



CITY OF VINCENT



WA
Football



SL
SULLIVAN LOGISTICS

LEEDERVILLE OVAL REDEVELOPMENT

SULLIVAN LOGISTICS STADIUM

VINCENT.WA.GOV.AU





Acknowledgement of Country

The City of Vincent acknowledges the Traditional Owners of the land, the Whadjuk people of the Noongar nation and pay our respects to Elders past and present.

We recognise the unique and incomparable contribution the Whadjuk people have made and continue to make to our culture and in our community. We will continue to seek the input of the Traditional Owners.

The land on which we live, meet and thrive as a community always was and always will be Noongar land.

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AFL MESSAGE OF SUPPORT

Dear David,

**On behalf of the Australian Football League (AFL)
I write to communicate our full support for the
continued development of this critical venue.**

The AFL join the West Australian Football Commission (WAFC) in strongly supporting the lighting and turf upgrade at Leederville Oval to deliver a safe, accessible, and high-quality playing surface, alongside broadcast level lighting.

Over the past months, the AFL and the WAFC have been in discussions around how we can both best support the Council to enhance the precinct and make it a destination for women's sport and the local community.

This has included the approval of up to \$500,000 towards the project as an enhanced investment to ensure broadcast level lighting and broader precinct development. The AFL and the WAFC also

understand that the WAFL tenant clubs are also in discussions to raise an amount of up to \$500,000 between them. This would push a potential football contribution to approximately \$1 million.

The AFL's aim for Australian football facilities is to enable the provision of well positioned, welcoming, accessible, fit-for-purpose football facilities that support our growing game's strategic priorities. We are continuing to work with many partners around the country to ensure there is an adequate provision of 'Tier 2' venues in our network for the AFLW competition.

Our joint investment desire recognises that broadcast quality sports lighting can provide fixture flexibility for AFLW and many other matches and events at the venue. This investment would address the shortage of Tier 2 venues in Western Australia and support any future bids for Gather Round to be held in the State. We share Council's vision for the broader Leederville Precinct, which has significant potential to cement its position as a thriving community, sporting, and social hub.

We look forward to supporting the City of Vincent moving forward with this redevelopment project and in continuing the planning and development of facilities at this venue.

We thank your Council for continuing to foster strong partnerships with user groups at the venue and many other sporting, community and health organisations who can play an important role in the realisation of future improvements at the venue.

The AFL looks forward to working with all stakeholders to fully realise the many potential benefits of the upgrade project and will be happy to provide any further information regarding our support as the proposal further develops.

Andrew Dillon
CEO, Australian Football League



WAFC MESSAGE OF SUPPORT

Dear David,

The West Australian Football Commission (WAFC) and the associated West Australian Football League (WAFL) clubs strongly support the proposed upgrades to the turf and lighting to address immediate and future needs of this critical venue for football.

There is a lack of Tier 2 facilities within the state with only Optus Stadium and the WACA, having broadcast quality lighting and a capacity of 5,000 or more, that are capable of hosting AFL/AFLW season and pre-season games at night.

Key strategies for WAFC, as outlined in the 2020-2030 Strategic Facilities Plan, include:

- Working collaboratively with clubs and local governments to increase the number of venues with capable lighting; and
- Getting more out of our existing facilities.

There is also added emphasis for increased hours of use to allow for female football to be played at Leederville Oval. Given the growth of female

participation around the greater Leederville area, giving these players access to well positioned, welcoming, accessible, fit-for-purpose football facilities, is a key priority for the WAFC and AFL.

We are also aware of the financial benefit the local business district will receive with the addition of night matches. The proximity of Leederville Oval to the Oxford Street precinct is unique. With growing crowd numbers and a commitment from the WAFC and the WAFL Clubs to invest in game day experiences to continue this growth, we are confident that the average number of visitors to Leederville on match days will swell in coming years, with the 2022 WAFL Grand Final a great example of this.

The WAFC and WAFL are supportive of the turf renewals to cater for the increased activity, and the increase to broadcast quality lighting at Leederville Oval. Football is providing significant financial commitment to this project to see the venue upgraded to meet these physical and strategic needs. We look forward to working further with the City of Vincent, State Government and stakeholders to see the venue reach its full potential and happy to provide further information and support as required.

Yours sincerely,

Michael Roberts
Chief Executive Officer



ABOUT LEEDERVILLE OVAL

Leederville Oval is a local and state landmark with amazing potential and the City of Vincent welcomes opportunities to grow the oval into the future.

Leederville Oval has an extensive football legacy being home to many historic games and legends of the game.

Benefits at a glance:

- AFL Tier 2 venue
- minutes from central Perth and major roads
- located in short walking distance to two train stations and bus lines
- can accommodate over 16,000 fans
- home to more than two successful WAFL clubs: Subiaco and East Perth
- nestled in a vibrant town centre
- potential site for a future integrated sports facility and recreation centre with potential mixed-use building





GLENDALOUGH
TRAIN STATION

GREEN STREET

MT HAWTHORN

LONDON ST

MITCHELL FREEWAY

BRITANNIA RD

ANZAC RD

LOFTUS ST

LEEDERVILLE

NORTH PERTH

WALCOTT STREET

NORFOLK ST

WEST LEEDERVILLE

LEEDERVILLE
TRAIN STATION

WEST LEEDERVILLE
TRAIN STATION

VINCENT ST

PICKLE DISTRICT

MT LAWLEY
/ HIGHGATE

FITZGERALD ST

GLENDOWER ST

LINCOLN ST

EAST PARADE

PERTH

NEWCASTLE STREET

SUBIACO

WEST PERTH

PERTH CBD

PERTH UNDERGROUND
TRAIN STATION







HISTORY

In 1915, Leederville Oval was developed and a timber and brick grandstand built.

It opened as the home for West Perth Football Club on 24 July 1915. Works started in 1958 to make the stadium a suitable venue for track and field events for the 1962 British Empire and Commonwealth Games. This involved the demolition of the timber part of the former grandstand and shrouding the brick base with the current structure.

The West Perth Football Club vacated the premises in 1994. In 2003, the East Perth Football Club relocated their headquarters to their headquarters to the oval and were joined by the Subiaco Football Club in 2004.

The oval is arguably the home of Football in Western Australia.

LEEDERVILLE PRECINCT STRUCTURE PLAN

The City of Vincent conducted community consultation around the future of Leederville through our Design Leederville consultations. This has led to our Leederville Precinct Structure Plan which allows more development in areas of Leederville including around the oval.

The following is to be considered in the redevelopment of the site:

- permeability and public access through the site
- retention of education land uses
- retention of public open space
- potential for event spaces
- retention of sports excellence





GETTING TO THE GAME

Public transport

Leederville and West Leederville train stations are a short stroll from the oval, with buses also stopping on Loftus Street.

The path to the game

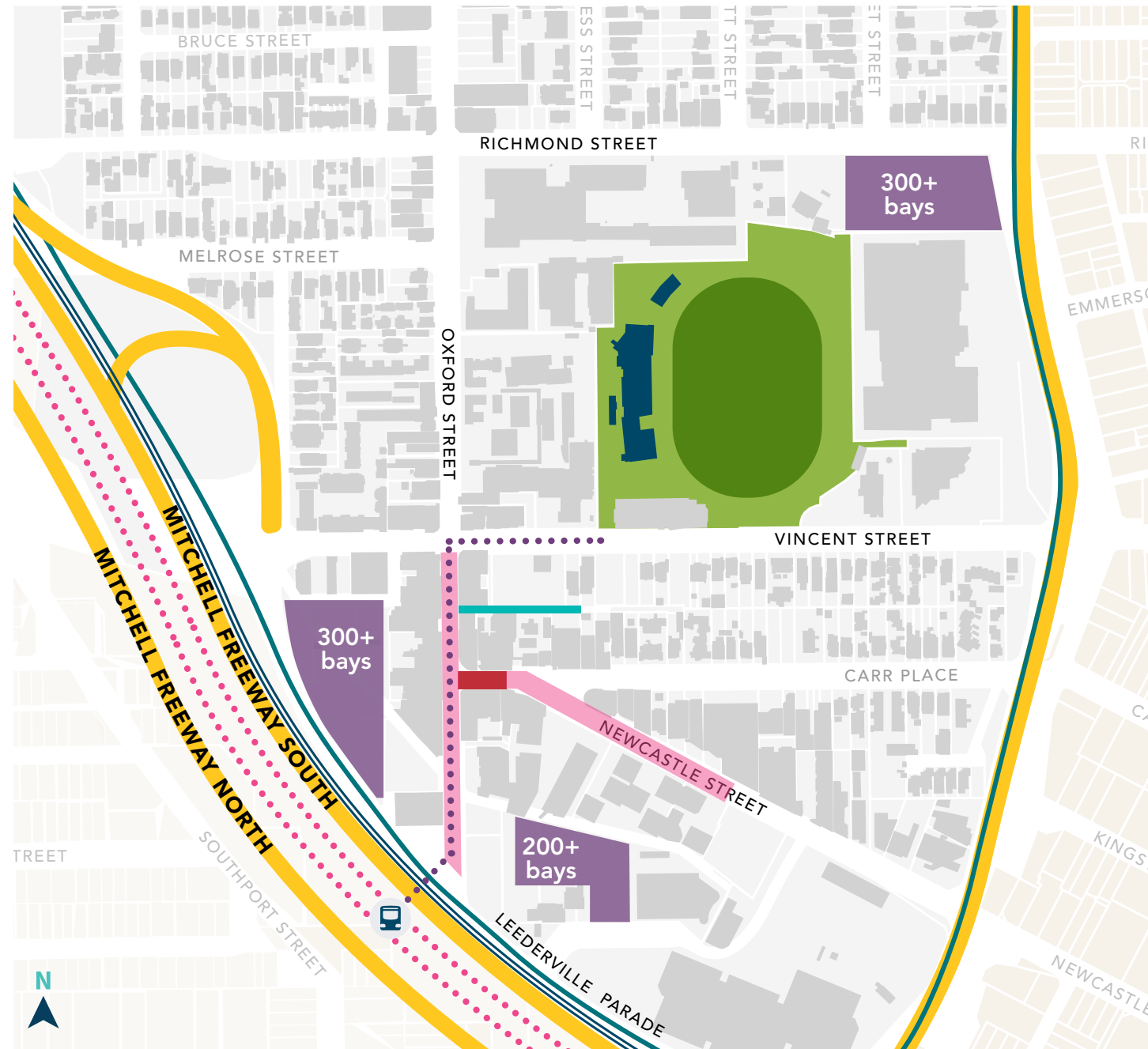
There is a bustling urban hub with retail and hospitality opportunities in Oxford and Newcastle street.

The way to the oval is through the heart of Leederville, making the stroll a pleasant one.

Parking

There are significant parking areas in Leederville for those who choose to come by car.

- LEEDERVILLE TOWN CENTRE BOUNDARY
- MAJOR ROADS
- PRINCIPLE SHARED PATHWAY
- MANDURAH – BUTLER TRAIN LINE
- LEEDERVILLE TRAIN STATION
- LEEDERVILLE VILLAGE SQUARE
- URBAN HUB
- LEEDERVILLE LANEWAY
- 700M WALK FROM TRAIN STATION TO THE OVAL
- CITY OWNED PARKING





KEY ISSUES & OPPORTUNITIES

ISSUES:

- Lack of permeability and not welcoming from the outside.
- Car parking should not exist on the site.
- Site is underutilised but work needs to be done to define exactly what spaces are underutilised.
- Should not just be about cost but should also consider shared space.
- Topographical issues between the low and high parts of Leederville.

OPPORTUNITIES:

- Connectivity and the interface to greater Leederville is critical.
- Continue the Scarborough Beach Road/Green Street intersection bikeway.
- Access point through North Metro TAFE – SIDE and Oxford Foyer (currently a SIDE car park).
- An interactive space and having art/sculptures that can change over time.
- Recognise wetland belonging to the Noongar people.
- Convert grandstand into mixed-use development.
- Space for children and families.



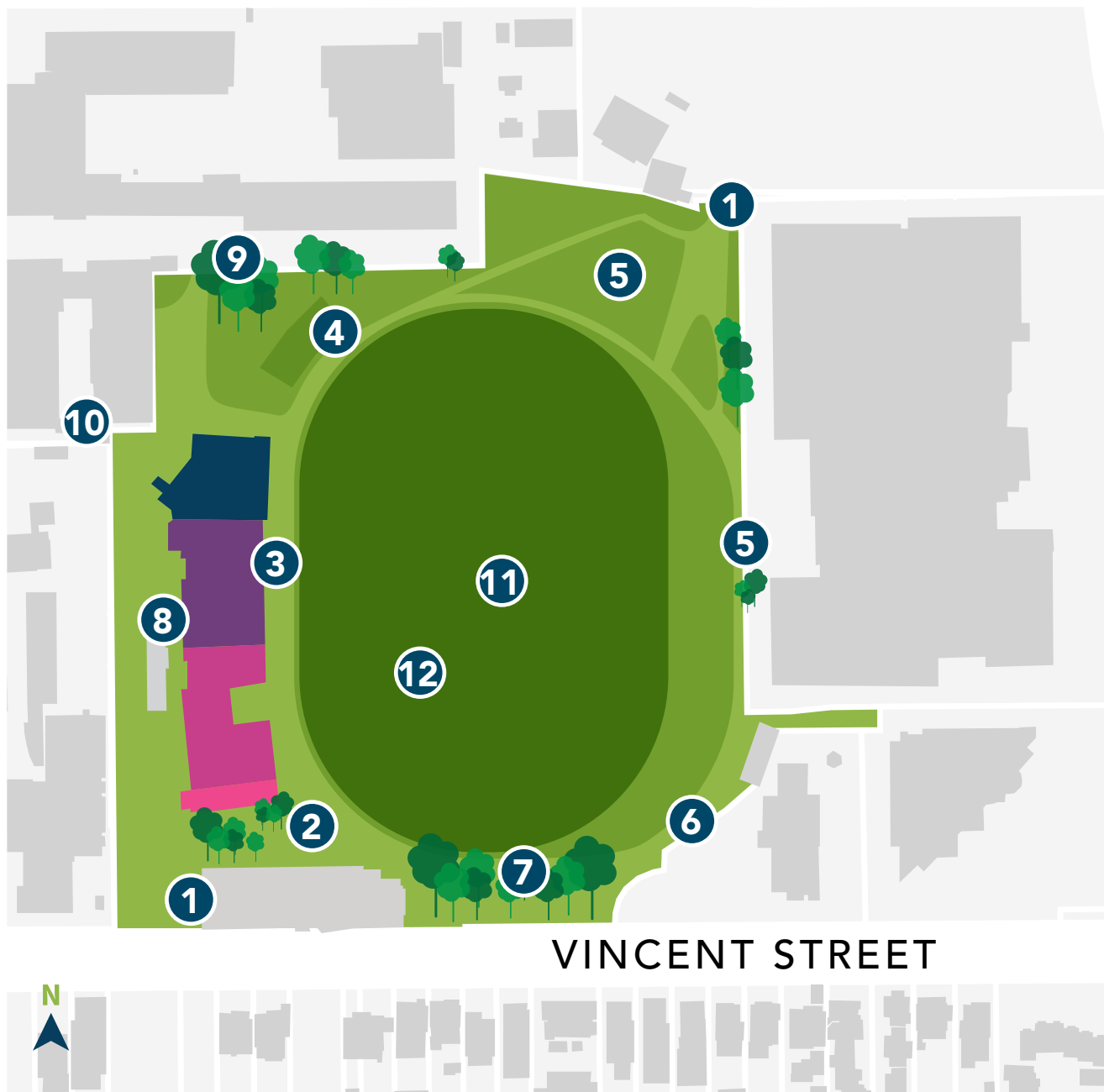
DEVELOPMENT PRINCIPLES

1. Provide a permanent home to the **East Perth** and **Subiaco** WAFL clubs.
2. Provide a training, development and competition base for **WAFL**, **WAWFL** and **AFLW** opportunities.
3. Provide **commercial opportunities** on the site to support sporting infrastructure.
4. Address **substandard infrastructure** through staged redevelopment.
5. **Co-location** of sporting infrastructure.
6. Effective management of **asset management**, repairs and renewals.
7. The site should accommodate small, medium and large **community events**.
8. Improve **public interface**.
9. Increase profile of the site for **marketability and accessibility**.
10. Develop **partnerships** to activate the oval and infrastructure including with the Department of Local Government, Sport and Cultural Industries (DLGSC), Loftus Recreation Centre and TAFE.
11. Integrate masterplan with **Leederville Activity Centre Structure Plan**.
12. Enhanced **spectator and game day activities**.

KEY DIRECTIONS

1. **Relationships:** Agree on a shared approach with neighbouring users.
2. **Commercial opportunities:** Incorporate shared use and commercial/mixed-use areas.
3. **Integrated development:** Shared space with DLGSC and other sports and integration of boundary.
4. **Alternative sporting use:** Explore potential infrastructure.
5. **Capacity of the oval:** Potential phase of future development.
6. **Ageing infrastructure:** Redevelop and rationalise the existing buildings on site.
7. **Car parking:** Provide more efficient use of the car parking area.
8. **Site utilisation:** Dual use path improvements and activation nodes.
9. **Shade infrastructure:** Integration of shade with a re-aligned eastern banking.
10. **Public art:** Incorporated within the development.
11. **Youth infrastructure:** Street furniture within and adjacent to the shared path and activity nodes.
12. **Spectator banking:** Redesign and redevelop the banking areas.
13. **Security:** Maintain security whilst permitting access to play areas.
14. **Pedestrian use:** Signage and site entry statements are to be identified.
15. **Toilet blocks:** Remove and integrated within a new development.





THE KEY AREAS

- 1 New Entry Statement
- 2 Bridged Link
- 3 Grandstand Redevelopment
- 4 Redevelopment Area
- 5 Public Interface
- 6 Shade & Play
- 7 Public Entrance
- 8 Parkland & Boulevard
- 9 Cycle Connection
- 10 Boulevard
- 11 Turf Redevelopment
- 12 Lighting Upgrade

LONG TERM RE-ALIGNMENT

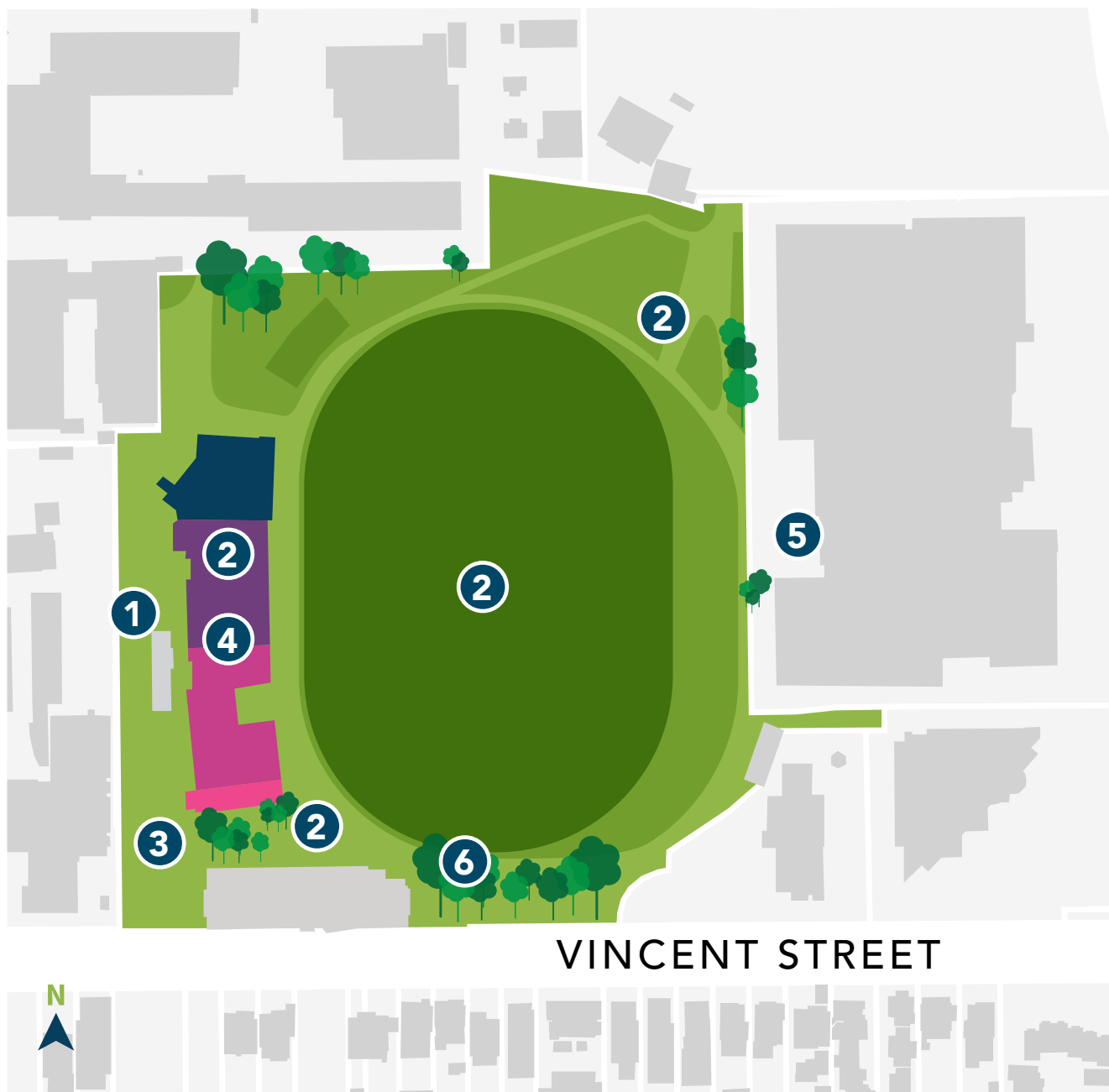
FOOTBALL & EVENT FOCUS,
AFLW & INCREASING ACCESS



FOOTBALL & EVENTS

AFLW & INCREASING ACCESS





OVAL OPPORTUNITIES

Development opportunities

Around the oval – six to 10 storeys and range of land uses.

- 1 Opportunity to recognise wetland belonging to the Noongar people
- 2 Access and permeability opportunities
- 3 Shade and play
- 4 Grandstand redevelopment
- 5 Redevelopment opportunity
- 6 Event space opportunity or redevelopment opportunity



STRATEGIC DRIVERS

The West Australian Football Commission (WAFC) Strategic Facilities Plan 2020 – 2030 and the draft Leederville Oval Master Plan have identified Leederville Oval as a genuine AFL Tier 2 Venue that could annually host of AFLW and AFL pre-season matches.

Upgrading facilities at the oval could lead to more night games, night training and more opportunities for women's football matches.

Immediate needs are lighting and turf renewals.

Lighting

The current floodlights are in a poor state and require renewal with LED technology.

Turf renewals

The playing surface is in need of major upgrades, including drainage and turf replacement. This will allow the oval to better cater for current and future increases in activity.



CITY OF VINCENT



WA
Football

City of Vincent welcomes the opportunity to discuss this exciting proposal with you.

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