

CAMPBELL TOWN WAR MEMORIAL OVAL PRECINCT

Master Plan



Project Description:

- Precinct is located at the northern end of Campbell Town adjacent to the Midland Highway and opposite the district school
- Comprises a full-size Aussie Rules football oval, clubrooms under the grandstand (built 1950s), swimming pool complex, dilapidated public toilet block, outdoor gym, skate park and war memorial



Project Description (continued):

- Development plan received by Council in December 2014 – key finding was that the ageing clubrooms and grandstand be demolished and replaced with a multipurpose centre comprising club facilities and a function room with a capacity of 150 persons (rationale being the facility would attract regional and state wide sporting groups/community organisations' events and meetings given its central location in the state)
- Council commissioned an economic and financial analysis of the development plan by Strategy 42 South to ascertain the viability of the multipurpose centre and provide a cost-benefit analysis. Report received November 2015



Influences:

- The clubrooms and public toilet facilities are well past their 'use-by' date and warrant replacement with a new clubrooms facility (minus the grandstand) and incorporating new public toilets. The current unknown is what is the appropriate scope, scale and component parts of the new clubrooms facility
- Campbell Town has a growing number of privately owned meeting and function facilities. Council needs to compliment, not compete with these businesses when developing public facilities



Advantages & Attributes:

The economic and financial analysis provided Council with answers to three key questions:

- Is there sufficient regional and state wide demand to warrant the cost of building and operating the multipurpose centre?
- Does Campbell Town have the services and infrastructure to support the multipurpose centre?
- Will the multipurpose centre compliment or compete with the town's privately owned meeting and function facilities?



Study Outcome:

- The consultant determined the Multi-Function Centre is feasible if a workable co-op management model can be implemented, however, the consultant estimates that model would have an ongoing shortfall of close to \$40,000 per annum after three years.
- Council resolved at the February 2016 meeting to call quotes for the design of a staged Multi-Function Centre.



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