist the insideEDGE team in delivering a range of projects

WHAT MAKES US DIFFERENT?

insideEDGE aims to shape the way in which sport and recreation is planned and delivered in Australia.

We are committed to the development of the Australian sport, recreation and leisure industries and to delivering quality projects that add value to the industry, and the community.

Our commitment to building the future and capacity of our industry sets us apart – we are different because we care about outcomes and what our projects achieve.

insideEDGE staff, contractors and partners all place value on:



RELATIONSHIPS With our clients, our industry and our team



ACCOUNTABILITY For what we deliver



CONFIDENCE In our approach and our work



IMPROVEMENT Of our business, our solutions and our industry

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## WHAT ARE WE KNOWN FOR

Our ability to listen, interpret and respond to the needs of our clients and stakeholders and our focus on research, analysis and quality products sets us apart.

We specialise in:

- Connecting sport, government and communities through planning, engagement and communication to ensure mutual objectives, benefits and outcomes are realised
- Assisting government to plan, design, develop and manage their sport, recreation and leisure assets and infrastructure
- Creating practical, well researched management, governance, strategy and business solutions that ensure the sustainability, and build the capacity of sporting clubs, community groups and facility operations
- Aligning stakeholder and project objectives and gaining consensus outcomes through multiple-bottom line assessment (participation, social, environmental, economic) and activating people, projects and places
- Finding practical and innovative answers to complex questions and we assist key public, private and community partners to implement them

insideEDGE delivers a wide range of services and projects of all sizes.

Our range of projects include:

- Sports development
- Strategic and business planning
- Facility planning and feasibility
- Facility auditing and asset management
- Reserve and infrastructure master plans
- Active Recreation and leisure studies
- Club development
- Governance and management reviews
- Policy development
- Industry resources and guidelines
- Funding solutions

[CLICK HERE](#) to view our project list and case studies.



*"The insideEDGE team have assisted golf greatly with facility planning through their outstanding knowledge and expertise, professionalism and willingness to be flexible with their approach. Their understanding of sport and leisure planning has enabled golf to develop a holistic National Golf Facilities Plan and roadmap for the sport to implement."*

– Cameron Wade, Special Projects Senior Manager, Golf Australia



*"insideEDGE were so experienced and professional and lead our organisation and stakeholders from analysing and scoping right through to a final strategy and implementation planning. They provided us with leadership and confidence in our approach, and the Final Strategy has been so well received by our partners and stakeholders."*

– Annie Hateley, former Partnerships and Government Relations Manager, Cricket Victoria.



*"Key project highlights were insideEDGE's ability to combine new trends and AFL national directions in to a Strategy that is consistent with its first version. insideEDGE are committed and efficient with our project work and have excellent technical expertise, project management, consultation and reporting skills."*

– Shayne Ward, Government Partnerships and Facilities Manager, AFL Victoria



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