



Brimbank
City Council

in2sport

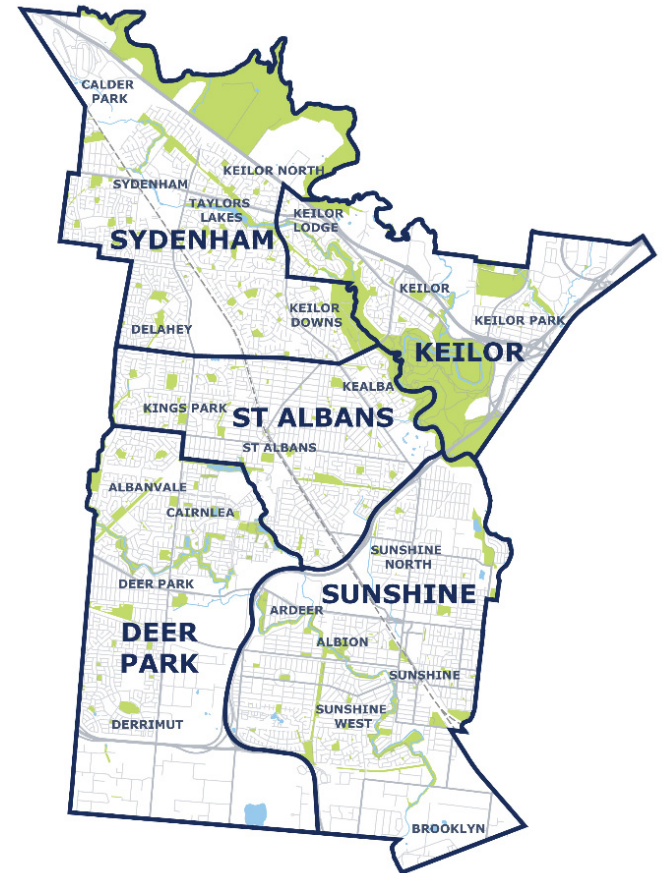
BRIMBANK



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Brimbank Demographics

- Located in Western Suburbs of Melbourne with over 185,000 residents
- 43.4% of population born overseas and 53.7% speaking a language other than English at home (including over 150 different languages)
- Ranked 2nd on SEIFA Index of Disadvantage for Metro Melbourne and 3rd in Victoria
- 34 sporting reserves, 46 sporting pavilions, 94 playing fields and 40 courts used by 67 community sports clubs



Brimbank Demographics

- High unemployment (8.95%) and higher proportion of welfare dependent and other lower income families than Victorian and metropolitan averages
- Residents face significant health issues including high rates of obesity and diabetes and have lower physical activity levels than the Melbourne Average



Development of In2Sport Brimbank

- For many years Council had been encouraging Clubs to support disadvantaged communities without taking the lead and supporting clubs to do so
- Council researched sports clubs membership subsidy programs and found the Western Australian State Government program 'KidSport'
- The 'KidSport' model was reviewed and changes made to make it specific to the needs of the Brimbank community
- In2Sport Brimbank was launched in February 2013



In2Sport Brimbank Structure

- Up to \$200 per annum towards sports clubs fees per applicant
- Maximum of 75% of membership costs covered
- Application criteria:
 - 6 to 18 years old
 - Living in Brimbank
 - Health Care or Pension Concession Card



In2Sport Brimbank Process

1. Clubs register to be part of In2 Sport
2. Applicant / referral agent completes application form and returns to Council with copy of Health Care/ Pension Concession Card
3. Council validates application form and returns to applicant
4. Applicant submits application form to club when joining and pays remaining fees
5. Sports Club invoices Council approved funding amount per applicant
6. Council tracks application process on database



In2Sport Brimbank Results

	2012/13 (Winter only)	2013/14
Budget Spent	\$30,247	\$46,047
Applications Received	255	377
Approved		
Applications	160	344
Never Registered With Sports Club Before	108	161
Applicant Born Overseas	52	76
Female Participants	25	74
Disability	6	29
Sports Clubs Registered	18	36

Challenges

- Funding available doesn't match demand
- Structure of some sports e.g. Tennis
- Sports Clubs raising fees to take advantage of In2Sport Brimbank
- Evaluation of In2Sport Brimbank
- High fees of sports clubs
- Clubs on the edge on our municipality



Key Learnings

- Ownership of community programs sits very well with Local Government who are the closest level of Government to the community
- Feedback from sports clubs and participants is valuable in improving programs to ensure they are successful
- Tough decisions on criteria need to be made as the demand far outweighs the budget available
- Sponsorship/ Partnership opportunities are available e.g. Sports Without Borders