



Feasibility and sport business planning



Our approach

Our aim in developing a feasibility study and/or business plan is to provide our clients with the confidence to proceed – or not – with their proposed investment. At the conclusion of the study, our clients will understand the basis for our recommendations, which will have been formed from extensive market analysis and community consultation.

Our staff have strong business credentials, as well as sport and recreation facility management backgrounds, and we approach feasibility studies and business plans from these perspectives.

We believe it essential that community leisure facilities should be sustainable over the long-term. Armed with an understanding of our clients' resources, and expectations for the facility, we will establish the best management and operating scenarios. We will also establish the areas of risk so that our client can model various scenarios and view the potential outcomes.

Additionally, ROSS Planning has significant experience in meeting the relevant legislative requirements of government agencies, enabling approval to be rapidly obtained.

Grant applications and lease renewals need to conform with the requirements of the agency if the application is to be successful. With our extensive local government and state government experience, we can write successful applications for our clients.

Case studies

Eastern Suburbs Hockey Club — Synthetic Facility Feasibility Study

ROSS Planning was commissioned to determine the feasibility of the club developing a synthetic hockey surface. As the club's existing grounds were not satisfactory, a new site firstly had to be found. As the preferred site was a multi-use facility, satisfactory management arrangements also needed to be negotiated and established.

The facility was deemed viable with a low level of risk, due to the latent demand for this type of facility.

ROSS Planning subsequently developed a business plan and assisted the club to prepare a successful State Government funding application. Construction of the synthetic field, new amenities and clubhouse upgrade were completed in 2011 and the club is now the envy of many of the most successful hockey clubs from across Australia.

Moreton Bay Regional Council — Redcliffe Tennis Redevelopment

This project involved assessing the feasibility of redeveloping the existing tennis facility managed by the Redcliffe Tennis Association.

The project included significant consultation, development of business and management plans and the presentation of costed concept plans.

A Major Facilities Program grant application was successful with the facility's construction completed in 2010.



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Feasibility and sport business planning project list

- Armidale City Council - Business Case for Synthetic Athletics Track
- Boonah Show Society - Community Sports Pavilion Feasibility Study
- Brisbane City Council - Hurworth Street Site Assessment (Indoor Sport)
- Bundaberg Regional Council - Athletics Benchmarking
- Caboolture Shire Council - Morayfield Field Park Leisure Centre Feasibility Study and Concept Design
- Caboolture Sports Club - Feasibility Study and Concept Plan for New Sports Complex
- City of Salisbury - Bridgestone Park Master Plan and Feasibility Study
- Copper City Tennis Club Inc - Regional Tennis Centre Business Plan
- Eastern Suburbs Hockey - Feasibility Study for Synthetic Surface Fields
- Gladstone City Council - Showgrounds, Sports Fields and Racecourse Relocation - Ash Pond 7
- Kurbingui Sporting Association - Feasibility Study and Business Plan
- Logan City Council
 - Cronulla Park Feasibility Study
 - Metro Waterford West Feasibility Review
- Longreach Regional Council - Sports Precinct Feasibility Study and Master Plan Update
- Maranoa Regional Council - Pool Heating Feasibility Study
- Maryborough City Council - Feasibility Study for the Redevelopment of the Maryborough Aquatic Centre
- Melton Shire Council - Regional Athletics Facility Feasibility Study
- Mount Gravatt Youth and Recreation Club - Indoor Centre Feasibility
- Queensland Government, Department of National Parks, Recreation, Sport and Racing - Feasibility Study for a Regional Off-Road Motorcycling Facility
- Redcliffe City Council - Redcliffe Tennis Centre Feasibility Study
- Sunnybank Community and Sports Club - Feasibility for a Fitness Gymnasium and Aquatic Centre
- Sunshine Coast Regional Council -
 - Maroochydore PCYC Feasibility Study
 - Girraween Sports Complex Feasibility Study
- Whitsunday Regional Council -
 - Bowen PCYC Feasibility Study
 - Whitsunday Bridle Path Master Plan