

Frequently Asked Questions:

Why does the club need a new facility?

Since 2012, the club has been conducting a feasibility study of Waverley Park and results show that our current facility has several limitations including the ability to expand our facilities or grow our community programs.

One of the objectives within our strategic plan is to provide world-class training and administration facilities to attract the best players, coaches and staff. Our current training and administration facilities are half the size of other AFL Clubs and despite three successive premierships, we are ranked in the bottom quarter in facilities without a private secondary training oval.

Additionally, we desire a facility that will allow our members and supporters to feel part of the club and to create a destination that is accessible to everyone.

What did the feasibility study entail?

Over the past three years the club conducted a thorough investigation into our current facilities at Waverley Park, and the potential for expansion and growth was explored.

A project steering committee was established to oversee the study and regularly reported its findings to the Board.

The Board, players, coaching and administration staff were consulted extensively throughout the process.

In November 2014, an overseas study tour was undertaken to research elite training and administration facilities in the UK and USA.

The process also included research of 18 potential sites in Melbourne's south eastern corridor. Following that, a shortlist of alternative sites was established and further research was conducted into each of them based on criteria that included size, accessibility and capability.

Why the land at Dingley?

After mapping several parcels of land around Melbourne, the 28-hectare site in Dingley was one of the largest and closest sites to CBD making it attractive for member interaction, community engagement, future expansion, drive times, etc.

Its central location complements our strategy to be the destination club and the ability to build elite facilities means we are better able to retain and attract talent.

How big is the site?

The site is approximately 28 hectares, which is large enough to accommodate approximately five MCG size ovals in addition to facility infrastructure.

How long will the drive be?

The Dingley site is approximately the same distance to Melbourne's CBD as Waverley Park. Approximately 23kms.

How much does the land cost?

The land cost is 7.75 million which will be majority funded by our Foundation.

The next step is for the club is to finalise its architectural plans and implement a funding strategy to support its vision to develop a world-class training and administrative facility.

I thought you had already bought the site?

The board undertook an 18-month due diligence process as part of the conditional offer to purchase the Dingley site.

The intention to purchase the site is a significant decision and it was important that all relevant checks were completed before Hawthorn officially made the decision to acquire the 28-hectare site.

Finding a new home for Hawthorn has been an extensive process which began in 2012 and involved investigating 18 sites prior to making the offer on Dingley.

What is the cost of the redevelopment?

All costs will be reflected in the decisions the club makes as to the long-term strategy and needs of the facility.

The Dingley site is a solid inert land fill site. Is it suitable for our future facility?

The Dingley site has proven to meet all the long-term needs of the club and will allow for the development of a world-class training and administrative facility.

The due diligence involved an environmental and geotechnical audit that investigated surface treatment, landfill gas and groundwater, planning scheme compatibility and financial modelling.

The club has undertaken a thorough process in its quest to create its new home base and truly become the destination club.

It is fit for use.

Does the fact that it is a landfill site affect the cost to build or any design plans?

There will be additional building costs based on it being a previous landfill site however this is offset by the purchase price.

Are there any risks to developing on such a site?

Development of facilities such as shopping centres and commercial facilities is not uncommon on similar sites, and we are confident this clean land fill site will allow us to undertake a state-of-the-art repurpose of the site in an environmentally responsible way.

Does the Dingley site allow for future expansion?

Yes, this project will future proof the club for 100+ years. The 28-hectare site has been selected due to its size, proximity to the inner metropolitan area and ability to meet the club's long-term needs.

What will the new facility development include?

Our vision is to create a world-class training and administration centre while also providing a place where members and fans are closely integrated with the club.

Our vision is that the new development will also empower the club to develop greater community opportunities and programs.

What are the timelines for this project?

The new Hawthorn facility is still years away from completion. Any potential development would be a 5-10-year undertaking.

The next 18- 24 months will be crucial in terms of securing funding to support the project.

Will members be informed throughout the process?

We will continue to keep our members, supporters and the local community informed of the process regarding the future redevelopment.

What will happen to Waverley Park if you move?

A decision regarding the future of Waverley Park will take place in consultation with the local community, council and other key stakeholders to identify the best use of the facilities.

Any potential relocation would be 5-10 years away and as such a decision regarding the future of Waverley is undecided.

What part will Glenferrie Oval play in the club's future?

Glenferrie Oval will always be Hawthorn Football Club heartland. The club currently has a presence at Glenferrie Oval and our aim is for this to continue. We will work with the City of Boroondara, who manage and own this site.

What will the transport and community access be like?

Onsite public parking has been specifically designed into the redevelopment plans to create greater access for members, fans and the community

Will there be opportunities for the community to use the facilities?

Our vision is to provide a place where supporters and the community are closely integrated with the club.

A new purpose built facility will allow the club to grow our valued community programs and partnerships. It will empower us to develop greater opportunities that embrace integration, inclusion, diversity and expansion whilst aiming to imagine and inspire.

A dedicated space for facilitating community programs is one thing the club is unable to do at Waverley Park due to its size limitations.

