



September 2025
Tom Roberts Parade Reserve
Community Engagement Report



Project Background

Point Cook residents currently have local access to a range of popular sports including soccer, cricket, Australian rules football, softball, and baseball. As Point Cook continues to grow, so too does the demand for a diverse range of recreational opportunities that reflect the interests of its residents.

Council sought community input to identify potential new winter sports not currently offered in the area. If there was strong local interest in a particular sport, and it aligned with the priorities of that sport's peak body, Council would explore opportunities to establish a new club. Due to a previous relocation of a local soccer club, Tom Roberts Reserve has been identified as available to accommodate a new club.

To ensure that future sporting facilities and programs meet the needs of the community, residents were invited to share their ideas by completing an online survey over a four-week period from 1 – 28 September 2025. Feedback collected through this process will help guide planning for winter sports at Tom Roberts Reserve.

In total, 193 contributions were received by residents. Further information on who we heard from (demographic data) can be found at Appendix 1.

Methodology

The below table outlines the various methods and techniques used to engage with the community.

Community engagement activities and tools	
Project page on The Loop	1,376 page views 1,132 total visitors to the page
Feedback	193 contributions
Engagement Workshops	A face to face community workshop will be held in October 2025 to further inform the use of the reserve. This workshop will bring the community and chosen peak sporting body together, to map out the next steps to formalise a community club. Those who have responded to the survey, showed interest in the chosen sport and have requested to be contacted to discuss the development of a new sports club will be invited to this meeting.

Communications and marketing activities	
Online promotion	1 paid social media advertisement was posted. • Reach: 12,224 • Engagement: 910 • Click through to website: 869

Additional communication methods	• Media Release • Digital screen tiles (including a QR code to The Loop page) at all Community Centres and Facilities • Stakeholder distribution via direct emails
Email	• Email sent on 01/09/2025 to 1,609 registered users on The Loop notifying them of new project. • September Community Update - Email sent on 05/09/2025 to 7,718 Loop newsletter subscribers with a promotion of the engagement opportunity.

Summary of Feedback

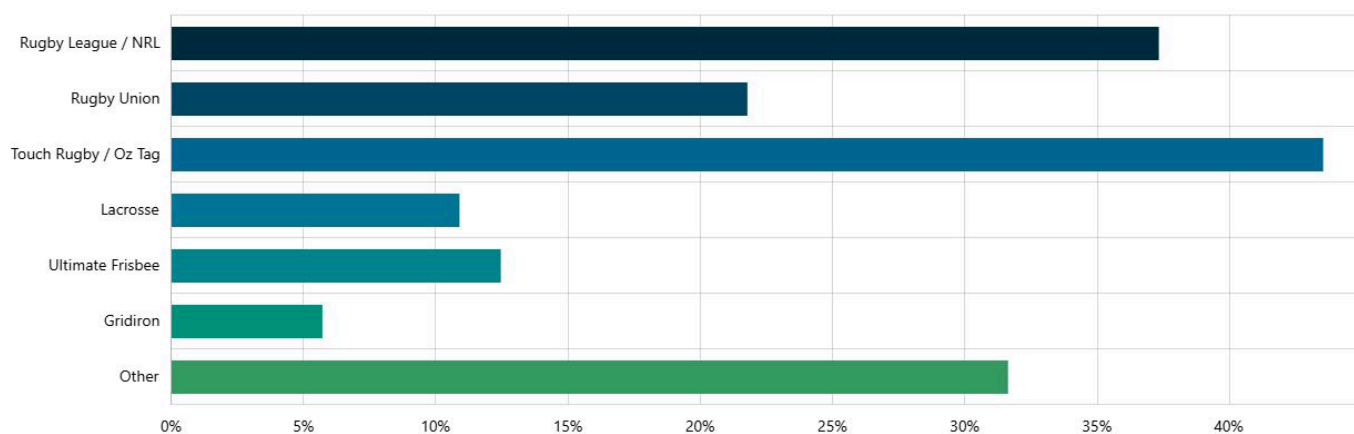
Community engagement for the Tom Roberts Reserve was open on the Loop from Monday 1 September to Sunday 28 September 2025.

An online survey was used to gather community feedback on the proposed development of a community sporting club to become a winter tenant at the reserve.

A total of **193** contributions were received.

Survey Responses:

1. Choose up to three sports you would like to see at Tom Roberts Reserve in Point Cook

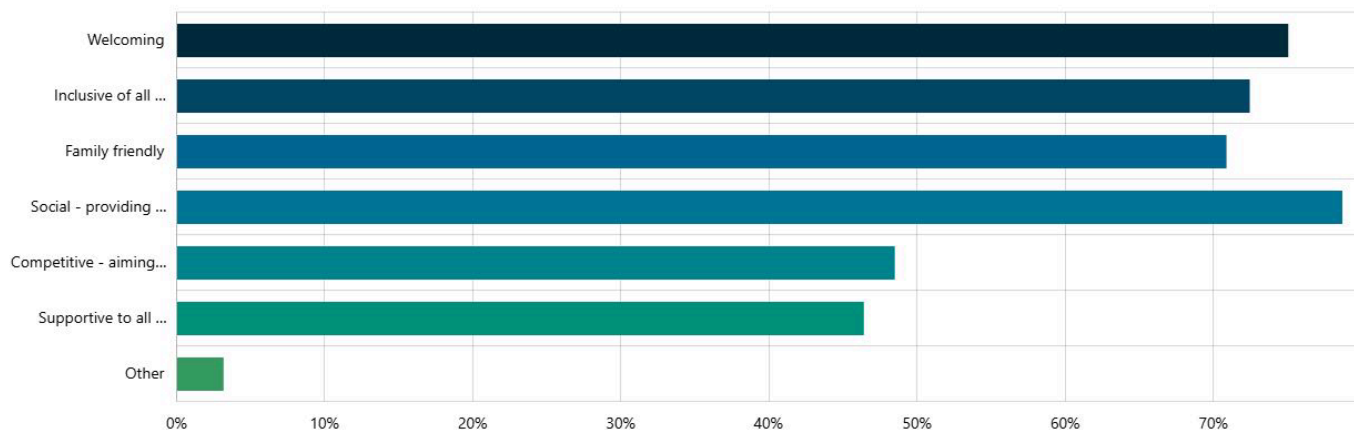


Answer Choices	Percent	Count
Rugby League / NRL	37.31%	72
Rugby Union	21.76%	42
Touch Rugby / Oz Tag	43.52%	84
Lacrosse	10.88%	21
Ultimate Frisbee	12.44%	24
Gridiron	5.70%	11

Other	31.61%	61
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- **Other responses included:** Basketball, volleyball, badminton, netball, ice skating sports, soccer, cricket, swimming, pickleball, field hockey, futsal, lawn bowls. T-ball, athletics track, cycling or pump track for BMX/mountain bikes

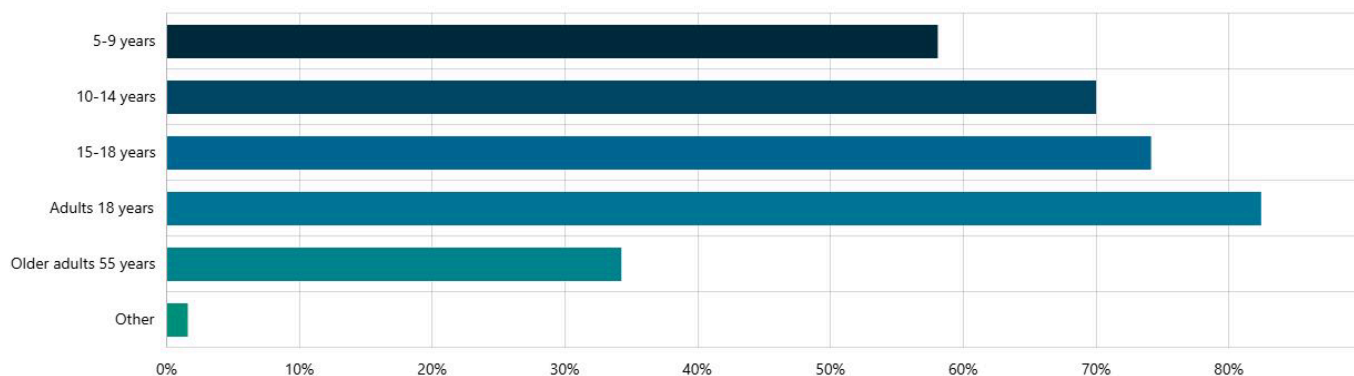
2. What values and experiences would you like a new sports club at the reserve to have?



Answer Choices	Percent	Count
Welcoming	75.00%	144
Inclusive of all abilities, cultures & levels	72.40%	139
Family friendly	70.83%	136
Social – providing community opportunities to connect through sport and club activities	78.65%	151
Competitive – aiming for the best on-field performance	48.44%	93
Supportive to all volunteers	46.35%	89
Other	3.13%	6

- **Other responses included:** financially kind, “Help keep EVERYONE active and involved in keeping fit and active”.

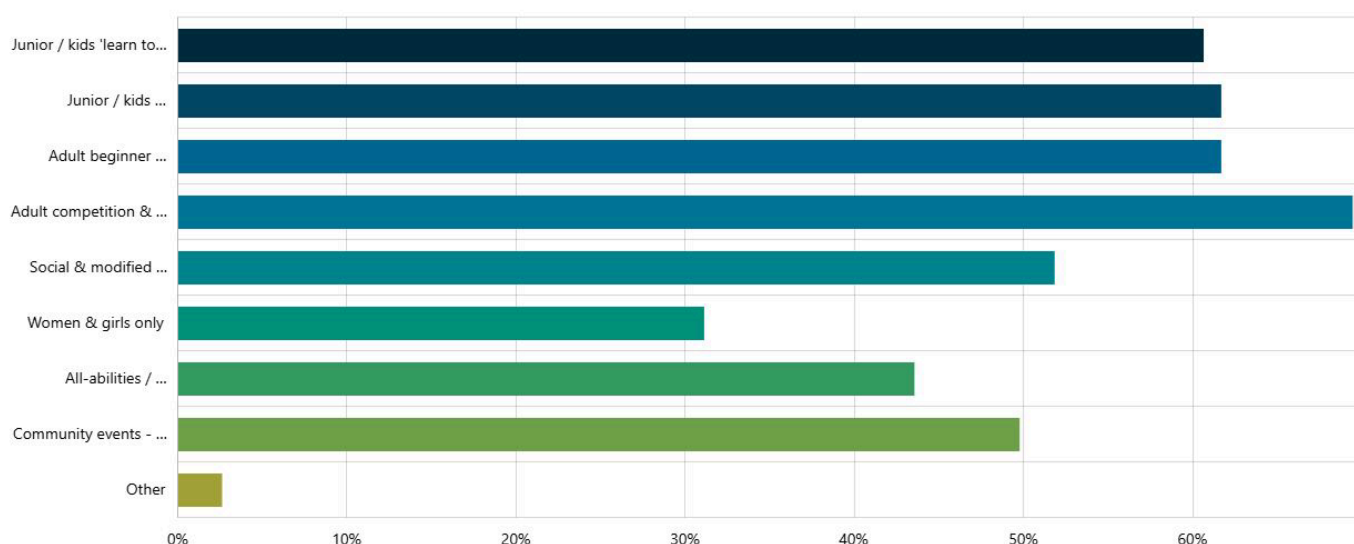
3. What age group(s) would you like a new sporting club to provide for?



Answer Choices	Percent	Count
5-9 years	58.03%	112
10-14 years	69.95%	135
15-18 years	74.09%	143
Adults 18+ years	82.38%	159
Older adults 55+ years	34.20%	66
Other	1.55%	3

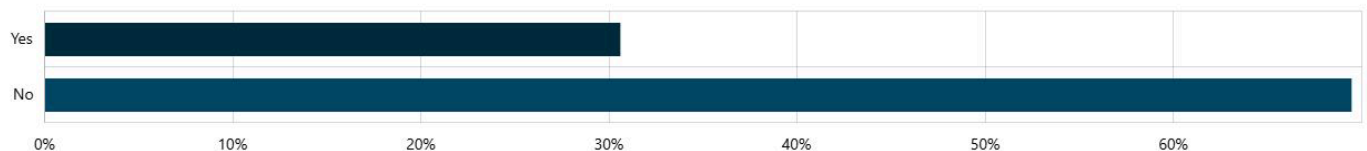
- Other responses included: Over 35s, all ages

4. What kinds of programs would you like a new sports club to run?



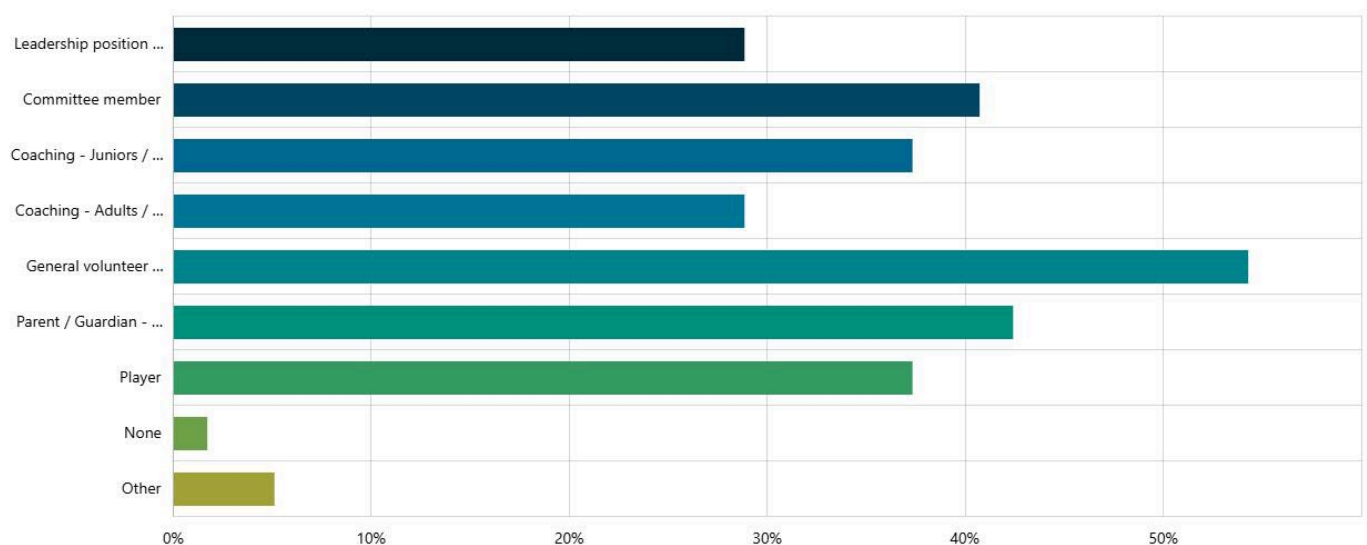
Answer Choices	Percent	Count
Junior / kids “learn to play”	60.62%	117
Junior / kids competition & training	61.66%	119
Adult beginner friendly / “learn to play”	61.66%	119
Adult competition & training	69.43%	134
Social & modified sport (just for fun)	51.81%	100
Women & girls only	31.09%	60
All abilities / inclusive of people living with disability	43.52%	84
Community events – BBQ, free come & try days etc	49.74%	96
Other	2.59%	5

5. Would you like us to contact you about joining a conversation on starting a new sports club?



Answer Choices	Percent	Count
Yes	30.57%	59
No	69.43%	134

6. Clubs need help from community members to get started and keep going. Let us know how you might like to help



Answer Choices	Percent	Count
Leadership position (eg: President, Vice president, secretary etc)	28.81%	17
Committee member	40.68%	24
Coaching – Junior / kids	37.29%	22
Coaching – Adults / seniors	28.81%	17
General volunteer (eg: Team manager, social media, uniform, canteen etc)	52.24%	32
Parent / Guardian – would like to see my child play	42.37%	25
Player	37.29%	22
None	1.69%	1
Other	5.08%	3

Next Steps

With community feedback now collated and supported by a separate consultation conducted directly with relevant peak sporting bodies, the proposed way forward is to develop a community based NRL Club, to become the ongoing winter tenant of Tom Roberts Reserve.

With strong interest also registered for OzTag, and given the connection between the two sports, further investigation will be undertaken to explore how a new community club may be able to support the delivery of both NRL and OzTag at the reserve.

A meeting will be held in late October for community members who have expressed their interest in the development of NRL and OzTag, to further explore what is required to progress the development of a community club and ensure there remains strong community support to drive this. The feedback received via this engagement process will be key to guiding the future direction of the proposed club, with the intent to have teams playing in the coming 2026 winter season.

For those sports which had strong interest from the community, but will not be placed at Tom Roberts Reserve, Council will connect with the relevant peak bodies to understand where future opportunities for these sports in Wyndham may exist.

Appendix 1: Who we heard from

The below highlights the demographics of the community members who we heard from during our engagement process via The Loop survey.

Age Group	Percent	Count
Under 12	0.52%	1
12-17	2.07%	4
18-24	6.22%	12
25-34	25.39%	49
35-44	36.27%	70
45-54	21.24%	41
55-64	6.74%	13
65+	1.55%	3
Total	100%	193

Gender	Percent	Count
Female	42.49%	82
Male	55.44%	107
Prefer not to say	2.07%	4
Total	100%	193

Suburb	Percent	Count
Eynesbury	0.52%	1
Hoppers Crossing	1.04%	2
Laverton	1.55%	3
Mambourin	0.52%	1
Mount Cottrell	1.04%	2
Manor Lakes	1.04%	2
Point Cook	68.91%	133
Manor Lakes	1.79%	1
Tarneit	4.15%	8
Truganina	6.74%	13
Werribee	3.11%	6
Williams Landing	2.07%	4
Wyndham Vale	2.07%	4
Outside of Wyndham	7.25%	14
Total	100%	193

Identity	Yes %	Yes count	No / Prefer not to say %	No / Prefer not to say count
A person living with disability and/or someone caring for a person living with disability	9.84%	19	90.16%	174
An Aboriginal and/or Torres Strait Islander person	4.66%	9	95.34%	184
A person who identifies as LGBTQIA	5.70%	11	94.30%	182

Language	Count	Percentage
English	91.41%	188
Punjabi	2.07%	4
Hindi	5.19%	10
Mandarin	0.52%	1
Urdu	2.07%	4
Karen	0%	0
Telugu	0%	0
Arabic	0%	0
Other	15.03%	29