

## **2 SEASONAL AQUATIC FACILITIES 2017/18**

FILE REFERENCE INT1838505

RESPONSIBLE GENERAL MANAGER Jenny Scicluna

AUTHOR Michael Casey

### **RECOMMENDATION**

That Council support and endorse the following changes for the upcoming 2018/19 season:

- Operating hours at Pakenham, Koo Wee Rup and Garfield outdoor pools be set to;
- Weekdays (school days) 3:00pm – 7:00pm
- Weekends & Public Holidays 1:00pm – 7:00pm
- School holiday period 11:00am – 7:00pm\*
- Operating hours at Emerald wading pool be set to;
- Every day 12:00pm – 6:30pm
- The temperature trigger at Koo Wee Rup pool be set at 26° C.
- All pools offer three 'guaranteed' hours every day in January, regardless of the weather.
- The Garfield pool season is shortened by one week, and the Pakenham pool season is extended by one week.

*\*school holiday hours include public holidays and weekends that fall within that period*

### **Attachments**

1 [↓](#) Seasonal pools attendance analysis 3 Pages

### **EXECUTIVE SUMMARY**

The 2017/18 season saw the pools open 22 more days than last season, however 1,652 less attendances were recorded.

Aligned Leisure's programming included another Summer of Fun calendar, and ensured all beverages were sugar free at all of the facilities. Aligned Leisure opened the Emerald Pool prior to season commencement as a response to warmer weather and at no cost to Council. Independent facility compliance and safety audits were conducted with excellent results.

Combined, the recommendations provide greater access to the community during the most utilised month of the season, whilst also streamlining operating hours, temperature triggers and season length, to provide consistent information to the community. In combination, the recommendations are cost neutral.

### **BACKGROUND**

2017/2018 was the second summer under Aligned Leisure's management of Council's seasonal aquatic facilities. No changes were made to operating hours, season length, or temperature triggers this season, which is the third season using the 26° C trigger at Pakenham, Garfield and Emerald, and the 22° C trigger at Koo Wee Rup.

Days Open	Pakenham	Koo Wee Rup	Garfield	Emerald
2016/17	68	92	68	58
2017/18	72	112	75	49
Difference	+4	+20	+7	-9

% Change	+6%	+22%	+10%	-16%
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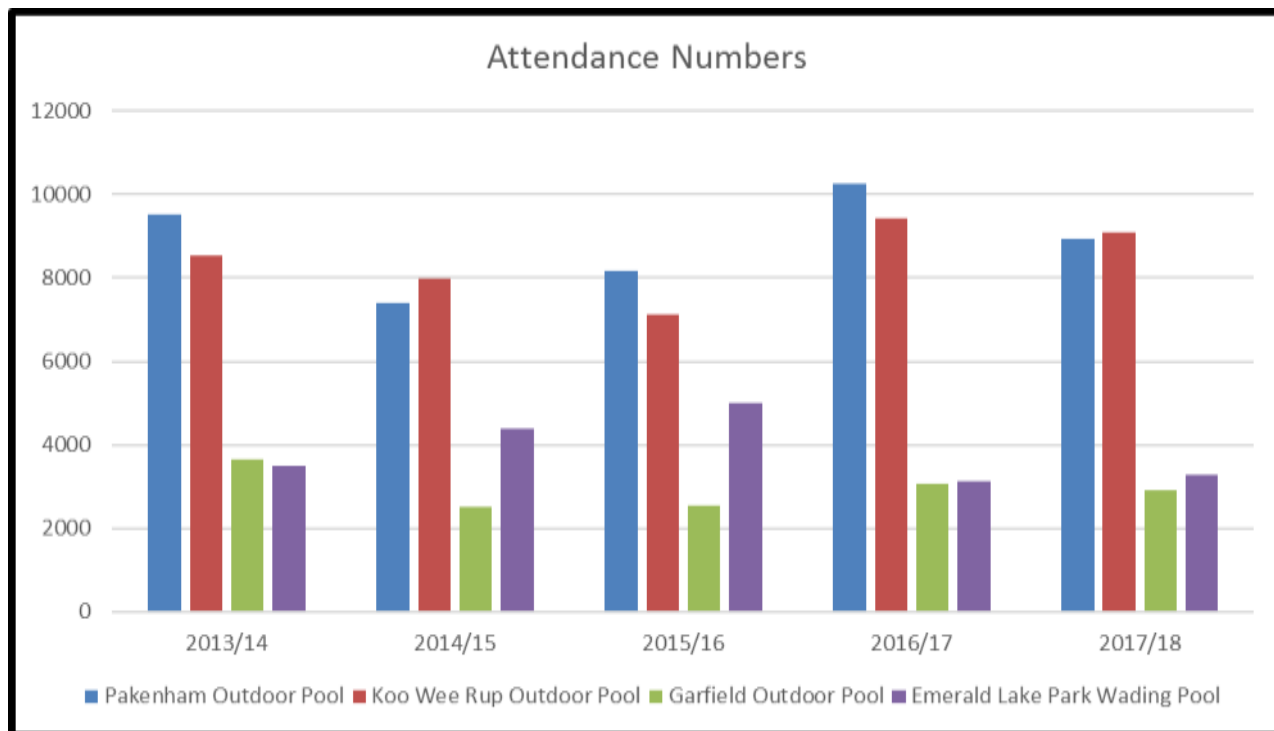
A trend in recent years has been the decline in days open in November and an increase in days open in March. That has reversed in 2017/18, with pools open for 52 days in November (compared with 9 last November) and 47 days in March (compared with 81 last March).

The overall attendance for the season was 24,189, 6% less than last season (25,841). The average daily attendances decreased at Pakenham (-15%), Koo Wee Rup (-4%), and Garfield (-5%), while Emerald saw an increase (+5%).

Pool operations continued to be responsive and adaptive to the Community with planning and promotion including;

- A ‘Summer of Fun’ calendar again promoted themed days during the school holidays in January. Themes included superhero day, swim with pirates, dance at a pool party, and Australia Day. To help cross promote other leisure facilities, the calendar included ‘kids play free’ vouchers to be used at either the Cardinia Life Stadium or Pakenham Regional Tennis Centre.
- The VicSwim program was delivered at Garfield and Koo Wee Rup pools, receiving 75 enrolments.
- The Emerald wading pool opened earlier than scheduled as a response to the warmer weather at the end of November. This was an initiative of Aligned Leisure, and came at no cost to Council.
- At the commencement of the season, Aligned Leisure implemented a positive change by announcing that the seasonal pools would only provide sugar free drinks.
- Life Saving Victoria completed their industry standard audits on Pakenham (93.5%), Koo Wee Rup (93%) and Garfield (90%) pools during this season, with each pool receiving fantastic results.

A comparison of this year’s attendances compared to the last 4 years can be found below:



The decline in attendances can be attributed to school and group bookings. Despite increasing the number of school bookings this season, the number of students attending each booking decreased. A comparison of casual usage data from last season to this season shows minimal difference;

2016/17 total casual attendance – 17,809

2017/18 total casual attendance – 17,709

**Temperature Readings**

The temperature is recorded at 6:00pm the day prior to opening, to allow patrons sufficient notice of pool openings/closures and to provide sufficient time for all staff to be deployed to each pool. This season, in difference to previous seasons, numerous amounts of feedback was received that community members were unhappy the pools were closed, with the temperature over the 26 °C mark. This was a result of the temperature increasing between the time it was recorded, and the opening of the pool the following day.

Fluctuations of more than 3 °C occurred. Despite this being considered a random occurrence, benchmarking was completed with 33 outdoor pools across Melbourne. Only one local government area (Baw Baw) takes temperature readings the 'day of', with every other facility taking forecasts the evening prior.

It is intended to continue with the current temperature readings due to the temperature change outlined above being an unusual event and this being consistent with industry benchmarking.

**Proposed Changes**

Each of the proposed changes has been considered against usage data and benchmarking. The aim of the changes is to provide opening hours during times of higher demand and to increase usage. January is by far the best-attended month, with almost double the average daily attendances of the next best month.

**1. Streamline facility hours of operation**

The current hours of operation are different from pool to pool, and change throughout the season at certain pools.

There varying hours generally cater to the school holiday period, although not in all circumstances. Operating the same hours at each pool will provide consistency to the community. A snapshot of the current hours and dates for the 17/18 season is as follows;

<p><b>Pakenham</b>                  Weekdays (non-school days) – 12:00pm – 7:00pm                  Weekdays (school days) – 3:00pm – 7:00pm                  Weekends &amp; Public Holidays – 11:00am – 7:00pm</p>	<p><b>Garfield</b>                  Weekends (non-school days) – 1:00pm – 7:00pm                  Weekdays (school days) – 3:00pm – 7:00pm</p>
<p><b>Emerald Lake Park</b>                  1 Dec17 - 22 Dec 17                  Weekends 11:30am – 6:30pm                  Weekdays 12:30pm – 6:30pm                   23 Dec 17 - 28 Jan 18                  All days 11:30am – 6:30pm                   29 Jan 18 - 12 Mar 18                  Weekends – 11:30am – 6:30pm                  Weekdays – 12:30pm – 6:30pm</p>	<p><b>Koo Wee Rup</b>                  4 Nov 17 - 7 Jan 18                  Weekends (non-school days) – 11:30am – 6:30pm                  Weekdays (school days) – 3:00pm – 6:30pm                   8 Jan 18 - 11 Mar 18                  Weekends (non-school days) – 11:00am – 8:00pm                  Weekdays (school days) – 3:00pm – 8:00pm                   12 Mar 18 – 25 Mar 18                  Weekends (non-school days) – 11:30am – 6:30pm</p>

	Weekdays (school days) – 3:00pm – 6:30pm
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In line with usage trends and benchmarking, the following hours are recommended at Pakenham, Koo Wee Rup and Garfield pools, for the full season:

Weekdays (school days)	3:00pm – 7:00pm
Weekends & Public Holidays	1:00pm – 7:00pm
*School holiday period	11:00am – 7:00pm

(\*school holiday hours include public holidays and weekends that fall within that period)

Opening hours at Emerald pool:

Every day	12:00pm – 6:30pm
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The minor change at Emerald reflects usage this summer (only 6% of attendances recorded before 12:00pm) and aligns with the goal of providing consistent hours.

The major change to hours is the weekend opening time. Again, this is driven by attendances. With January (school holidays) aside, only 10% attendances at all pools occur before 1:00pm.

## 2. Streamline temperature trigger for all pools

Pakenham, Garfield and Emerald pools all open with a temperature trigger of 26°C. Koo Wee Rup, which has gas heating available, opens with a temperature trigger of 22°C. Of the 5,140 casual attendances at Koo Wee Rup this season, only 7% of attendances (371) occurred when the temperature was below 26°C.

The Koo Wee Rup pool opened 35 days where the temperature was between 22°C and 25°C for an average of 10 visits per day. For all other days where the temperature was above 26°C, the average daily visits was 64.

## 3. Guaranteed hours in January

January received almost double the daily visits than the next closest month. Given the anticipated high foot traffic during this month, there is the potential to maximise the ability of the community to utilise each pool.

It is proposed that each pool opens for a guaranteed three hours every day in January, regardless of the weather, pending current safety requirements e.g. thunder storms etc. The pools will open as per the opening hours listed above for a minimum of three hours.

This provides patrons with adequate time to enjoy the pool on these days, with the three hours commencing in line with the opening hours (11:00am), and it continues the theme of providing consistent operating hours to the community. Importantly, where patronage and weather permits, the pool can then stay open as per normal operating hours. This change will enable the pools to respond to customer usage immediately.

This proposal also addresses the temperature forecast change from 6.00pm to the following day identified in the previous section.

## 4. Change in season length at Garfield and Pakenham

Current season length (dates reflective of 17/18):

- Koo Wee Rup 4 November 2017 – 25 March 2018
- Pakenham 11 November 2017 – 18 March 2018

- Garfield 11 November 2017 – 18 March 2018
- Emerald 1 December 2017 – 12 March 2018

Garfield is the least attended pool in Cardinia, yet it closes after the Emerald pool closes. It is recommended that the Garfield pool close for the season one week earlier, on March 12, 2019. This will bring it in line with the Emerald pool. This season, between Emerald and Garfield pools closing, the Garfield pool was open only two days, with zero attendances on one of those days.

Pakenham is the highest attended pool in Cardinia, yet it closes before Koo Wee Rup closes. It is recommended that the Pakenham pool close for the season one week later, on March 24, 2019. This will bring it in line with the Koo Wee Rup pool.

## **POLICY IMPLICATIONS**

Nil

## **RELEVANCE TO COUNCIL PLAN**

Operation of Council's seasonal aquatic facilities is in line with;

- 1.5.1 – Provide active and passive recreation facilities to meet the needs of residents
- 1.5.2 – Increase opportunities for residents to participate in a range of sport, recreation and leisure activities
- 2.3.1 – Promote initiatives by the community and Council that connect and strengthen our communities

## **CONSULTATION/COMMUNICATION**

Promotion of Council's seasonal aquatic facilities was extensively conducted via:

- Media Release – season commencement
- Local newspaper editorial
- Council's connect magazine
- Electronic direct mail-outs to Cardinia Leisure members
- Via Council and Aligned Leisure websites
- Via Council and Aligned Leisure Facebook pages

To accompany the changes, a high level of promotion will occur through local newspaper, direct electronic mail-outs to Cardinia Leisure Facilities users, via social media channels (including Facebook and website) and through Council and Aligned Leisure networks.

## **CONCLUSION**

The 17/18 outdoor pool season saw attendances similar to last season, despite the pools being open for more days this summer.

Aligned Leisure was again pro-active with its programming, introducing healthier beverage options in line with the other leisure facilities, and opening one of the pools before season commencement due to warmer weather.

Data collected from this summer, and previous summers, has helped to provide recommendations that seek to improve access for the community.

NOVEMBER							DECEMBER								
	Date	Forecast	KWR	Forecast	POP	GOP	EWP		Date	Forecast	KWR	Forecast	POP	GOP	EWP
	1								1	22		22			
Facility	Days Open								Facility	Days Open					
KWR	18	3						KWR	20	3	17	17			
POP	17	4						POP	11	4	17	17			
GOP	17	5						GOP	11	5	21	40	21		
EWP	0	6						EWP	10	6	22	22	100		
	Days Closed								Days Closed						
KWR	9	8						KWR	10	8	21	20			
POP	3	9						POP	19	9	21	21			
GOP	3	10						GOP	19	10	24	24			
EWP	0	11	25	50	28	64	26	EWP	20	11	23	19	23		
	Attendance								Attendance						
KWR	1723	13	26	38	28	62	49	KWR	984	13	35	168	35	337	134
POP	1931	14	27	30	27	53	106	POP	1396	14	23	3	23	0	0
GOP	861	15	27	12	27	20	31	GOP	394	15	23	7	25	0	0
EWP	0	16	0	0	0	0	0	EWP	689	16	25	40	25	0	0
	17	23	24	0	0	0	0		17	28	84	28	127	17	56
	18	30	68	33	85	33			18	33	147	33	72	15	122
	19	29	142	32	364	90			19	36	37	36	57	18	53
	20	29	81	31	82	22			20	25	3	25	0	0	0
	21	28	103	32	164	60			21	25	5	25	0	0	0
	22	29	155	30	206	77			22	28	8	28	68	7	29
	23	30	261	30	113	11			23	26	20	28	107	18	40
	24	26	242	27	44	39			24	21	0	21	0	0	0
	25	30	72	33	139	73			25	Christmas					
	26	25	4	26	12	5			26	30	70	30	125	48	12
	27		0	0	0	35			27	35	185	34	233	88	145
	28	26	80	26	62	101			28	31	83	31	158	34	99
	29	33	117	33	185	62			29	26	2	26	5	8	26
	30	34	113	38	128				30	21	0	21	0	0	0
									31	25	31	25	0	0	0
			<b>1723</b>		<b>1931</b>	<b>861</b>	<b>0</b>				<b>984</b>		<b>1396</b>	<b>394</b>	<b>689</b>
	AVE	28.1111111		25.6					AVE	25.03333		25.1			

	K	P	G	E
Average days open	22.4	14.4	15	9.8
Average attendance per	1815.4	1788.2	580.6	653.6
Total attendance	9077	8941	2903	3268
Total days open	112	72	75	49
Average attendance per	81.0	124.2	38.7	66.7
Total expense per season				
Cost per person				

JANUARY							FEBRUARY							MARCH									
	Date	Forecast	KWR	Forecast	POP	GOP	EWP		Date	Forecast	KWR	Forecast	POP	GOP	EWP		Date						
Facility	Days Open	2	22	15	22	0	0	0	Facility	Days Open	2	24	397	24	0	0	0	Facility	Days Open	2			
KWR		26	3	21	0	21	0	0	KWR		26	3	25	14	25	0	0	KWR		22	3		
POP		16	4	24	47	25	0	0	POP		18	4	27	0	26	125	44	0	POP		10	4	
GOP		19	5	27	121	28	226	59	120	GOP		18	5	28	251	28	4	4	45	GOP		10	5
EWP		16	6	41	122	41	0	128	0	EWP		18	6	32	26	31	22	28	78	EWP		5	6
	Days Closed	7	24	6	24	0	6	0		Days Closed	7	35	111	36	342	53	100		Days Closed	7			
KWR		5	8	23	7	24	0	0	0	KWR		2	8	32	95	32	158	25	95	KWR		3	8
POP		15	9	23	9	22	0	0	0	POP		10	9	29	164	30	39	25	43	POP		9	9
GOP		12	10	28	50	28	64	43	46	GOP		10	10	34	45	33	32	16	93	GOP		9	10
EWP		15	11	34	257	34	463	79	235	EWP		10	11	21	0	22	0	0	0	EWP		7	11
	Attendance	12	31	8	31	0	16	7		Attendance	12	21	0	21	248	0	0		Attendance	12			
KWR		2667	13	21	0	21	0	0	0	KWR		2618	13	27	128	27	219	19	0	KWR		1085	13
POP		2610	14	20	0	20	0	0	0	POP		2378	14	25	1	24	54	0	0	POP		626	14
GOP		1239	15	22	6	22	0	0	0	GOP		270	15	24	320	24	0	0	0	GOP		139	15
EWP		1900	16	27	16	27	27	27	0	EWP		579	16	23	2	23	0	0	0	EWP		100	16
		17	30	157	29	148	119	276			17	28	35	28	49	19	11				17		
		18	38	405	38	374	163	193			18	26	25	27	30	7	14				18		
		19	40	228	40	306	125	159			19	25	160	25	0	0	0				19		
		20	27	51	27	21	6	78			20	27	5	27	504	0	4				20		
		21	30	69	29	108	38	90			21	29	7	30	357	5	18				21		
		22	26	68	25	0	39	0			22	28	620	28	32	3	0				22		
		23	24	47	24	0	0	0			23	31	167	31	6	0	19				23		
		24	27	44	26	43	30	5			24	30	20	29	16	0	24				24		
		25	30	91	31	116	42	110			25	22	0	22	0	0	0				25		
		26	33	148	32	162	52	124			26	27	6	28	4	0	2				26		
		27	34	191	34	200	110	123			27	31	12	31	135	16	10				27		
		28	40	397	39	266	120	187			28	31	7	31	2	6	23				28		
		29	35	51	34	86	37	147			29										29		
		30	21	0	20	0	0	0													30		
		31	21	0	20	0	0	0													31		
				2667		2610	1239	1900					2618		2378	270	579						
	AVE		28		27.80645					AVE	27.32143		27.3571								AVE		

Forecast	KWR	Forecast	POP	GOP	EWP
					100
			626	139	
	1085				
	1085		626	139	100
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