

City of Newcastle

Aquatics Community Survey – 2019

Prepared by: Micromex Research

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Background



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Background & Methodology

Why?

Informed by Council's 'Newcastle 2030' CSP, City of Newcastle sought to conduct community engagement in order to assess community needs around inland public aquatic facilities. Together with Micromex, City of Newcastle sought to explore:

- Current incidence/usage of Council and non-council provided aquatic facilities
- Identify activities undertaken at these facilities
- Satisfaction with facilities, and
- Identify the likelihood of using existing and potential future offerings

How?

- Telephone survey (landline and mobile) to N=414 households
- 104 were acquired through face-to-face number harvesting
- 310 were acquired from electronic white pages and SamplePages
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.8%

When?

- Implementation 5th – 10th December 2019

Please refer to Appendix B for more details on the Methodology.

Note: throughout the report we refer to 2 base sizes – 'Respondents' and 'Pool Visits':

- 'Pool Visits' are those that were asked Q1c-Q1h for up to a maximum of 2 different pools visited,
- All other questions were only asked once of each respondent, so are based on 'Respondents'.

Sample Profile



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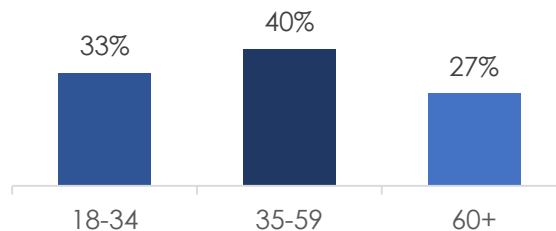
Sample Profile

The sample was weighted by age and gender to reflect the 2016 ABS community profile of City of Newcastle.

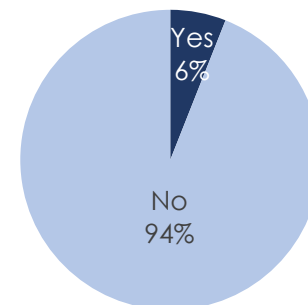
Gender



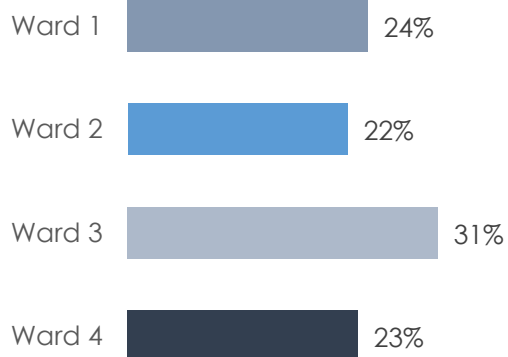
Age



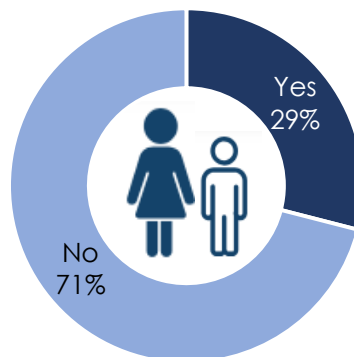
Do you speak any language(s) other than English at home?



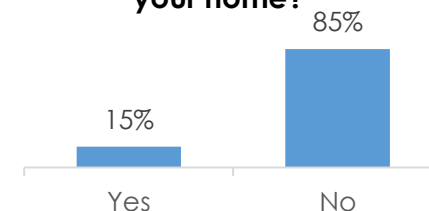
Ward



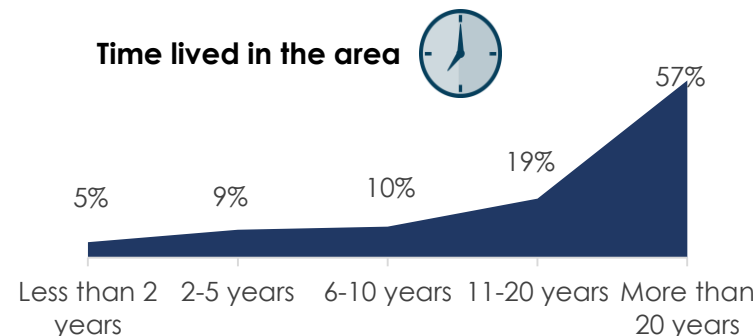
Are you the parent or guardian of any children aged 16 years or under?



Do you have a swimming pool at your home?



Time lived in the area



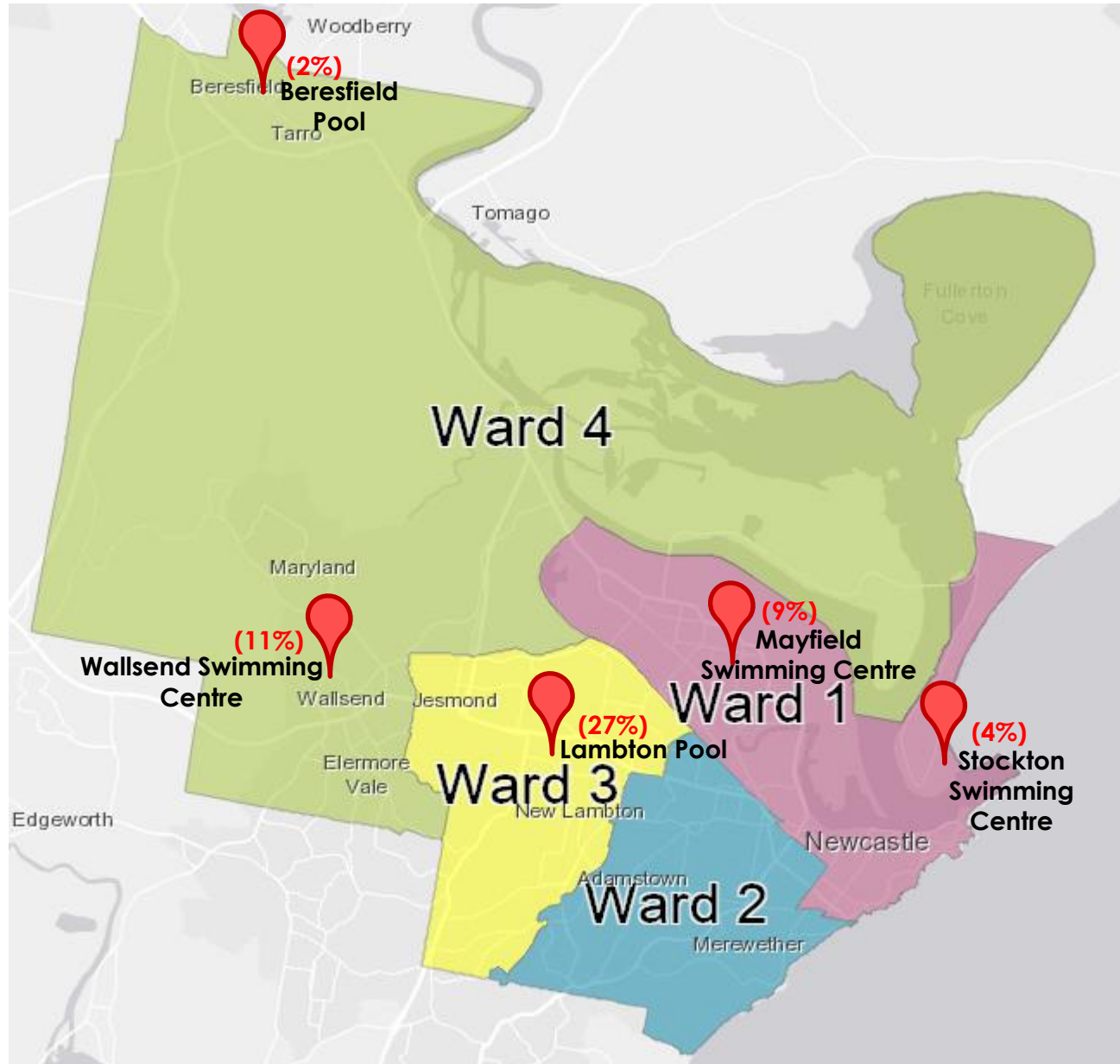
Base: N = 414

Please see Appendix B for detailed age and suburb breakdown

Sample Profile



Figures in **red** represent the percentage of respondents that have used that particular pool in the last 12 months.



59% have not used any of the above Council pools in the last 12 months

Key Findings



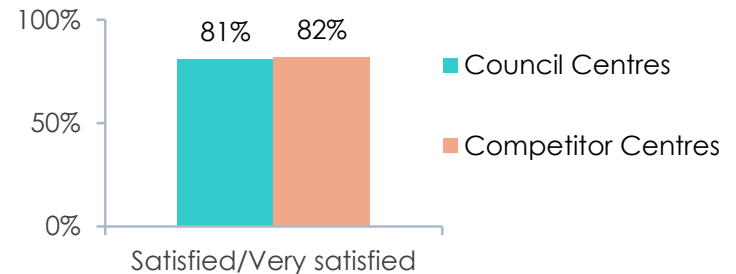
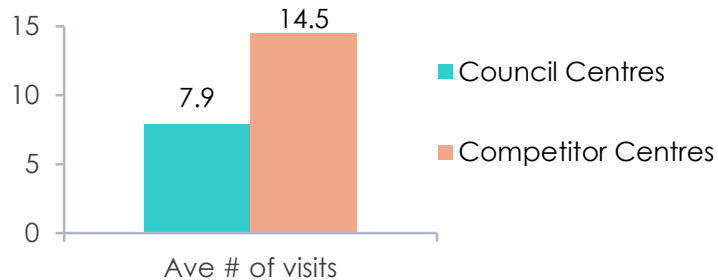
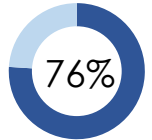
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Key Findings

Usage:

- **Incidence:** Based on lists of five inland Council pools, nine competitor inland pools (some of which are in the Lake Macquarie LGA), and two ocean baths (so 16 community pools in total):
 - 76% of residents claimed to have used at least one of these community pools in the last 12 months
 - However, when the two ocean baths are excluded from the analysis, only 52% had used at least one inland community pool in the last 12 months:
 - 44% had used at least one of the five Council inland pools – whereas 32% had used at least one of the nine competitor inland pools
- **Visitation Frequency:** Average number of visits per visitor per year were 7.9 for the Council centres and 14.5 for the competitor centres. The higher result for competitors may reflect their heated pools which can be used all year round.
- **Overall Satisfaction:** Results were positive and similar for both Council pools (81% satisfied/very satisfied) and Competitor pools (82%).



Key Findings

Council and Competitor Pool 'Personas':



Council Pools

- **Council Pools/Centres:** Council pools/centres were generally seen as being more **general recreation/for families**:
 - When asked on an open-ended question why they visit Council centres, one of the dominant reasons was 'water park/bucket/water slides' – and other comments were 'variety of pools – big pool, kiddie's pool', 'Good for kids – activities play equipment' and 'take family there'.
 - Awareness and usage of facilities at Council centres was more focussed on a mix of water and non-water-based activities: 'Just splashed around/relaxed in the water', 'Sat and relaxed', 'Used BBQ and picnic facilities', 'Used interactive water play areas', 'Used water slides'.
 - Main open-ended reason for being 'satisfied/very satisfied' with Council centres was 'Variety of activities/facilities/for all ages/water park/slides etc'



Competitor Pools

- **Competitor Pools/Centres:** In contrast, Competitors were more likely to be seen as **training facilities**:
 - Awareness and usage of facilities at Competitor centres was more focussed on 'Using heated pools', 'Attending a learn to swim class', and 'Using indoor gym facilities'.
 - Main open-ended reason for being 'satisfied/very satisfied' with Competitor centres was 'Quality of swimming classes/teachers'

Key Findings

Options for Increasing Visitation:



Heated indoor pools (76% 'more/a lot more likely' – and mentioned as an open-ended suggestion)



Improved dining options/facilities e.g. upgraded café (62%), BBQ/picnic facilities (55%), seating under shade (66% - and also featured as an open-ended suggestion)



Affordable pricing (main open-ended suggestion)



Water slides (47%)/interactive water play (46%)



Longer hours of operation/ year-round access



Facility upgrades/maintenance



Better promotion (second highest open-ended suggestion)

Key Findings

Target Market?

As mentioned on the first page of the Key Findings, on average, frequency of visitation is higher for Competitor centres than Council Centres. This could simply be that residents have more access to Competitor pools year-round and are making use of the heated pools:

- The detailed analysis on Slide 43 suggests that:
 - Those who only use Competitor inland centres (8% of residents) are going to be hard to switch to Council pools – they are seemingly only going to be attracted by indoor heated pools.
 - However, those who use both Council and Competitor Inland centres appear to be more open to a wide range of options/initiatives **in addition to** heated pools – such as:
 - 'Upgrading kiosks to cafes'
 - 'Improved BBQ and picnic facilities'
 - 'Water slides'
 - 'More interactive water play areas'
 - 'Learn to swim classes'
 - 'Improved facilities for children's birthday parties'
 - 'Large inflatable pool toys', etc.



Thus, targeting those who use both Council and Competitor centres may help to increase Council's share of visits.

Findings in Detail:

1a. Usage of Pools

This section compares the 5 Council-run pools against other community pools. You will note that we reference three types of pools/centres:

- ‘Council Pools’: The five inland Council-owned pools at Lambton, Beresfield, Mayfield, Stockton and Wallsend.
- ‘Other Community Centre’s’: All 11 community swimming pools listed in Q2a (consisting of nine inland competitors [some of which are in Lake Macquarie LGA] and the two Council-owned ocean baths).
- ‘Direct competitors’: Restricted to only inland competitor pools (9 community swimming pools [some of which are in Lake Macquarie LGA]), excluding the Ocean Baths.

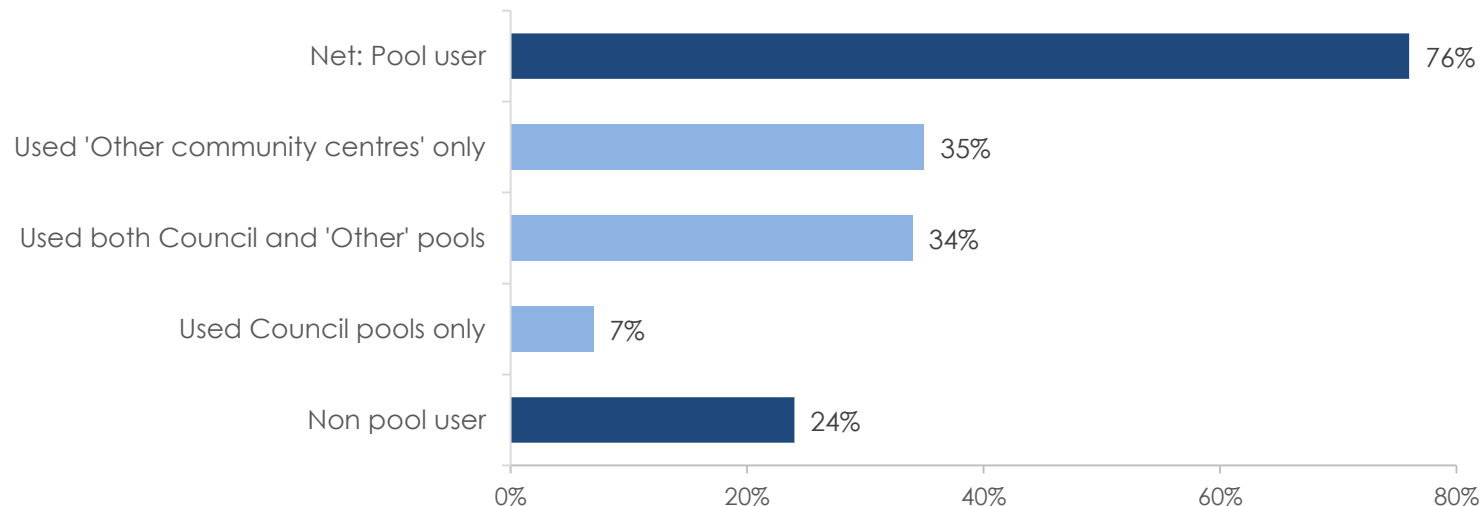
Usage of Any Public Swim Centres in the L12M



Respondents

Q1a/Q2a. In the past 12 months, which, if any, of the following community swimming pools have you visited, either to use yourself or to be with others while they use the facilities?

	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Net: Pool user	76%	76%	92%▲	80%	49%▼	62%	78%▲	96%▲	67%
Used 'Other Community Centres' only	32%	37%	40%	34%	28%	40%	33%	25%	38%▲
Used both Council and 'Other' pools	37%	32%	46%▲	40%	12%▼	16%	38%▲	64%▲	22%
Used Council pools only	8%	7%	6%	7%	9%	7%	7%	7%	7%
Non pool user	24%	24%	8%▼	20%	51%▲	38%▲	22%	4%	33%▲
Base	202	212	138	165	111	64	350	122	292



Base: Respondents N = 414

▲ ▼ = A significantly higher/lower percentage (by group)

76% of residents have used any of the listed Council and/or Competitor/ocean pools in the last 12 months, with younger residents (18-34), those who do not have a pool at home and parents or guardians of children under 16 significantly more likely to have used the community swimming pools. Only 7% of Respondents are loyal to Council pools only, whereas 32% are loyal to Competitor/ocean pools only, and 37% use both. It appears to be younger residents using Competitor pools over Council pools.

Overleaf will explore results excluding the Ocean Baths.

Usage of Inland Swimming Centres in the L12M

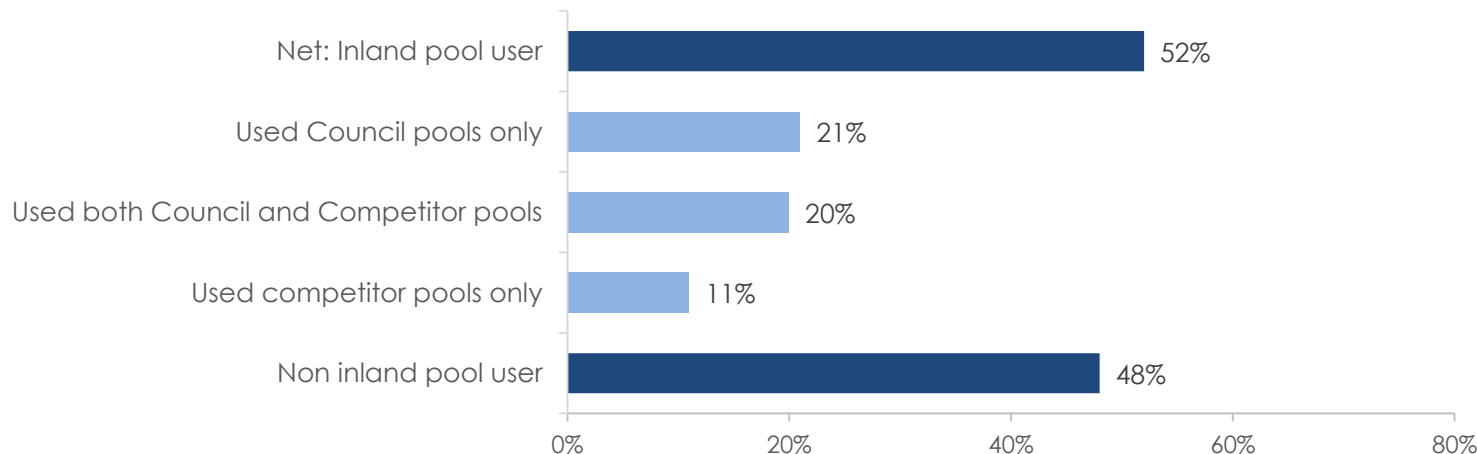


Respondents

Q1a/Q2a. In the past 12 months, which, if any, of the following community swimming pools have you visited, either to use yourself or to be with others while they use the facilities?

Repeating the analysis from the previous slide with the exclusion of Ocean Baths to focus on 'Inland Pools' only

	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Net: Inland pool user	52%	52%	64%▲	56%	30%▼	33%	56%▲	83%▲	39%
Used Council pools only	20%	22%	24%	22%	15%▼	10%	23%▲	27%	18%
Used both Council and Competitor pools	24%	17%	28%	24%	6%▼	12%	22%	44%▲	11%
Used Competitor pools only	8%	13%	12%	10%	10%	10%	11%	12%	10%
Non inland pool user	48%	48%	36%▼	44%	70%▲	67%▲	44%	17%	61%▲
Base	202	212	138	165	111	64	350	122	292



Base: Respondents N = 414

▲ ▼ = A significantly higher/lower percentage (by group)

Once we exclude the ocean baths, usage of any of the listed inland public pools drops from 76% (previous slide) to 52%. Furthermore, usage of 'Council pools only' increases from just 7% (previous slide) to 21% - this is a very positive result, as now only 11% of respondents are using direct competitor pools only.

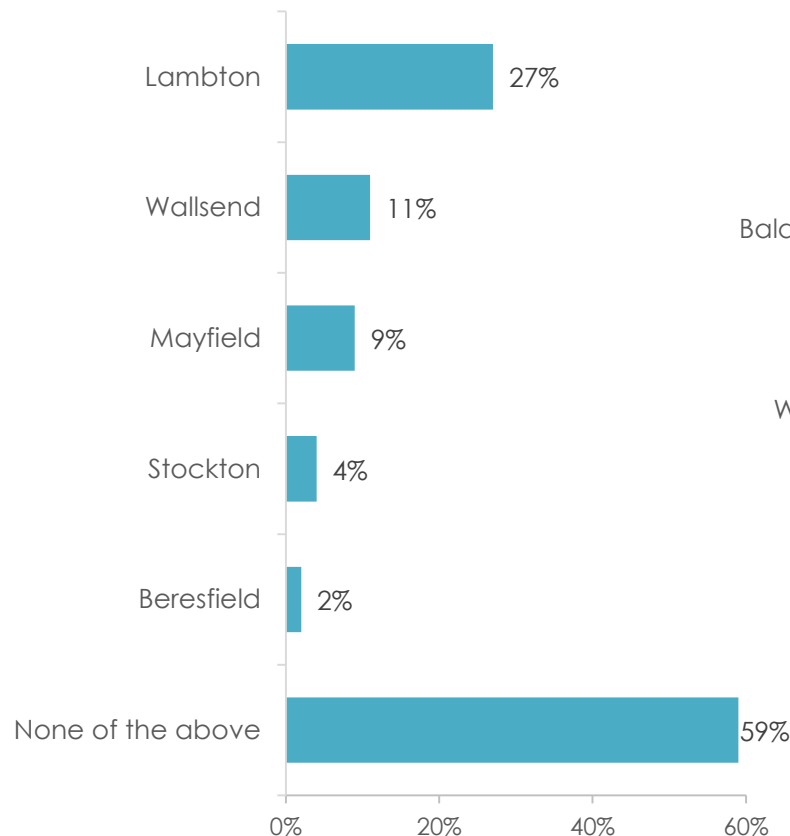
Usage of Any Public Swim Centres in the L12M



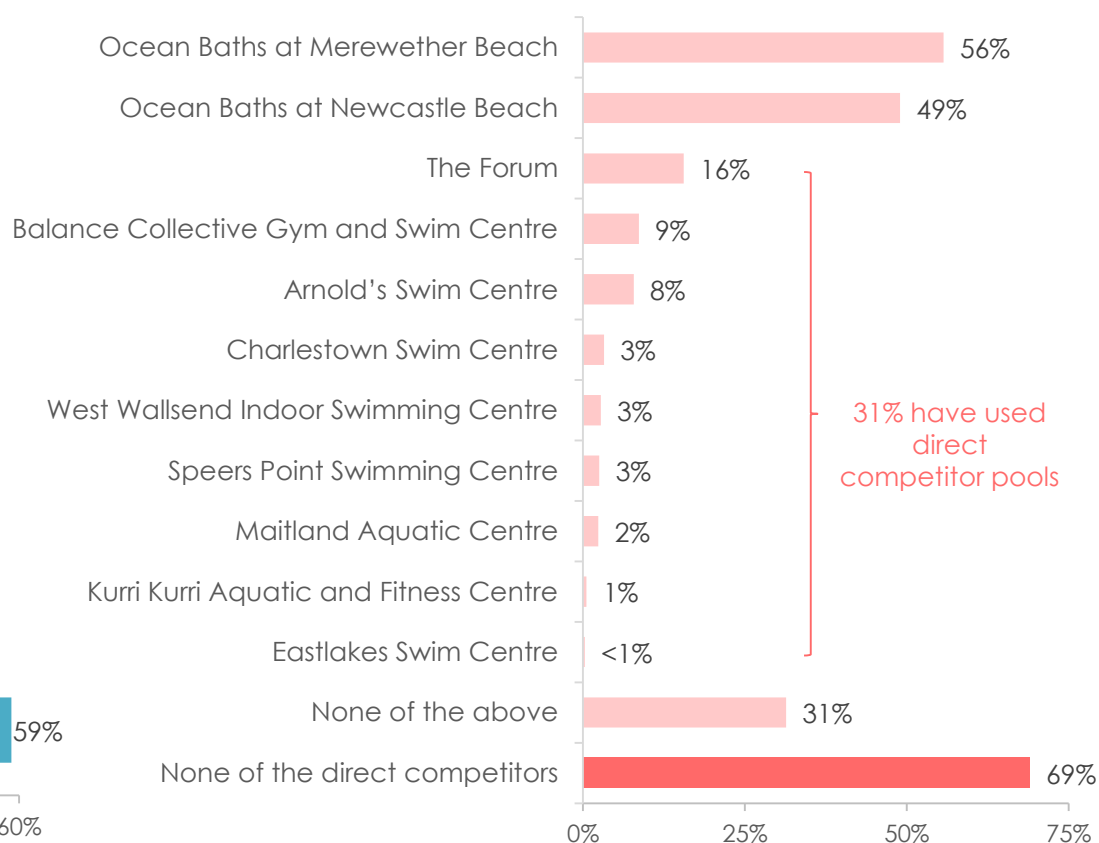
Respondents

Q1a/Q2a. In the past 12 months, which, if any, of the following community swimming pools have you visited, either to use yourself or to be with others while they use the facilities?

Council Centres



Other Community Centres



Base: Respondents N = 414

41% of residents have used a Council inland pool in the last 12 months, with Lambton pool the most commonly used (27%).

In contrast, 69% of residents stated they have used any of the other listed pools in the last 12 months – although this is impacted by Council's ocean baths – if we exclude the ocean baths, only 31% have used a competitor pool in the past 12 months.

Usage of Council Centres in the Last 12 Months



Respondents

Q1a. In the past 12 months, which, if any, of the following community swimming pools have you visited, either to use yourself or to be with others while they use the facilities?

Council Centres	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Lambton	30%	25%	32%	34%▲	11%▼	21%	28%	55%▲	16%
Wallsend	15%	8%	20%▲	8%	4%▼	5%	12%	23%▲	6%
Mayfield	8%	10%	10%	12%	5%▼	4%	10%	17%▲	6%
Stockton	4%	5%	8%▲	3%	2%	0%	5%	10%▲	2%
Beresfield	1%	2%	2%	2%	1%	0%	2%	1%	2%
None of the above	56%	61%	48%▼	54%	79%▲	78%▲	55%	29%	71%▲
Base	202	212	138	165	111	64	350	122	292

Council Centres	Ward 1	Ward 2	Ward 3	Ward 4
Lambton	16%▼	25%	40%▲	24%
Wallsend	5%	8%	5%	28%▲
Mayfield	19%▲	12%	6%	1%▼
Stockton	10%▲	0%	5%	2%
Beresfield	0%	0%	0%	8%▲
None of the above	63%	61%	55%	56%
Base	98	93	128	96

Base: Respondents

▲ ▼ = A significantly higher/lower percentage (by group)

Younger residents were significantly more likely than older residents to have used the Wallsend and Stockton pools in the last 12 months – and parents/guardians were significantly more likely than non-parents to use all except for Beresfield.

Usage of Other Community Centres in the L12M



Respondents

Q2a. In the past 12 months, which, if any, of the following community swimming pools have you visited, either to use yourself or to be with others while they use the facilities?

Other Community Centres	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Ocean Baths at Merewether Beach	54%	57%	74%▲	62%	24%▼	47%	57%	74%▲	48%
Ocean Baths at Newcastle Beach	49%	49%	66%▲	51%	25%▼	31%	52%▲	60%▲	45%
The Forum	18%	14%	22%	18%	4%▼	13%	16%	28%▲	11%
Balance Collective Gym and Swim Centre	9%	9%	12%	8%	5%	8%	9%	20%▲	4%
Arnold's Swim Centre	8%	8%	6%	11%	6%	8%	8%	18%▲	3%
Charlestown Swim Centre	1%	5%▲	2%	5%	3%	3%	3%	6%	2%
West Wallsend Indoor Swimming Centre	1%	4%	4%	3%	1%	2%	3%	8%▲	1%
Speers Point Swimming Centre	2%	3%	2%	3%	2%	4%	2%	6%▲	1%
Maitland Aquatic Centre	1%	4%	4%	2%	1%	2%	2%	5%	1%
Kurri Kurri Aquatic and Fitness Centre	1%	1%	0%	1%	0%	2%	0%	1%	0%
Eastlakes Swim Centre	0%	1%	0%	1%	0%	2%▲	0%	1%	0%
None of the above	32%	31%	14%	27%	60%▲	45%▲	29%	11%	40%▲
None of the direct competitors	68%	70%	60%	66%	84%▲	78%	67%	45%	79%▲
Base	202	212	138	165	111	64	350	122	292

Base: Respondents

▲ ▼ = A significantly higher/lower percentage (by group)

Again, parents/guardians were significantly more likely to have used other Community Centres. Usage of the Ocean Baths decreases with age.

Usage of Other Community Centres in the L12M



Respondents

Q2a. In the past 12 months, which, if any, of the following community swimming pools have you visited, either to use yourself or to be with others while they use the facilities?

Other Community Centres	Ward 1	Ward 2	Ward 3	Ward 4
Ocean Baths at Merewether Beach	59%	66%▲	56%	43%▼
Ocean Baths at Newcastle Beach	66%▲	47%	53%	29%▼
The Forum	16%	16%	22%	5%▼
Balance Collective Gym and Swim Centre	16%▲	5%	6%	8%
Arnold's Swim Centre	12%	9%	7%	4%
Charlestown Swim Centre	4%	6%	1%	3%
West Wallsend Indoor Swimming Centre	3%	0%	1%	7%▲
Speers Point Swimming Centre	4%	2%	2%	1%
Maitland Aquatic Centre	0%	1%	2%	7%▲
Kurri Kurri Aquatic and Fitness Centre	0%	0%	1%	1%
Eastlakes Swim Centre	0%	0%	1%	0%
None of the above	25%	29%	26%	48%▲
None of the direct competitors	67%	70%	68%	70%
Base	98	93	128	96

Base: Respondents

▲ ▼ = A significantly higher/lower percentage (by group)



Ward 4 residents were significantly less likely to have used other Community Centres in the last 12 months – this may be a location/access issue.

Reason for not Using Council Centres in the L12M



Respondents

Q1a. In the past 12 months, which, if any, of the following community swimming pools have you visited, either to use yourself or to be with others while they use the facilities?

Q1b. [If 'none of the above' on Q1a] Why in particular have you not visited any of those pools? Any other reasons?

Reason	N = 243
Prefer the beach/ocean baths	29%
I have a pool at home/prefer to swim in my own/friends pool	17%
I cannot swim/don't like swimming	15%
Dislike public pools/chlorine	10%
Lack of time	7%
Difficult to get to e.g. too far, no public transport, lack of parking	6%
No need to go to the pools/not interested	6%
Prefer saltwater	6%
Too old to go swimming/for the pools	6%
Closer/easier to get to the beach	5%
Expense of visiting the pool/ocean baths are free	4%
Mobility/health restrictions	4%
Not aware of these pools	4%
Prefer other swim facilities/other facilities offer more e.g. heated pools, aerobics, therapy pool	4%
No one to go with/children are too old	2%
Not good weather e.g. not warm enough	2%
Not hygienic/do not believe the pools are clean	2%
Prefer to do other activities	2%
Public pools are too crowded	2%
Concerned about the sun	1%
New to the area	<1%
Personal reasons	<1%
Pools aren't open late enough in the day	<1%
The services are quite run down	<1%

Base: Respondents

The main reasons for those not visiting Council Centres in the last 12 months were not facility-related but rather preference e.g. prefer the ocean baths or their own pool and do not like swimming. Top facility-related reasons include access issues such as difficulty getting to the pools, entry costs and mobility/health restrictions.

Choosing a Particular Council Pool Over Others

Q1c. You mentioned that in the past 12 months you have visited [insert up to two randomly chosen pool visited in Q1a]. Why in particular did you choose to visit that pool rather than going somewhere else for swimming?

Reason	Council Centres N = 208
Convenient/close to home/work/family	71%
Water park/bucket/water slides	12%
To attend a party/event/school carnival	10%
Variety of pools e.g. big pools, kiddie's pool	8%
Good for kids e.g. activities, play equipment	6%
Friends/family go to the pool/to take family there	4%
Good facilities/well maintained e.g. BBQ and outdoor area	4%
It was affordable	4%
Open at the time that I needed	4%
Didn't want to go to the beach	3%
Swim club/training/school swimming	3%
Diving board/lessons	2%
Good shelter/tree coverage	2%
Peaceful environment/not busy	2%
Water polo	2%

Base: Pool Visits

Please see Appendix A for responses fewer than 2%

Convenience (71%) was the main reason residents had visited a particular Centre over another. The leading Centre-based attraction was 'water park/bucket/water slides' (12%), followed by 'attending an event' (10%).

Findings in Detail:

1b. Frequency of Usage

Q2b to Q2f were asked for only ONE randomly chosen competitor inland pool from Q2a (i.e.: they exclude 'Ocean Baths at Merewether Beach' and 'Ocean Baths at Newcastle Beach').

From here onwards, 'Competitor Centre's' refers only to direct inland competitors to the Council-run facilities (i.e. the ocean baths have been removed from this analysis to provide responses relating to direct competitors only).



Frequency of Visiting Pools



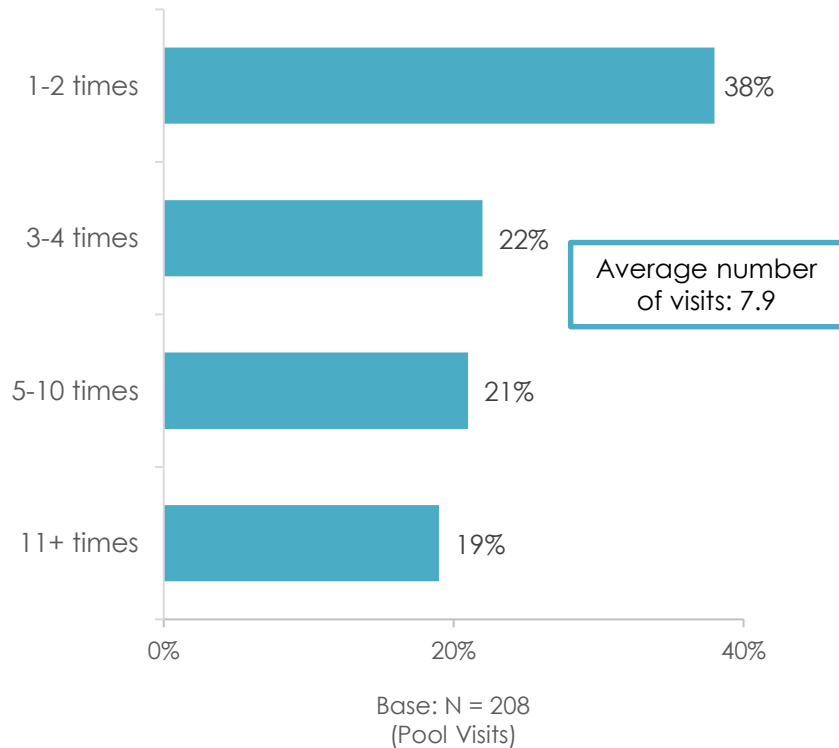
Pool
Visits



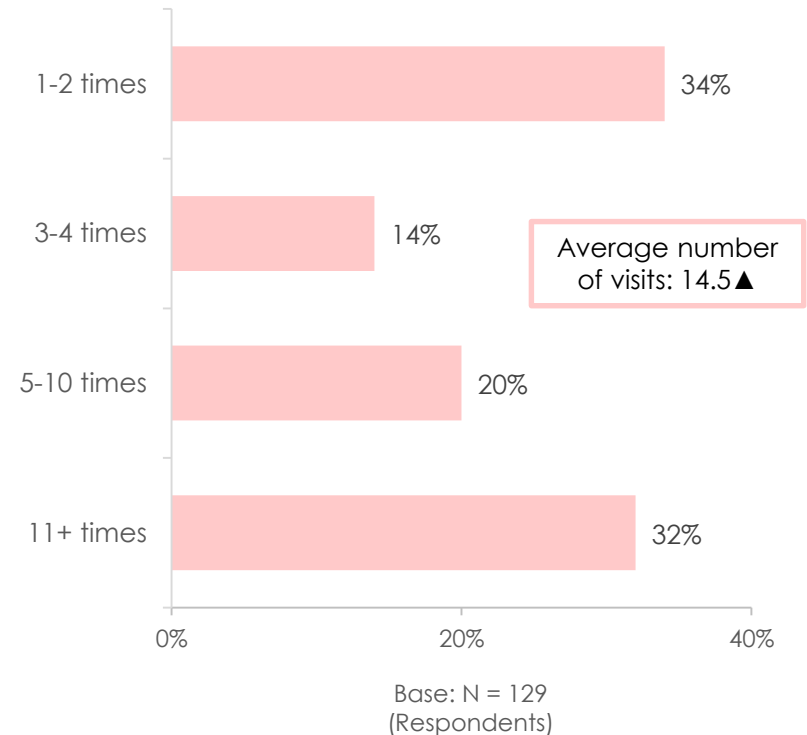
Respondents

- Q1d. In the past 12 months, how often have you visited [insert up to two randomly chosen pool visited from Q1a], either to use yourself or to be with others while they use the facilities?
- Q2b. In the past 12 months, how often have you visited [insert one randomly chosen pool visited from Q2a], either to use yourself or to be with others while they use the facilities?

Council Centres



Competitor Centres



▲ ▼ = A significantly higher/lower number of visits (by pool type)

The average number of visits to Competitor Centres is significantly higher than Council Centres, with 52% of residents visiting Competitor Centres at least 5 times in the last 12 months.

Overleaf explores average number of visits by key demographics.

Frequency of Visiting Council Pools



Q1d. In the past 12 months, how often have you visited [insert up to two randomly chosen pool visited from Q1a], either to use yourself or to be with others while they use the facilities?

Council Centres	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Average # of visits	9.3	6.5	6.3	9.3	8.8	13.0	7.5	7.9	8.0
Base	107	102	91	91	26	18	191	113	96

Council Centres	Ward 1	Ward 2	Ward 3	Ward 4
Average # of visits	7.1	8.4	9.2	6.9
Base	45	41	64	58

Council Centres	Lambton	Mayfield	Wallsend	Beresfield	Stockton
Average # of visits	10.1	6.8	5.2	5.6	7.7
Base	95	52	46	8*	8*

Base: Pool Visits

*Caution small base size

Those visiting Lambton and Mayfield pools stated they had visited Council Centres a greater number of times throughout the year.

Frequency of Visiting Pools



Respondents

Q2b. In the past 12 months, how often have you visited [insert one randomly chosen pool visited from Q2a], either to use yourself or to be with others while they use the facilities?

Competitor Centres	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Average # of visits	11.9	17.1	12.8	16.0	14.7	24.5	13.2	16.9	11.8
Base	65	64	55	56	17	14	115	67	61

Competitor Centres	Ward 1	Ward 2	Ward 3	Ward 4
Average # of visits	20.4	12.8	15.6	7.8▼
Base	32	28	40	29

Competitor Centres	The Forum	Balance Collective	Arnold's Swim Centre	Charlestown Swim Centre	West Wallsend
Average # of visits	9.1▼	18.5	21.9	13.7	20.2
Base	49	27	24	9*	9*

Base: Respondents

*Caution small base size. Note: Centres with a base of <9 have not been shown above

▲▼ = A significantly higher/lower number of visits (by group)



Findings in Detail:

2. Activities at the Pools

This section compares resident awareness and participation in activities at Council and Competitor Centres.



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Awareness of Activities Offered at the Pools



Pool
Visits

Respondents

Q1e/Q2c. To the best of your knowledge, which, if any, of the following activities and facilities are offered at [insert first randomly chosen pool visited from Q1a/Q2a]?

Activity/Facility	Council Centres N = 208*	Competitor Centres N = 129*
Average # of activities/facilities aware	9.0	8.0
A kiosk for drinks or snacks	94%▲	86%
BBQ and picnic facilities	78%▲	17%
Training squads for lap swimming	71%	75%
Learn to swim class	70%	78%
Annual school swimming carnivals	70%▲	43%
Water slides	58%▲	12%
Interactive water play areas, with fountains, large buckets of water that tip over when full, etc.	56%▲	14%
Regular school sports programs	55%	59%
Playground equipment away from the water such as swings, slippery dips, etc.	51%▲	23%
Diving training	40%▲	14%
Large inflatable pool toys	37%	27%
Water polo training	34%▲	18%
Heated pools for year-round swimming	32%	85%▲
Facilities and rooms for parties, such as children's birthday parties	30%	39%
Themed events, such as Halloween or 'Welcome to Summer' events	29%▲	11%
Aqua aerobic classes	25%	66%▲
Lifeguard training	21%	15%
School holiday sports camps	21%	31%▲
Jumping castles for young children, away from the water	15%▲	7%
Outdoor gym equipment	5%	21%▲
Indoor gym facilities	4%	55%▲
Can't say	1%	<1%

Council Centre base: N = 208 (Pool Visits), Competitor Centre base: N = 129 (Respondents)

▲ ▼ = A significantly higher/lower percentage (by pool type)

On average, awareness was higher for activities/facilities at Council Centres. Looking at the gaps of awareness the largest positive gap (61% difference) was for BBQ and picnic facilities at Council Centres and the largest negative gap (-53% difference e.g. higher awareness of Competitors) was for heated pools year-round.

The following slide shows the average awareness by key demographics.

Awareness of Activities Offered at the Pools



Pool
Visits



Respondents

Q1e/Q2c. To the best of your knowledge, which, if any, of the following activities and facilities are offered at [insert first randomly chosen pool visited from Q1a/Q2a]?

Council Centres	Overall	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Average # of activities/facilities aware	9.0	8.9	9.0	8.6	9.6	8.3	9.3	8.9	8.9	9.0
Base	208	107	102	91	91	26	18	191	113	96

Competitor Centres	Overall	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Average # of activities/facilities aware	8.0	7.6	8.4	9.5▲	6.9▼	6.8	6.6	8.1	7.7	8.3
Base	129	65	64	55	56	17	14	115	67	61

▲▼ = A significantly higher/lower result (by group)

Please see Appendix A for detailed results by demographics

Council Centre base: N = 208 (Pool Visits), Competitor Centre base: N = 129 (Respondents)

Younger residents indicated a greater number of offerings they were aware of at Competitor Centres.

Participation in Activities Offered at the Pools



Pool
Visits

Respondents

Q1f/Q2d. And when you have visited [insert first randomly chosen pool visited from Q1a/Q2a] in the last 12 months, which, if any, of the following activities have you yourself usually done there?

Activity	Council Centres N = 209*	Competitor Centres N = 129*
Average # of activities participated in	6.0	4.9
Just splashed around/relaxed in the water	82%▲	45%
Sat and relaxed	78%▲	65%
Bought drinks or snacks from the kiosk	70%▲	56%
Watched out for or looked after others that are in your group, such as children	67%▲	52%
Swam laps on your own	53%	53%
Used BBQ and picnic facilities	40%▲	9%
Used interactive water play areas	36%▲	5%
Used water slides	30%▲	<1%
Used heated pools	25%	58%▲
Attended a party, such as a birthday party	24%▲	10%
Attended an annual school swimming carnival	23%▲	14%
Used playground equipment away from the water such as swings, slippery dips, etc.	20%	12%
Used large inflatable pool toys provided by the swim centre	11%	10%
Attended regular school sports programs	9%	15%
Played or trained for water polo	5%	0%
Attended a themed event, such as a Halloween or 'Welcome to Summer' event	5%	<1%
Attended a learn to swim class	5%	18%▲
Swam laps as part of a training squad	4%	9%
Participated in school holiday camps	2%	5%
Used jumping castles, away from the water	2%	2%
Used outdoor gym equipment	2%	6%
Diving training or competitions	1%	0%
Participated in aqua aerobics	1%	7%
Participated in lifeguard training	0%	2%
Used indoor gym facilities	0%	24%▲
Some other activity	1%	7%
Can't say	1%	3%

*Council pool base: N = 209 (Pool Visits), Competitor pool base: N = 129 (Respondents)

▲ ▼ = A significantly higher/lower percentage (by pool type)

Participation in activities was greater for Council Centres, significantly so for 9 activity types. The largest participation gaps with greater participation at Council Centres include; 'just splashed around/relaxed in the water' (gap of 37%), 'used BBQ and picnic facilities (gap of 31%), 'used interactive water play areas (gap of 31%) and 'used water slides' (gap of 29%). Activities with higher participation at Competitor Centres include: 'used heated pools' (gap of -33%) and 'used indoor gym facilities' (gap of -24%). The following slide shows the average participation by key demographics.

Participation in Activities Offered at the Pools



Pool
Visits



Respondents

Q1f/Q2d. And when you have visited [insert first randomly chosen pool visited from Q1a/Q2a] in the last 12 months, which, if any, of the following activities have you yourself usually done there?

Council Centres	Overall	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Average # of activities participated in	6.0	6.1	5.8	5.5	6.7▲	5.3	7.5	5.8	7.3▲	4.5
Base	209	108	102	91	92	26	18	192	113	97

Competitor Centres	Overall	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Average # of activities participated in	4.9	4.5	5.3	6.0▲	4.1▼	3.8▼	5.0	4.8	4.8	5.0
Base	129	65	64	55	56	17	14	115	67	61

▲▼ = A significantly higher/lower result (by group)

Please see Appendix A for detailed results by demographics

Council Centre base: N = 209 (Pool Visits), Competitor Centre base: N = 129 (Respondents)

Younger residents stated they had participated in a greater number of activities at Competitor Centres.
35-59 year olds and parents/guardians had participated in more activities at Council Centres.



Findings in Detail:

3. Satisfaction with the Pools

This section compares resident satisfaction for Council Centres against their direct Competitors and explores residents reasoning for their response.

Overall Satisfaction

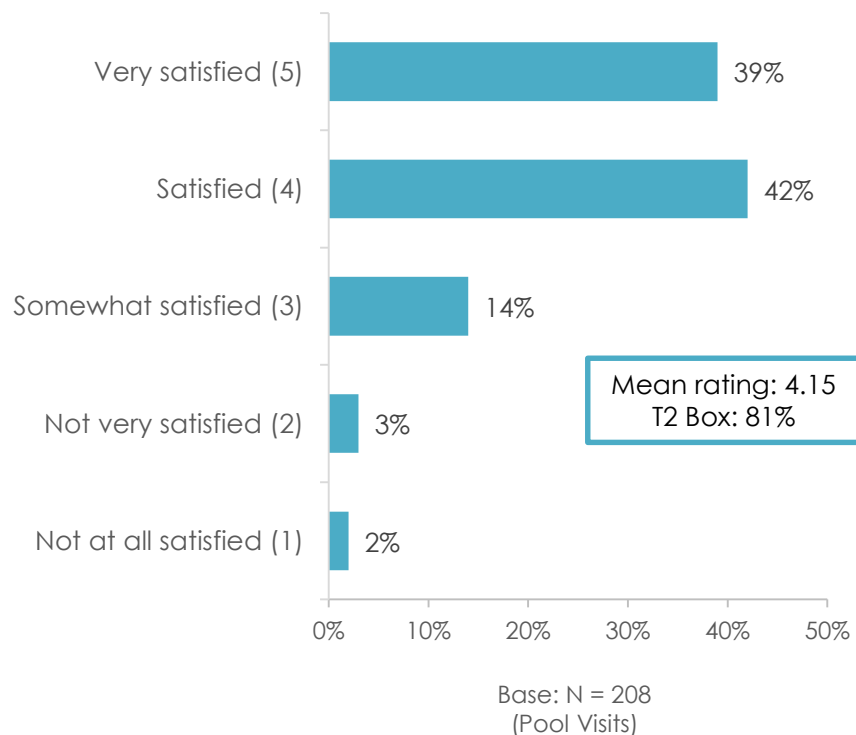


Pool
Visits

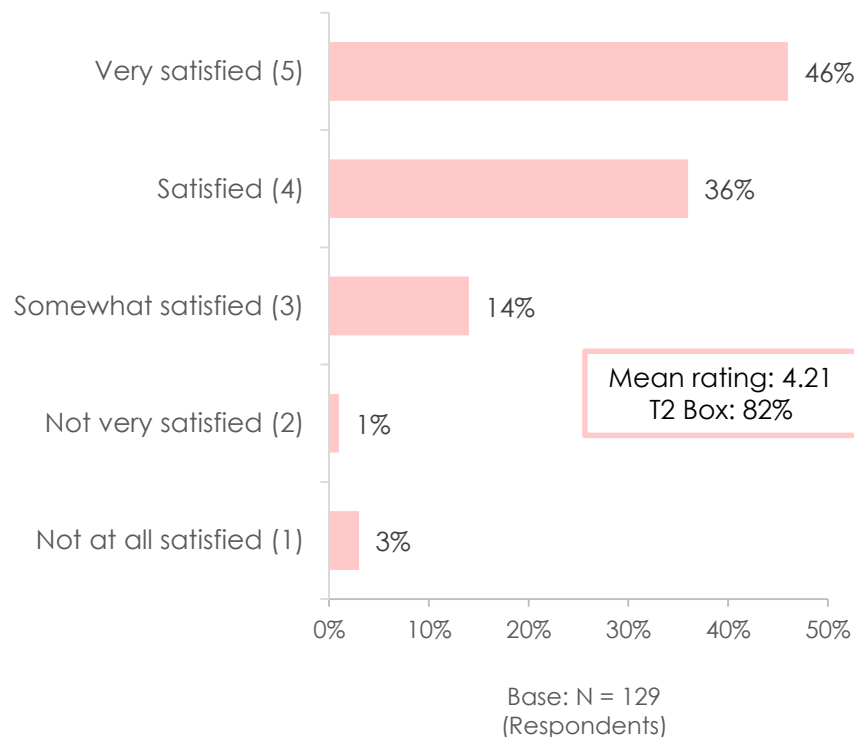
Respondents

Q1g/Q2e. Overall, how satisfied, if at all, are you with [insert first randomly chosen pool visited from Q1a/Q2a]?

Council Centres



Competitor Centres



Scale: 1 = not at all satisfied, 5 = very satisfied

Overall, satisfaction was on par for both Council and Competitor Centres, with 81% selecting the top 2 box (satisfied/very satisfied) for Council Centres and 82% T2B for Competitor Centres. A breakdown of demographic results is provided overleaf.

Overall Satisfaction



Pool
Visits

Q1g. Overall, how satisfied, if at all, are you with [insert first randomly chosen pool visited from Q1a]?

Council Centres	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Satisfaction mean rating	4.22	4.07	4.04	4.21	4.31	4.25	4.14	4.03	4.28
Base	107	102	91	91	26	18	191	113	96

Council Centres	Ward 1	Ward 2	Ward 3	Ward 4
Satisfaction mean rating	3.86	4.52▲	4.21	4.03
Base	45	41	64	58

Council Centres	Lambton	Mayfield	Wallsend	Beresfield	Stockton
Satisfaction mean rating	4.22	4.31	3.95	3.50	3.86
Base	95	52	46	8*	8*

Base: Pool Visits

*Caution small base size

Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = A significantly higher/lower level of satisfaction (by group)

Satisfaction with Council Centres increases with age (although not significantly) and is significantly higher amongst Ward 2 residents.

Comparisons by Pool are difficult because two of the five Centres have very small sample sizes – however, Mayfield and Lambton appear to generate more favourable satisfaction scores.

Overall Satisfaction



Respondents

Q2e. Overall, how satisfied, if at all, are you with [insert first randomly chosen pool visited from Q2a]?

Competitor Centres	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Satisfaction mean rating	4.10	4.31	4.10	4.17	4.65▲	4.68▲	4.15	3.80	4.65▲
Base	65	64	55	56	17	14	115	67	61

Competitor Centres	Ward 1	Ward 2	Ward 3	Ward 4
Satisfaction mean rating	4.14	4.64▲	4.14	3.95
Base	32	28	40	29

Competitor Centres	The Forum	Balance Collective	Arnold's Swim Centre	Charlestown Swim Centre	West Wallsend
Satisfaction mean rating	4.45	4.29	4.08	4.41	2.66
Base	49	27	24	9*	9*

Base: Respondents

*Caution small base size

Scale: 1 = not at all satisfied, 5 = very satisfied

▲ ▼ = A significantly higher/lower level of satisfaction (by group)

As with Council Centres, satisfaction trends up with age. Non-parents/guardians and Ward 2 residents were significantly more satisfied with Competitor Centres.

Although not significant, those visiting 'The Forum' expressed higher levels of satisfaction.

Reason for Overall Satisfaction



Pool
Visits



Respondents

Q1g/Q2e. Overall, how satisfied, if at all, are you with [insert first randomly chosen pool visited from Q1a/Q2a]?
Q1h/Q2f. Why do you say that?

Council Centres

Top Reasons	Council Centres N = 208
Very satisfied/Satisfied	
Variety of activities/facilities e.g. for all ages, water park, slides, etc.	16%
Clean/well maintained	15%
Good facilities	14%
Convenient/close to home	12%
Improvements are needed e.g. year-round swimming, upgrades, more shade, more options	11%
Somewhat satisfied	
Needs heated pools (for year-round use)	3%
Facility is outdated/needs upgrading	2%
Not at all satisfied/Not very satisfied	
Dirty/poorly maintained e.g. toilets, edge of the pool, duck droppings	3%
Lack of facilities/shaded areas	2%
Unhelpful/rude staff	2%

Competitor Centres

Top Reasons	Competitor Centres N = 129
Very satisfied/Satisfied	
Quality of swimming classes/teachers	18%
Convenient/close to home	13%
Good facilities	13%
Clean/well maintained	11%
Met our needs	10%
Somewhat satisfied	
Overcrowded/overrun by carnivals	4%
Needs a playground	3%
Lack of seating	2%
Unable to swim with children unless you are in one of the classes	2%
Not at all satisfied/Not very satisfied	
Dirty/poorly maintained	2%

Council Centre base: N = 208 (Pool Visits), Competitor Centre base: N = 129 (Respondents)

Please see Appendix A for full results

Whilst overall satisfaction scores for Council and Competitor pools were similar, the apparent drivers of satisfaction are a little different:

- For Council pools, satisfaction mainly stems from 'variety of activities', 'cleanliness' and 'good facilities',
- Whilst for Competitors it is more about 'quality of classes etc' and 'convenience'.

Findings in Detail:

4. Future Interest

The first slide in this section, overleaf, is an open, unprompted question asking residents what would encourage them to visit Council Centres more often. We then proceed to ask (slide 38) a series of prompted questions that would increase their visits to the Centre. You can see the top responses for both questions are quite the same, highlighting an area of opportunity to target those using both Council and Competitor Centres to primarily use Council Centres.



Suggestions to Encourage Increased Use of the Pools



Respondents

Q3. City of Newcastle Council provides five suburban community swimming centres, at Lambton, Beresfield, Mayfield, Stockton and Wallsend. Based on all you know about these centres, even if you've never visited them before, what, if anything, could Council do to encourage you to use one or more of them, or use them more often?

Suggestion	N = 414
More affordable e.g. family discounts, free for locals, season passes	21%
Better promotion/advertisement of pool offerings	11%
Indoor heated pools that can be used all year round	8%
More shaded areas e.g. shelter over pool	6%
Longer opening hours/year-round access	5%
Update and provide more amenities	4%
Cleaner/better maintained facilities	3%
Have salt water pools/chlorine free	3%
Water slides	3%
Adult section/time periods at the pool/separate age groups	2%
More activities to engage the community/young adults e.g. 'dive' in movies	2%
More adequate parking facilities	2%
More interactive water play areas	2%
Playground equipment and activities for kids	2%
Provide diving boards/pools	2%
Transportation to and from the pool	2%
Upgrade or renovate changerooms/showers/toilets	2%
Don't know	2%
No suggestions – happy with the services/facilities	3%
No suggestions/nothing would encourage me to go e.g. not interested, age and mobility restrictions, do not swim, owns a pool, prefer ocean baths	28%



"Lower the concession so schools can use them more"

"Supervisors should be allowed to enter for free"

"Payment plans available to have a season ticket to make it more accessible"

"Greater awareness of what is on offer at each pool through various media"



"More communication about local events occurring at the pools"

"Provide me with information about the pools"



"Extend hours"

"Need more heated pools so they can be used all year round"

"Provide indoor pools at the centres"

Base: Respondents

Please see Appendix A for responses fewer than 2%

'Affordability' was the main unprompted suggestion offered by residents, followed by 'better promotion of the pools'.

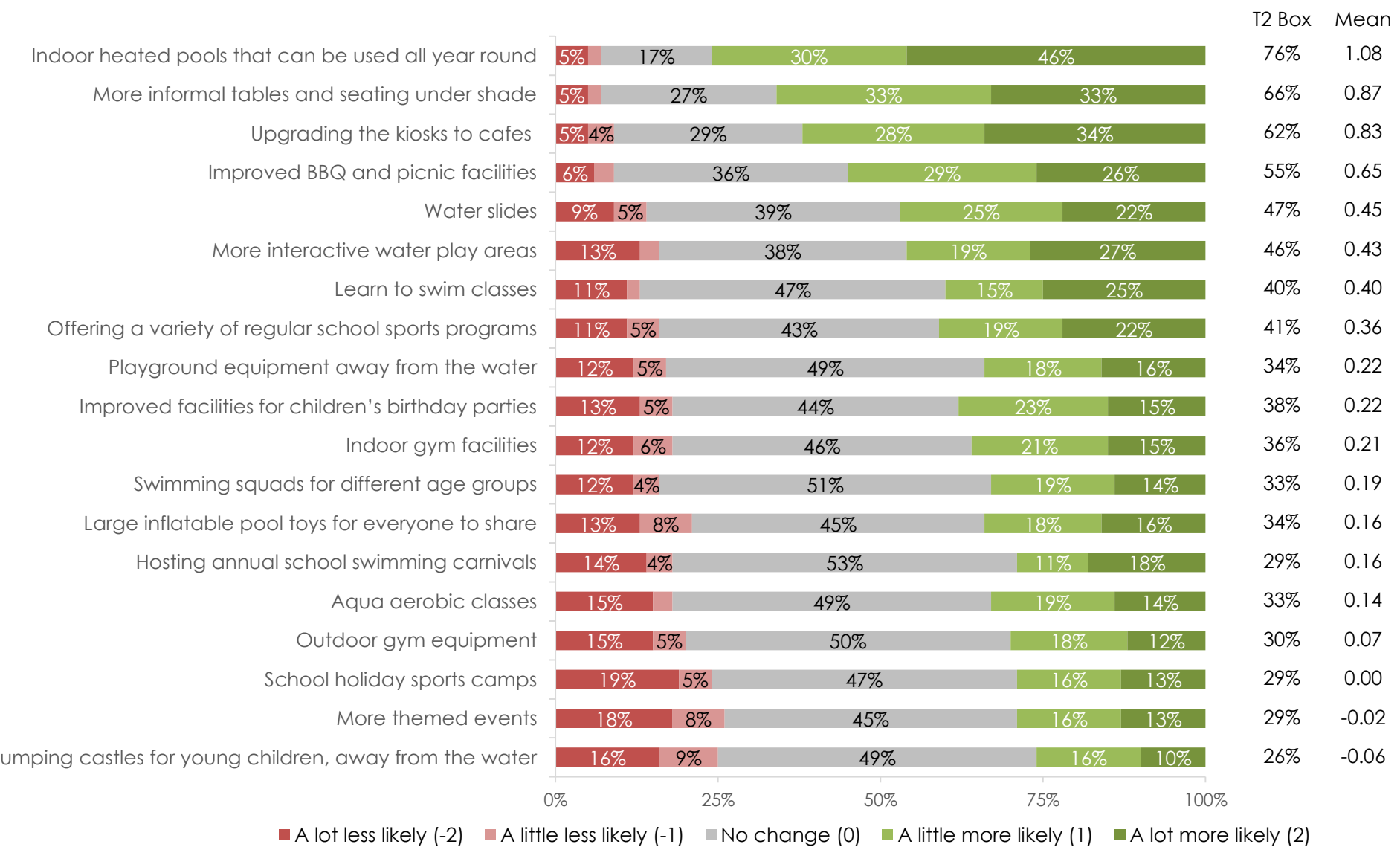
In terms of facilities, 'accessing the pools year-round'/'longer operating hours' and 'more shaded areas' dominated.

Likelihood of Visiting Pools based on Different Offerings



Respondents

Q4. I'm now going to read out a range of different services and facilities that could be offered at the Council pools – some of these may already exist at some of the pools, others are just ideas at this stage. As I read each one, please tell me whether it would make you more or less likely to visit any of the pools, or whether it would have no impact on you at all.



Likelihood of Visiting Pools based on Different Offerings



Respondents

- Q4. *I'm now going to read out a range of different services and facilities that could be offered at the Council pools – some of these may already exist at some of the pools, others are just ideas at this stage. As I read each one, please tell me whether it would make you more or less likely to visit any of the pools, or whether it would have no impact on you at all.*

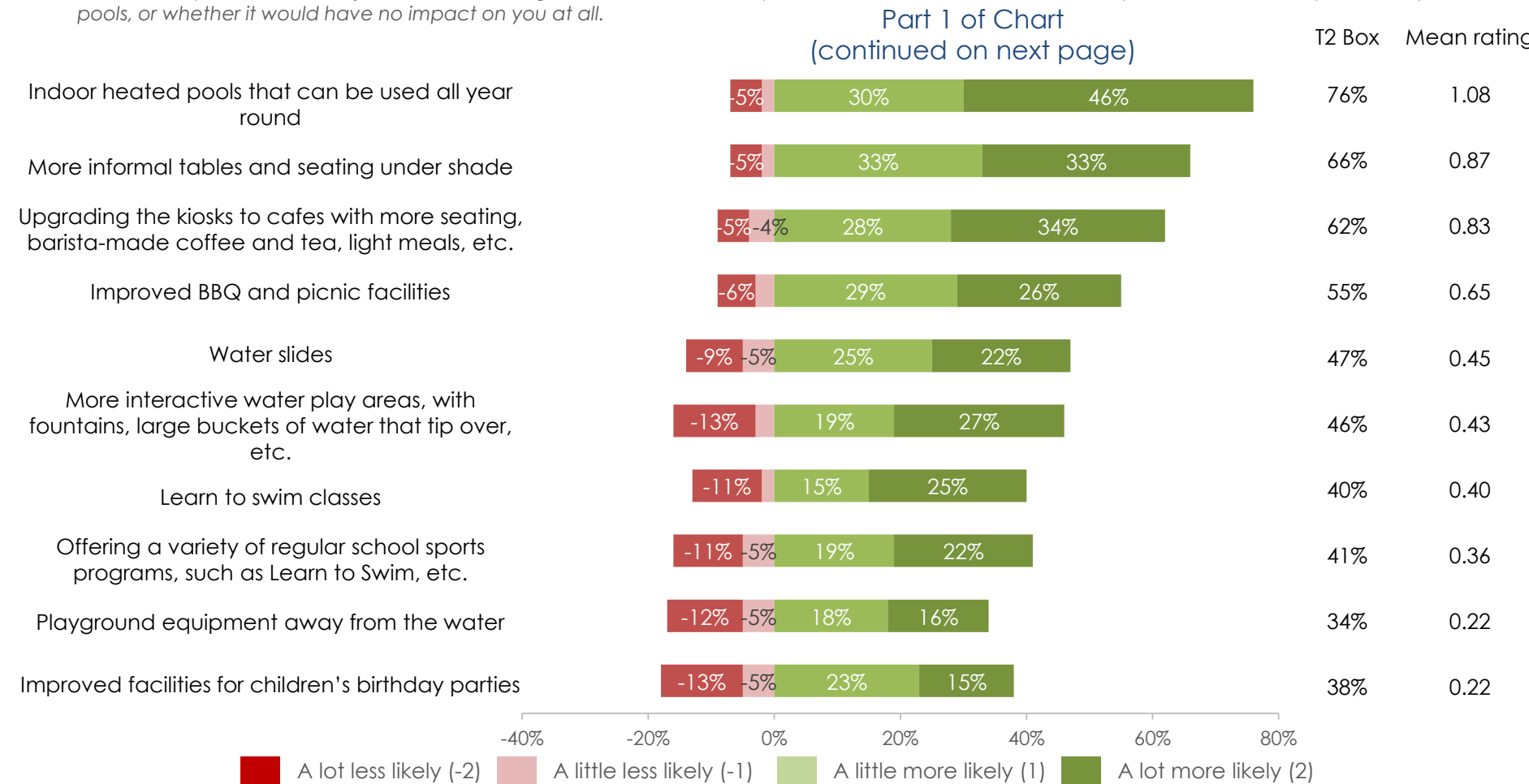
Now let's look at the distribution of these results without showing the percentage of those that selected 'no change'. You can see on the first slide, for the most part, the chart is heavily skewed towards the right, highlighting the respondents are likely to visit the pools for these particular offerings, whilst the second slide shows a more polarised distribution highlighting these offerings do not have as much of an impact in persuading them to visit the pool.



Likelihood of Visiting Pools based on Different Offerings

Respondents

Q4. I'm now going to read out a range of different services and facilities that could be offered at the Council pools – some of these may already exist at some of the pools, others are just ideas at this stage. As I read each one, please tell me whether it would make you more or less likely to visit any of the pools, or whether it would have no impact on you at all.



Base: Respondents N = 414

Please see Appendix A for detailed results. Note: labels for results <4% have not been shown above

Scale: -2 = a lot less likely, 2 = a lot more likely

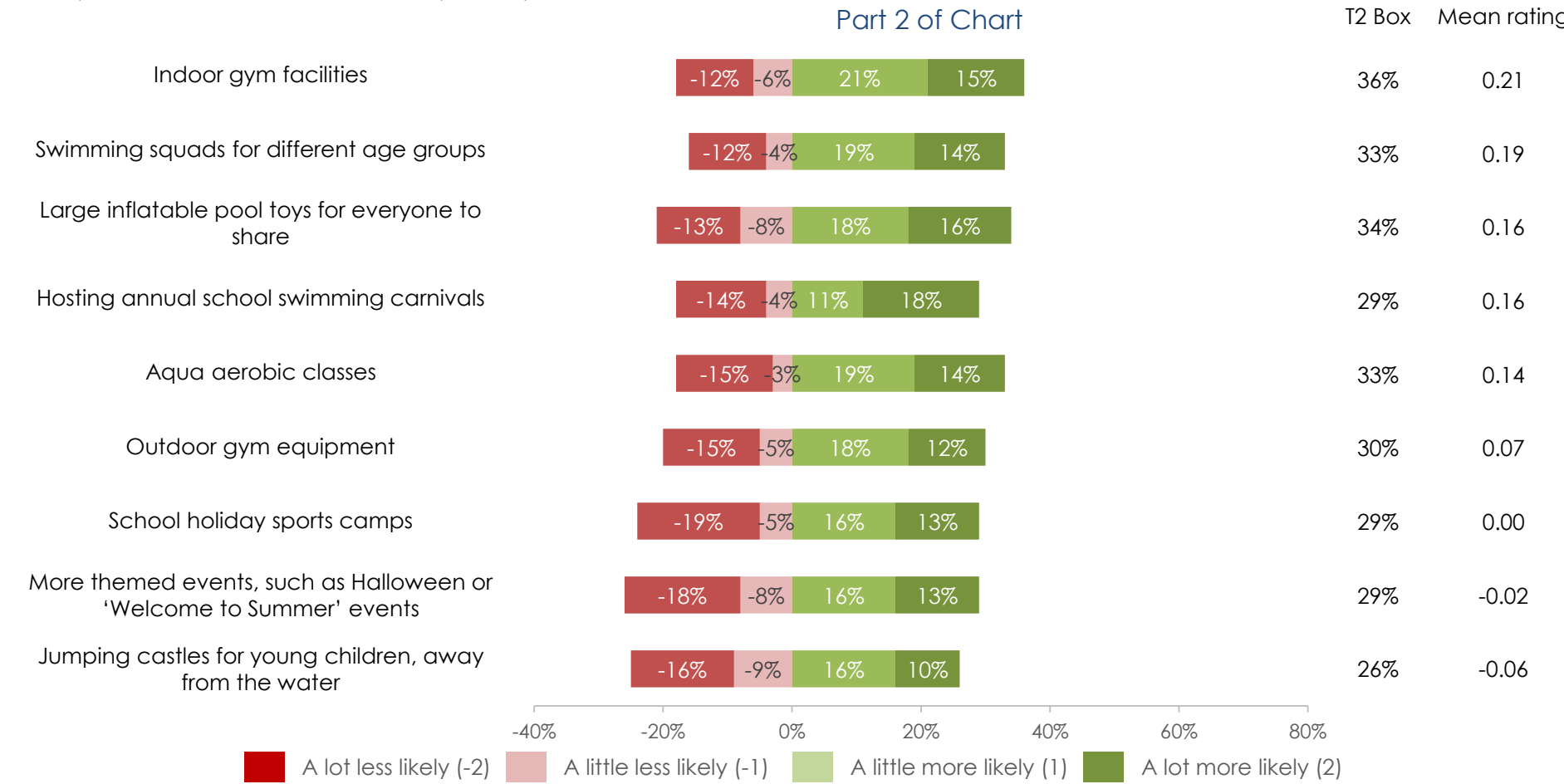
Residents indicated they are more likely to visit Council pools if indoor heated pools were to be available year round (76% stated a little/a lot more likely). Dining-related offerings ('tables under shade', 'upgrading the kiosk' and 'improved BBQ and picnic facilities') all had more than 50% commit to the top 2 boxes.

Note that the top two offerings above are in line with some of the main facility-related suggestions on the open-ended question (see earlier slide 37).

Likelihood of Visiting Pools based on Different Offerings

Respondents

Q4. I'm now going to read out a range of different services and facilities that could be offered at the Council pools – some of these may already exist at some of the pools, others are just ideas at this stage. As I read each one, please tell me whether it would make you more or less likely to visit any of the pools, or whether it would have no impact on you at all.



Base: Respondents N = 414
 Please see Appendix A for detailed results
 Scale: -2 = a lot less likely, 2 = a lot more likely

Likelihood of Visiting Pools based on Different Offerings



Respondents

Q4. I'm now going to read out a range of different services and facilities that could be offered at the Council pools – some of these may already exist at some of the pools, others are just ideas at this stage. As I read each one, please tell me whether it would make you more or less likely to visit any of the pools, or whether it would have no impact on you at all.

	Overall (N=414)	Net: Pool user (N=313)	Used competitor pool only (N=142)	Used both Council and competitor pools (N=142)	Used Council pools only (N=29)	Non pool user (N=101)
Indoor heated pools that can be used all year round	1.08	1.16▲	1.09	1.33▲	0.73	0.81▼
More informal tables and seating under shade	0.87	0.94▲	0.74	1.18▲	0.72	0.67▼
Upgrading the kiosks to cafes	0.83	0.91▲	0.78	1.00	1.08	0.57▼
Improved BBQ and picnic facilities	0.65	0.70	0.54	0.90▲	0.47	0.52
Water slides	0.45	0.57▲	0.29	0.86▲	0.56	0.08▼
More interactive water play areas	0.43	0.54▲	0.22▼	0.90▲	0.40	0.06▼
Learn to swim classes	0.40	0.42	0.22	0.64▲	0.33	0.33
Offering a variety of regular school sports programs	0.36	0.40	0.23	0.59▲	0.33	0.22
Playground equipment away from the water	0.22	0.26	0.04▼	0.55▲	-0.14	0.10
Improved facilities for children's birthday parties	0.22	0.27	-0.02▼	0.64▲	-0.11	0.03
Indoor gym facilities	0.21	0.27	0.32	0.37	-0.41▼	0.03
Swimming squads for different age groups	0.19	0.24	0.22	0.34	-0.15	0.03
Large inflatable pool toys for everyone to share	0.16	0.28▲	0.01	0.57▲	0.24	-0.23▼
Hosting annual school swimming carnivals	0.16	0.20	0.10	0.36▲	-0.04	0.02
Aqua aerobic classes	0.14	0.13	0.27	0.10	-0.38	0.17
Outdoor gym equipment	0.07	0.14▲	0.10	0.30▲	-0.50	-0.13▼
School holiday sports camps	0.00	0.01	-0.16	0.29▲	-0.55▼	-0.02
More themed events	-0.02	0.04▲	-0.14	0.36▲	-0.61▼	-0.23▼
Jumping castles for young children, away from the water	-0.06	-0.03	-0.16	0.17▲	-0.38	-0.14

Base: Respondents

Please see Appendix A for further demographic results

Scale: -2 = a lot less likely, 2 = a lot more likely
▲ ▼ = A significantly higher/lower likelihood (by group)

Interestingly, residents that currently use both Council and Competitor pools were significantly more likely to indicate they would visit Council pools for most offerings e.g. indoor heated pools, more informal tables, improved BBQ and picnic facilities, etc. – this is an attractive target market for Council as they are already familiar with your offerings, and could potentially be enticed to increase their share of Council pool visits (at the expense of Competitors).

In addition, those aged 18-34 and parents/guardians are also more likely to visit for most offerings (see Appendix).

Likelihood of Visiting Pools based on Different Offerings



Respondents

Q4. I'm now going to read out a range of different services and facilities that could be offered at the Council pools – some of these may already exist at some of the pools, others are just ideas at this stage. As I read each one, please tell me whether it would make you more or less likely to visit any of the pools, or whether it would have no impact on you at all.

	Overall (N=414)	Net: Inland pool user (N=215)	Used Council pools only (N=86)	Used both Council and competitor pools (N=85)	Used Competitor pools only (N=44)	Non inland pool user (N=199)
Indoor heated pools that can be used all year round	1.08	1.30▲	1.04	1.42▲	1.58▲	0.84▼
More informal tables and seating under shade	0.87	1.03▲	1.14▲	1.06	0.74	0.71▼
Upgrading the kiosks to cafes	0.83	1.00▲	0.96	1.07▲	0.93	0.64▼
Improved BBQ and picnic facilities	0.65	0.77	0.75	0.92▲	0.52	0.53
Water slides	0.45	0.69▲	0.83▲	0.78▲	0.26	0.19▼
More interactive water play areas	0.43	0.72▲	0.67	0.96▲	0.33	0.11▼
Learn to swim classes	0.40	0.54▲	0.50	0.68▲	0.36	0.24▼
Offering a variety of regular school sports programs	0.36	0.49▲	0.42	0.67▲	0.30	0.21▼
Playground equipment away from the water	0.22	0.40▲	0.34	0.54▲	0.24	0.03▼
Improved facilities for children's birthday parties	0.22	0.38▲	0.33	0.71▲	-0.15	0.04▼
Indoor gym facilities	0.21	0.25	-0.07	0.54▲	0.31	0.18
Swimming squads for different age groups	0.19	0.28	0.10	0.41	0.36	0.10
Large inflatable pool toys for everyone to share	0.16	0.37▲	0.32	0.71▲	-0.20	-0.07▼
Hosting annual school swimming carnivals	0.16	0.23	0.38	0.20	0.02	0.07
Aqua aerobic classes	0.14	0.07	-0.09	0.13	0.25	0.22
Outdoor gym equipment	0.07	0.17	-0.10	0.44▲	0.19	-0.04
School holiday sports camps	0.00	0.10	-0.10	0.40▲	-0.11	-0.10
More themed events	-0.02	0.08	-0.04	0.43▲	-0.36	-0.14
Jumping castles for young children, away from the water	-0.06	0.06	-0.13	0.29▲	0.00	-0.19

Scale: -2 = a lot less likely, 2 = a lot more likely
▲ ▼ = A significantly higher/lower likelihood (by group)

Base: Respondents

When we run the same question from the previous slide by user type excluding the Ocean Baths, we can see only minor changes in the pattern of results.

Notably, those using Competitor pools only were significantly more likely than other users to be more likely to visit Council pools if indoor heated pools were available and those using Council pools only would be more influenced to visit for more informal tables/seating under shade and water slides.

Appendix A: Additional Analyses



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Choosing a Particular Council Pool Over Others

Q1c. You mentioned that in the past 12 months you have visited [randomly chosen pool visited in Q1a]. Why in particular did you choose to visit that pool rather than going somewhere else for swimming?

Reason	N = 208
Do not know the other pools	1%
Easy to get to	1%
Good fun there	1%
Heated pool	1%
Lap swimming	1%
Nice feel	1%
Not too big and overwhelming	1%
Only pool I've used	1%
Parking is easy	1%
Positive previous experiences	1%
To get fit	1%
To try a different a pool	1%
Went scuba diving there	1%
Worked in the kiosk	1%
Exercising a knee injury	<1%
Suitable for older residents	<1%

Base: Pool Visits



Awareness of Activities Offered at the Pools



Pool Visits

Q1e.

To the best of your knowledge, which, if any, of the following activities and facilities are offered at [insert first randomly chosen pool visited from Q1a]?

Council Centres	Overall	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
A kiosk for drinks or snacks	94%	97%	91%	91%	96%	96%	94%	94%	93%	96%
BBQ and picnic facilities	78%	77%	78%	79%	78%	75%	75%	78%	78%	78%
Training squads for lap swimming	71%	70%	72%	73%	75%	53%▼	69%	72%	66%	78%
Annual school swimming carnivals	70%	60%	80%▲	51%▼	89%▲	70%	84%	69%	73%	67%
Learn to swim class	70%	69%	72%	73%	70%	60%	56%	71%	66%	75%
Water slides	58%	54%	62%	52%	63%	62%	85%▲	55%	58%	57%
Interactive water play areas	56%	59%	54%	49%	65%	51%	69%	55%	59%	54%
Regular school sports programs	55%	54%	55%	46%	62%	63%	60%	54%	52%	59%
Playground equipment away from the water	51%	51%	50%	58%	42%	57%	28%	53%	48%	54%
Diving training	40%	37%	42%	39%	43%	27%	41%	39%	41%	37%
Large inflatable pool toys	37%	35%	40%	33%	44%	28%	28%	38%	44%	29%
Water polo training	34%	35%	34%	30%	42%	22%	35%	34%	31%	38%
Heated pools for year-round swimming	32%	34%	30%	39%	23%	35%	29%	32%	28%	37%
Facilities and rooms for parties	30%	39%▲	20%	40%▲	20%▼	31%	25%	31%	30%	30%
Themed events	29%	21%	36%	30%	32%	12%▼	28%	29%	30%	27%
Aqua aerobic classes	25%	25%	26%	18%	32%	27%	22%	26%	32%	17%
Lifeguard training	21%	26%	17%	19%	27%	12%	28%	21%	17%	26%
School holiday sports camps	21%	21%	21%	15%	30%	14%	41%	19%	19%	24%
Jumping castles for young children, away from the water	15%	15%	14%	9%	17%	24%	19%	14%	14%	15%
Outdoor gym equipment	5%	6%	5%	3%	6%	10%	13%	5%	7%	4%
Indoor gym facilities	4%	3%	5%	9%▲	0%	0%	0%	4%	7%	0%
Can't say	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%
Base	208	107	102	91	91	26	18	191	113	96

Awareness of Activities Offered at the Pools



Pool Visits

Q1e.

To the best of your knowledge, which, if any, of the following activities and facilities are offered at [insert first randomly chosen pool visited from Q1a]?

Council Centres	Lambton	Mayfield	Wallsend	Beresfield	Stockton
A kiosk for drinks or snacks	99%▲	91%	85%▼	100%	100%
BBQ and picnic facilities	82%	70%	80%	48%	100%
Training squads for lap swimming	78%	67%	64%	78%	57%
Annual school swimming carnivals	69%	76%	56%	100%	100%
Learn to swim class	80%▲	55%▼	68%	86%	57%
Water slides	87%▲	35%▼	37%▼	13%▼	28%
Interactive water play areas	83%▲	33%▼	33%▼	28%	50%
Regular school sports programs	60%	50%	46%	85%	43%
Playground equipment away from the water	43%	63%	62%	7%▼	36%
Diving training	58%▲	18%▼	32%	48%	0%
Large inflatable pool toys	38%	38%	39%	7%▼	43%
Water polo training	57%▲	20%	14%▼	0%	15%
Heated pools for year-round swimming	39%	32%	27%	7%▼	0%
Facilities and rooms for parties	34%	26%	29%	0%	50%
Themed events	36%	19%	19%	35%	57%
Aqua aerobic classes	36%▲	25%	11%	13%	0%
Lifeguard training	28%	26%	6%▼	7%	15%
School holiday sports camps	23%	28%	15%	15%	0%
Jumping castles for young children, away from the water	20%	8%	13%	7%	7%
Outdoor gym equipment	7%	8%	0%	0%	7%
Indoor gym facilities	3%	0%	12%	0%	0%
Can't say	0%	0%	3%	0%	0%
Base	95	52	46	8	8

Awareness of Activities Offered at the Pools



Respondents

Q2c. To the best of your knowledge, which, if any, of the following activities and facilities are offered at [insert first randomly chosen pool visited from Q2a]?

Competitor Centres	Overall	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
A kiosk for drinks or snacks	86%	83%	89%	90%	84%	82%	76%	88%	90%	82%
Heated pools for year-round swimming	85%	84%	86%	95%	78%	77%	81%	86%	82%	88%
Learn to swim class	78%	75%	80%	80%	72%	88%	84%	77%	73%	82%
Training squads for lap swimming	75%	75%	75%	85%	66%	70%	76%	75%	74%	75%
Aqua aerobic classes	66%	69%	62%	80%▲	54%	59%	54%	67%	65%	66%
Regular school sports programs	59%	57%	62%	70%	54%	44%	65%	59%	56%	63%
Indoor gym facilities	55%	62%	48%	65%	48%	44%	35%	57%	49%	61%
Annual school swimming carnivals	43%	43%	43%	45%	42%	41%	39%	44%	37%	50%
Facilities and rooms for parties	39%	33%	44%	49%	32%	27%	19%	41%	39%	38%
School holiday sports camps	31%	30%	32%	40%	24%	24%	30%	31%	31%	30%
Large inflatable pool toys	27%	25%	29%	35%	26%	6%▼	16%	28%	27%	27%
Playground equipment away from the water	23%	21%	26%	35%	16%	12%	19%	24%	28%	18%
Outdoor gym equipment	21%	27%	16%	35%▲	10%▼	15%	8%	23%	15%	29%
Water polo training	18%	16%	20%	20%	16%	18%	15%	18%	14%	22%
BBQ and picnic facilities	17%	4%	29%▲	24%	10%	15%	11%	17%	19%	15%
Lifeguard training	15%	11%	20%	20%	12%	12%	11%	16%	11%	20%
Diving training	14%	11%	17%	25%▲	6%	6%	8%	15%	13%	15%
Interactive water play areas	14%	8%	20%	20%	8%	15%	4%	15%	10%	18%
Water slides	12%	9%	15%	10%	14%	12%	4%	13%	12%	11%
Themed events	11%	8%	14%	15%	10%	3%	8%	12%	11%	12%
Jumping castles for young children, away from the water	7%	5%	9%	10%	4%	9%	0%	8%	8%	6%
Can't say	0%	1%	0%	0%	0%	3%▲	0%	0%	0%	1%
Base	129	65	64	55	56	17	14	115	67	61

Awareness of Activities Offered at the Pools



Respondents

Q2c.

To the best of your knowledge, which, if any, of the following activities and facilities are offered at [insert first randomly chosen pool visited from Q2a]?

Competitor Centres	Used Competitor pool only	Used both Council and Competitor pools
A kiosk for drinks or snacks	89%	85%
Heated pools for year-round swimming	88%	84%
Learn to swim class	73%	80%
Training squads for lap swimming	64%	80%
Aqua aerobic classes	60%	69%
Regular school sports programs	51%	64%
Indoor gym facilities	58%	53%
Annual school swimming carnivals	42%	44%
Facilities and rooms for parties	28%	44%
School holiday sports camps	14%	40%▲
Large inflatable pool toys	15%	33%
Playground equipment away from the water	23%	24%
Outdoor gym equipment	19%	23%
Water polo training	20%	17%
BBQ and picnic facilities	11%	20%
Lifeguard training	12%	17%
Diving training	10%	16%
Interactive water play areas	8%	17%
Water slides	6%	15%
Themed events	5%	14%
Jumping castles for young children, away from the water	9%	6%
Can't say	0%	1%
Base	44	85

Awareness of Activities Offered at the Pools



Respondents

Q2c.

To the best of your knowledge, which, if any, of the following activities and facilities are offered at [insert first randomly chosen pool visited from Q2a]?

Competitor Centres	The Forum	Balance Collective	Arnold's Swim Centre	Charlestown Swim Centre	West Wallsend
A kiosk for drinks or snacks	78%	90%	93%	83%	100%
Heated pools for year-round swimming	80%	96%	86%	95%	100%
Learn to swim class	62%▼	98%▲	84%	88%	74%
Training squads for lap swimming	77%	80%	79%	59%	80%
Aqua aerobic classes	68%	92%▲	52%	46%	69%
Regular school sports programs	61%	63%	44%	77%	43%
Indoor gym facilities	76%▲	98%▲	26%▼	0%▼	0%▼
Annual school swimming carnivals	69%▲	10%▼	23%▼	59%	31%
Facilities and rooms for parties	56%▲	14%▼	21%	12%	62%
School holiday sports camps	34%	39%	7%▼	18%	37%
Large inflatable pool toys	48%▲	14%	5%▼	0%	31%
Playground equipment away from the water	8%▼	65%▲	5%▼	0%	0%
Outdoor gym equipment	29%	25%	2%▼	0%	31%
Water polo training	27%	11%	7%	23%	0%
BBQ and picnic facilities	0%▼	12%	5%	29%	62%▲
Lifeguard training	18%	4%	5%	25%	31%
Diving training	11%	17%	9%	0%	37%
Interactive water play areas	0%▼	24%	0%	17%	31%
Water slides	7%	10%	5%	6%	31%
Themed events	8%	6%	9%	0%	31%
Jumping castles for young children, away from the water	6%	0%	2%	0%	0%
Can't say	1%	0%	0%	0%	0%
Base	49	27	24	9*	9*

Competitor Centre base: N = 129 (Respondents) *Caution small base size. Other Centres were not included due to low base size

▲▼ = A significantly higher/lower percentage (by group)

Participation in Activities Offered at the Pools



Pool Visits

Q1f. And when you have visited [insert first randomly chosen pool visited from Q1a] in the last 12 months, which, if any, of the following activities have you yourself usually done there?

Council Centres	Overall	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Just splashed around/relaxed in the water	82%	82%	82%	82%	83%	79%	79%	82%	86%	77%
Sat and relaxed	78%	83%	73%	76%	78%	86%	85%	78%	84%	71%
Bought drinks or snacks from the kiosk	70%	69%	70%	61%	76%	80%	78%	69%	86%▲	50%
Watched out for or looked after others that are in your group	67%	69%	66%	46%▼	87%▲	74%	72%	67%	87%▲	44%
Swam laps on your own	53%	54%	52%	61%	49%	42%	48%	53%	45%	62%
Used BBQ and picnic facilities	40%	47%	32%	40%	40%	37%	41%	40%	51%▲	26%
Used interactive water play areas	36%	38%	33%	33%	44%	16%▼	38%	36%	50%▲	19%
Used water slides	30%	34%	25%	30%	36%	8%▼	39%	29%	39%▲	19%
Used heated pools	25%	22%	29%	24%	29%	16%	60%▲	22%	30%	20%
Attended a party	24%	21%	27%	15%	33%▲	21%	50%▲	21%	36%▲	9%
Attended an annual school swimming carnival	23%	22%	25%	6%▼	39%▲	29%	54%▲	21%	34%▲	11%
Used playground equipment away from the water	20%	25%	15%	24%	18%	12%	7%	21%	28%▲	11%
Used large inflatable pool toys provided by the swim centre	11%	12%	11%	12%	14%	2%▼	13%	11%	17%▲	5%
Attended regular school sports programs	9%	8%	10%	6%	11%	14%	19%	8%	14%▲	4%
Base	209	108	102	91	92	26	18	192	113	97

Participation in Activities Offered at the Pools



Pool Visits

Q1f. And when you have visited [insert first randomly chosen pool visited from Q1a] in the last 12 months, which, if any, of the following activities have you yourself usually done there?

Continued...

Council Centres	Overall	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Attended a learn to swim class	5%	4%	7%	6%	5%	4%	6%	5%	5%	5%
Attended a themed event	5%	6%	4%	3%	7%	6%	22%▲	4%	9%▲	2%
Played or trained for water polo	5%	7%	3%	9%	3%	2%	13%	5%	7%	3%
Swam laps as part of a training squad	4%	6%	3%	3%	6%	2%	13%	3%	5%	3%
Participated in school holiday camps	2%	0%	5%	3%	2%	0%	6%	2%	4%	0%
Used jumping castles, away from the water	2%	3%	<1%	3%	0%	4%	0%	2%	3%	1%
Used outdoor gym equipment	2%	<1%	3%	3%	0%	2%	0%	2%	2%	1%
Diving training or competitions	1%	1%	1%	0%	2%	0%	6%▲	1%	2%	0%
Participated in aqua aerobics	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%
Participated in lifeguard training	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Used indoor gym facilities	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Some other activity	1%	0%	2%	0%	2%	0%	6%▲	1%	1%	1%
Can't say	1%	2%	0%	0%	3%	0%	0%	1%	0%	2%
Base	209	108	102	91	92	26	18	192	113	97

Participation in Activities Offered at the Pools

Q1f.

And when you have visited [insert first randomly chosen pool visited from Q1a] in the last 12 months, which, if any, of the following activities have you yourself usually done there?

Council Centres	Lambton	Mayfield	Wallsend	Beresfield	Stockton
Just splashed around/relaxed in the water	83%	77%	81%	100%	93%
Sat and relaxed	80%	71%	81%	78%	86%
Bought drinks or snacks from the kiosk	72%	68%	68%	85%	50%
Watched out for or looked after others that are in your group	78%▲	67%	42%▼	100%	57%
Swam laps on your own	53%	54%	49%	72%	49%
Used BBQ and picnic facilities	45%	40%	34%	13%	36%
Used interactive water play areas	47%▲	35%	23%	7%▼	15%
Used water slides	44%▲	21%	18%	0%	15%
Used heated pools	32%	29%	16%	0%	0%
Attended a party	28%	18%	27%	0%	15%
Attended an annual school swimming carnival	28%	22%	13%	64%▲	0%
Used playground equipment away from the water	15%	28%	17%	35%	36%
Used large inflatable pool toys provided by the swim centre	17%	2%▼	14%	0%	7%
Attended regular school sports programs	9%	10%	8%	22%	0%
Base	95	53	46	8*	8*

Participation in Activities Offered at the Pools

Q1f.

And when you have visited [insert first randomly chosen pool visited from Q1a] in the last 12 months, which, if any, of the following activities have you yourself usually done there?

Continued...

Council Centres	Lambton	Mayfield	Wallsend	Beresfield	Stockton
Attended a learn to swim class	3%	5%	2%	51%▲	0%
Attended a themed event	7%	5%	2%	0%	7%
Played or trained for water polo	9%	0%	6%	0%	0%
Swam laps as part of a training squad	7%	5%	0%	0%	0%
Participated in school holiday camps	1%	0%	8%▲	0%	0%
Used jumping castles, away from the water	4%	0%	0%	0%	7%
Used outdoor gym equipment	1%	0%	6%▲	0%	0%
Diving training or competitions	1%	0%	3%	0%	0%
Participated in aqua aerobics	1%	0%	0%	0%	0%
Participated in lifeguard training	0%	0%	0%	0%	0%
Used indoor gym facilities	0%	0%	0%	0%	0%
Some other activity	1%	0%	0%	14%▲	0%
Can't say	0%	4%▲	0%	0%	0%
Base	95	53	46	8*	8*

Participation in Activities Offered at the Pools



Respondents

Q2d.

And when you have visited [insert first randomly chosen pool visited from Q2a] in the last 12 months, which, if any, of the following activities have you yourself usually done there?

Competitor Centres	Overall	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Sat and relaxed	65%	66%	65%	75%	60%	53%	73%	65%	69%	62%
Used heated pools	58%	57%	59%	75%▲	44%▼	50%	46%	60%	47%	70%▲
Bought drinks or snacks from the kiosk	56%	53%	59%	60%	56%	41%	46%	57%	55%	56%
Swam laps on your own	53%	53%	52%	70%▲	38%▼	47%	26%	56%	32%	76%▲
Watched out for or looked after others that are in your group	52%	46%	59%	40%	68%▲	41%	80%▲	49%	77%▲	25%
Just splashed around/relaxed in the water	45%	44%	47%	60%▲	38%	23%▼	46%	45%	44%	47%
Used indoor gym facilities	24%	33%	15%	45%▲	8%▼	9%▼	8%	26%	9%	41%▲
Attended a learn to swim class	18%	12%	23%	20%	16%	17%	35%	16%	25%	9%
Attended regular school sports programs	15%	14%	16%	15%	16%	11%	35%	13%	17%	12%
Attended an annual school swimming carnival	14%	10%	18%	10%	20%	9%	35%▲	12%	17%	11%
Used playground equipment away from the water	12%	9%	15%	20%	6%	6%	19%	11%	16%	8%
Attended a party	10%	8%	13%	10%	12%	6%	8%	11%	18%▲	2%
Used large inflatable pool toys provided by the swim centre	10%	0%	20%▲	14%	8%	3%	8%	10%	14%	5%
Base	129	65	64	55	56	17	14	115	67	61

Participation in Activities Offered at the Pools



Respondents

Q2d. And when you have visited [insert first randomly chosen pool visited from Q2a] in the last 12 months, which, if any, of the following activities have you yourself usually done there?

Continued...

Competitor Centres	Overall	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Swam laps as part of a training squad	9%	14%	4%	20%▲	0%▼	3%	4%	10%	0%	19%▲
Used BBQ and picnic facilities	9%	1%	16%▲	14%	0%▼	17%	4%	9%	8%	9%
Participated in aqua aerobics	7%	1%	14%▲	10%	2%	17%	19%	6%	8%	7%
Used outdoor gym equipment	6%	11%	2%	10%	4%	0%	0%	7%	6%	6%
Used interactive water play areas	5%	1%	10%▲	5%	6%	6%	8%	5%	7%	3%
Participated in school holiday camps	5%	5%	4%	10%▲	0%	3%	0%	5%	0%	10%
Participated in lifeguard training	2%	4%	0%	5%	0%	0%	0%	2%	0%	5%
Used jumping castles, away from the water	2%	0%	4%	5%	0%	0%	0%	2%	4%	0%
Used water slides	0%	1%	0%	0%	0%	3%▲	0%	0%	0%	1%
Attended a themed event	0%	0%	1%	0%	0%	3%▲	0%	0%	0%	1%
Played or trained for water polo	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Diving training or competitions	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Some other activity	7%	3%	11%	5%	8%	12%	0%	8%	3%	11%
Can't say	3%	3%	2%	0%	4%	6%	0%	3%	2%	4%
Base	129	65	64	55	56	17	14	115	67	61

Participation in Activities Offered at the Pools



Respondents

Q2d.

And when you have visited [insert first randomly chosen pool visited from Q2a] in the last 12 months, which, if any, of the following activities have you yourself usually done there?

Competitor Centres	Used Competitor pool only	Used both Council and Competitor pools
Sat and relaxed	67%	65%
Used heated pools	54%	60%
Bought drinks or snacks from the kiosk	65%	51%
Swam laps on your own	53%	53%
Watched out for or looked after others that are in your group	43%	57%
Just splashed around/relaxed in the water	35%	51%
Used indoor gym facilities	31%	21%
Attended a learn to swim class	16%	19%
Attended regular school sports programs	21%	12%
Attended an annual school swimming carnival	19%	12%
Used playground equipment away from the water	15%	10%
Attended a party	8%	11%
Used large inflatable pool toys provided by the swim centre	7%	11%
Swam laps as part of a training squad	14%	7%
Used BBQ and picnic facilities	10%	8%
Participated in aqua aerobics	6%	8%
Used outdoor gym equipment	9%	5%
Used interactive water play areas	8%	4%
Participated in school holiday camps	13%▲	1%
Participated in lifeguard training	0%	3%
Used jumping castles, away from the water	0%	3%
Used water slides	1%	0%
Attended a themed event	0%	1%
Played or trained for water polo	0%	0%
Diving training or competitions	0%	0%
Some other activity	7%	7%
Can't say	2%	3%
Base	44	85

Participation in Activities Offered at the Pools



Respondents

Q2d.

And when you have visited [insert first randomly chosen pool visited from Q2a] in the last 12 months, which, if any, of the following activities have you yourself usually done there?

Competitor Centres	The Forum	Balance Collective	Arnold's Swim Centre	Charlestown Swim Centre	West Wallsend
Sat and relaxed	67%	82%	53%	29%▼	56%
Used heated pools	59%	75%	35%▼	53%	63%
Bought drinks or snacks from the kiosk	46%	80%▲	45%	41%	32%
Swam laps on your own	67%	59%	23%▼	53%	50%
Watched out for or looked after others that are in your group	41%	66%	63%	12%▼	69%
Just splashed around/relaxed in the water	53%	51%	18%▼	17%	51%
Used indoor gym facilities	32%	47%▲	12%	0%	0%
Attended a learn to swim class	12%	37%▲	16%	0%	37%
Attended regular school sports programs	23%	4%	16%	12%	6%
Attended an annual school swimming carnival	24%▲	4%	10%	29%	0%
Used playground equipment away from the water	0%▼	31%▲	0%	0%	0%
Attended a party, such as a birthday party	20%▲	0%	2%	0%	0%
Used large inflatable pool toys provided by the swim centre	9%	0%	2%	0%	31%
Swam laps as part of a training squad	17%	0%	12%	6%	0%
Used BBQ and picnic facilities	0%▼	4%	2%	0%	31%
Participated in aqua aerobics	0%	20%▲	4%	0%	31%
Used outdoor gym equipment	6%	19%	0%	0%	0%
Used interactive water play areas	4%	2%	0%	0%	0%
Participated in school holiday camps	11%▲	0%	2%	0%	0%
Participated in lifeguard training	6%	0%	0%	0%	0%
Used jumping castles, away from the water	0%	0%	0%	0%	31%▲
Used water slides	0%	0%	0%	0%	0%
Attended a themed event	0%	2%	0%	0%	0%
Played or trained for water polo	0%	0%	0%	0%	0%
Diving training or competitions	0%	0%	0%	0%	0%
Some other activity	1%▼	10%	4%	24%	19%
Can't say	3%	0%	2%	13%	0%
Base	49	27	24	9*	9*

Competitor Centres base: N = 129 (Respondents) *Caution small base size. Other Centres were not included due to low base size

▲▼ = A significantly higher/lower percentage (by group)

Reason for Overall Satisfaction



Pool
Visits



Respondents

Q1g/Q2e. Overall, how satisfied, if at all, are you with [insert first randomly chosen pool visited from Q1a/Q2a]?

Reason	Council Centres N = 208	Competitor Centres N = 129
Very satisfied/Satisfied		
Variety of activities/facilities e.g. for all ages, water park, slides, etc.	16%	4%
Clean/well maintained	15%	11%
Good facilities	14%	13%
Convenient/close to home	12%	13%
Improvements are needed e.g. year-round swimming, upgrades, more shade, more options	11%	7%
Variety of pool options e.g. for all ages, little pool, Olympic pool, deep pool	9%	N/A
Good for families/children	8%	3%
Met our needs	7%	10%
Friendly staff/availability of lifeguards	6%	8%
Not overcrowded	6%	1%
Spacious/green open spaces	6%	N/A
Accessible e.g. easy to get to, public transport	5%	3%
Affordable	4%	1%
Good atmosphere/peaceful	4%	<1%
Nice place/well run	3%	2%
Plenty of shaded areas	3%	2%
Good food options	2%	2%
Play equipment	2%	N/A
Plenty of parking	2%	1%
Safe area	2%	N/A
Can access the pool in hot weather	1%	N/A
Dedicated swim lanes/paced lanes	1%	4%
Do not visit often but satisfied	1%	<1%
Easy to use	1%	N/A

Results sorted high to low on Council Centre responses

Council Centre base: N = 208 (Pool Visits), Competitor Centre base: N = 129 (Respondents)



Reason for Overall Satisfaction



Pool
Visits



Respondents

Q1g/Q2e. Overall, how satisfied, if at all, are you with [insert first randomly chosen pool visited from Q1a/Q2a]?

Reason	Council Centres N = 208	Competitor Centres N = 129
Very satisfied/Satisfied		
Good for/sense of community	1%	N/A
Opening hours are suitable for me	1%	1%
Outdoor area/seating options	1%	1%
Receive emails of what events are on	1%	N/A
Strong association from swimming there when I was younger	1%	N/A
Very practical	1%	N/A
Never had any issues	<1%	<1%
Quality of swimming classes/teachers	N/A	18%
Has heated swimming pools	N/A	8%
Adequate sized pool	N/A	6%
Indoor facilities	N/A	6%
Good changerooms/shower facilities	N/A	5%
Has access to a gym facility	N/A	3%
I work at the pool and get free access	N/A	3%
Offers a therapy/recovery pool	N/A	3%
Caters to those with special needs/disabled access	N/A	2%
Good ventilation	N/A	2%
Better set-up than Council facilities	N/A	1%
Building architecture is attractive	N/A	1%
Does not have a deep end other than the 2 meters, so not completely satisfied	N/A	1%
Good view of the outside	N/A	1%
Information is advertised on the website	N/A	1%
Viewing platform/tiered seating is close to the pool	N/A	1%
Don't know/nothing	N/A	2%

Results sorted high to low on Council Centre responses

Council Centre base: N = 208 (Pool Visits), Competitor Centre base: N = 129 (Respondents)



Reason for Overall Satisfaction



Pool
Visits



Respondents

Q1g/Q2e. Overall, how satisfied, if at all, are you with [insert first randomly chosen pool visited from Q1a/Q2a]?

Reason	Council Centres N = 208	Competitor Centres N = 129
Somewhat satisfied		
Needs heated pools (for year-round use)	3%	N/A
Facility is outdated/needs upgrading	2%	N/A
Alternatives have additional services and facilities/just a basic pool	1%	N/A
Good for kids	1%	N/A
Great pool, however, young lifeguards that prefer to stand around chatting instead of looking at what is going on	1%	N/A
Issues with ducks in the pool	1%	N/A
Needed more shaded areas around the grassed areas	1%	N/A
Needs an indoor aquatic centre/lap pool/squad training	1%	N/A
Needs indoor gym equipment	1%	N/A
Needs more changing rooms for families and young children	1%	1%
Needs pool toys/water play activities	1%	N/A
Needs to be better maintained	1%	N/A
Needs water slides	1%	N/A
Overcrowded/overrun by carnivals	1%	4%
Pools need to be more accessible e.g. in the deep end	1%	N/A
Toddlers splash pool was closed	1%	N/A
Too expensive	1%	1%
Water feels weird compared to other pools	1%	N/A
Have not been there that many times, so it is hard to form an opinion	<1%	N/A
Lacks aqua aerobic classes	<1%	N/A

Results sorted high to low on Council Centre responses

Council Centre base: N = 208 (Pool Visits), Competitor Centre base: N = 129 (Respondents)



Reason for Overall Satisfaction



Pool
Visits



Respondents

Q1g/Q2e. Overall, how satisfied, if at all, are you with [insert first randomly chosen pool visited from Q1a/Q2a]?

Reason	Council Centres N = 208	Competitor Centres N = 129
Somewhat satisfied		
Needs a playground	<1%	3%
Needs to be more child friendly	<1%	1%
No notification that certain equipment is not working	<1%	N/A
Water park not always working	<1%	N/A
Water temperature of the showers is too hot	<1%	N/A
Lack of seating	N/A	2%
Unable to swim with children unless you are in one of the classes	N/A	2%
Cafe is available	N/A	1%
Lacks storage facilities	N/A	1%
Not a family environment	N/A	1%
Not satisfied with kiosk	N/A	1%
Only use it in adverse weather as it is indoor	N/A	1%
Pool water is really warm	N/A	1%
Smaller facility	N/A	1%
Too far away	N/A	1%

Results sorted high to low on Council Centre responses

Council Centre base: N = 208 (Pool Visits), Competitor Centre base: N = 129 (Respondents)



Reason for Overall Satisfaction



Pool
Visits



Respondents

Q1g/Q2e. Overall, how satisfied, if at all, are you with [insert first randomly chosen pool visited from Q1a/Q2a]?

Reason	Council Centres N = 208	Competitor Centres N = 129
Not at all satisfied/Not very satisfied		
Dirty/poorly maintained e.g. toilets, edge of the pool, duck droppings	3%	2%
Lack of facilities/shaded areas	2%	N/A
Unhelpful/rude staff	2%	1%
Pool not heated so we have to travel elsewhere in Winter	1%	1%
Pricing was too high	1%	N/A
Very outdated resources	1%	N/A
Needs more interactive areas especially for the kids	<1%	N/A
Does not have an indoor pool	N/A	1%
Facility not suited for children	N/A	1%
Needs a 50 metre pool	N/A	1%
Pool is too shallow	N/A	<1%

Results sorted high to low on Council Centre responses

Council Centre base: N = 208 (Pool Visits), Competitor Centre base: N = 129 (Respondents)



Likelihood of Visiting Pools based on Different Offerings

Respondents

Q4. I'm now going to read out a range of different services and facilities that could be offered at the Council pools – some of these may already exist at some of the pools, others are just ideas at this stage. As I read each one, please tell me whether it would make you more or less likely to visit any of the pools, or whether it would have no impact on you at all.

	Male	Female	18-34	35-59	60+	Has a pool at home	No pool	Parent/guardian	Not a parent or guardian
Indoor heated pools that can be used all year round	0.98	1.17	1.35▲	1.07	0.75▼	1.13	1.07	1.19	1.03
More informal tables and seating under shade	0.75	0.99▲	0.99	0.91	0.67▼	0.92	0.87	1.12▲	0.77
Upgrading the kiosks to cafes	0.84	0.81	1.08▲	0.85	0.47▼	0.98	0.80	1.06▲	0.73
Improved BBQ and picnic facilities	0.59	0.71	0.95▲	0.62	0.33▼	0.62	0.66	0.78	0.60
Water slides	0.50	0.40	0.84▲	0.49	-0.08▼	0.48	0.45	0.90▲	0.26
More interactive water play areas	0.40	0.45	0.58	0.56	0.05▼	0.39	0.43	1.13▲	0.14
Learn to swim classes	0.33	0.46	0.54	0.32	0.34	0.39	0.40	0.81▲	0.23
Offering a variety of regular school sports programs	0.23	0.47	0.34	0.45	0.25	0.59	0.31	0.73▲	0.20
Playground equipment away from the water	0.22	0.22	0.38	0.19	0.07	0.15	0.23	0.53▲	0.09
Improved facilities for children's birthday parties	0.15	0.28	0.29	0.27	0.04	0.33	0.20	0.58▲	0.06
Indoor gym facilities	0.32	0.11	0.72▲	0.07	-0.20▼	0.16	0.22	0.16	0.24
Swimming squads for different age groups	0.16	0.22	0.34	0.18	0.03	0.24	0.18	0.32	0.14
Large inflatable pool toys for everyone to share	0.13	0.19	0.52▲	0.15	-0.28▼	0.08	0.17	0.63▲	-0.04
Hosting annual school swimming carnivals	0.18	0.14	0.14	0.20	0.12	0.40	0.11	0.45▲	0.04
Aqua aerobic classes	-0.19	0.45▲	0.23	0.09	0.11	0.01	0.17	-0.07	0.23
Outdoor gym equipment	0.16	-0.02	0.52▲	-0.04	-0.33▼	0.02	0.08	0.12	0.05
School holiday sports camps	-0.03	0.03	-0.04	0.12	-0.12	0.24	-0.04	0.23	-0.09
More themed events	-0.03	-0.02	0.26▲	0.01	-0.43▼	0.10	-0.05	0.29▲	-0.15
Jumping castles for young children, away from the water	-0.04	-0.08	0.10	-0.09	-0.21	-0.05	-0.06	0.21▲	-0.17

Likelihood of Visiting Pools based on Different Offerings



Respondents

Q4. I'm now going to read out a range of different services and facilities that could be offered at the Council pools – some of these may already exist at some of the pools, others are just ideas at this stage. As I read each one, please tell me whether it would make you more or less likely to visit any of the pools, or whether it would have no impact on you at all.

	Ward 1	Ward 2	Ward 3	Ward 4
Indoor heated pools that can be used all year round	1.16	0.88	1.17	1.07
More informal tables and seating under shade	0.95	0.59▼	1.01	0.89
Upgrading the kiosks to cafes	0.73	0.64	0.98	0.90
Improved BBQ and picnic facilities	0.71	0.36▼	0.92▲	0.53
Water slides	0.54	0.19▼	0.52	0.53
More interactive water play areas	0.59	-0.11▼	0.49	0.68
Learn to swim classes	0.59	-0.12▼	0.53	0.53
Offering a variety of regular school sports programs	0.48	-0.08▼	0.57▲	0.37
Playground equipment away from the water	0.39	-0.06▼	0.27	0.25
Improved facilities for children's birthday parties	0.34	-0.11▼	0.40	0.16
Indoor gym facilities	0.22	-0.01▼	0.47▲	0.08
Swimming squads for different age groups	0.49▲	-0.17▼	0.26	0.13
Large inflatable pool toys for everyone to share	0.32	-0.34▼	0.39▲	0.17
Hosting annual school swimming carnivals	0.18	-0.19▼	0.34	0.22
Aqua aerobic classes	0.44▲	-0.08	0.22	-0.05
Outdoor gym equipment	0.19	-0.31▼	0.24	0.09
School holiday sports camps	0.15	-0.34▼	0.26▲	-0.16
More themed events	0.16	-0.59▼	0.34▲	-0.15
Jumping castles for young children, away from the water	0.17	-0.39▼	0.02	-0.07

Suggestions to Encourage Increased Use of the Pools



Respondents

- Q3. City of Newcastle Council provides five suburban community swimming centres, at Lambton, Beresfield, Mayfield, Stockton and Wallsend. Based on all you know about these centres, even if you've never visited them before, what, if anything, could Council do to encourage you to use one or more of them, or use them more often?

Suggestion	N = 414
Allow pets/make pools pet friendly	1%
Aqua aerobic classes	1%
Improve disability support/access	1%
Improve safety and supervision around the area	1%
Improved BBQ and picnic facilities	1%
Improved facilities for children's birthday parties	1%
Large inflatable pool toys for everyone to share	1%
More informal tables and seating under shade	1%
More local pools so they are closer/easier to get to	1%
More open days	1%
More themed events	1%
Only visit pools close to home	1%
Prevent overcrowding	1%
Relaxing facilities/spa and sauna facilities	1%
Shallow pools for babies/youth	1%
Swimming squads for different age groups	1%
Upgrading the kiosks to cafes	1%
Council run, not privatised	<1%
Fitness passport services	<1%
Improve staff training	<1%
Learn to swim classes	<1%
Quicker entrance	<1%
Reserve space for lap swimming	<1%
Scuba diving facilities	<1%

Base: Respondents



Appendix B: Methodology & Demographics



City of
Newcastle

micromex
research

Background & Methodology

Sample selection and error

A total of 414 resident interviews were completed. 310 of the 414 respondents were selected by means of a computer based random selection process using the electronic White Pages and Sample Pages. The remaining 104 respondents were 'number harvested' via face-to-face intercept at a number of areas around the City of Newcastle LGA, i.e. Mayfield Woolworths/Aldi, The Junction Shopping Centre, Waratah Shops, Wallsend Library, Ritchie's IGA, New Lambton and Newcastle City Farmers Markets.

A sample size of 414 residents provides a maximum sampling error of plus or minus 4.8% at 95% confidence. This means that if the survey was replicated with a new universe of N=414 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.8%.

For the survey under discussion the greatest margin of error is 4.8%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 45% to 55%.

The sample was weighted by age and gender to reflect the 2016 ABS Census data for City of Newcastle.

Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.

Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, City of Newcastle.



Background & Methodology

Data analysis

The data within this report was analysed using Q Professional.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, Ward and pool usage.

Ratings questions

The Unipolar Scale of 1 to 5, where 1 was the lowest satisfaction and 5 the highest satisfaction, was used in all rating questions.

This scale allowed us to identify different levels of satisfaction across respondents.

Top 3 Box: refers to the aggregate percentage (%) score of the top three scores for satisfaction. (i.e. Somewhat Satisfied, Satisfied & Very Satisfied)

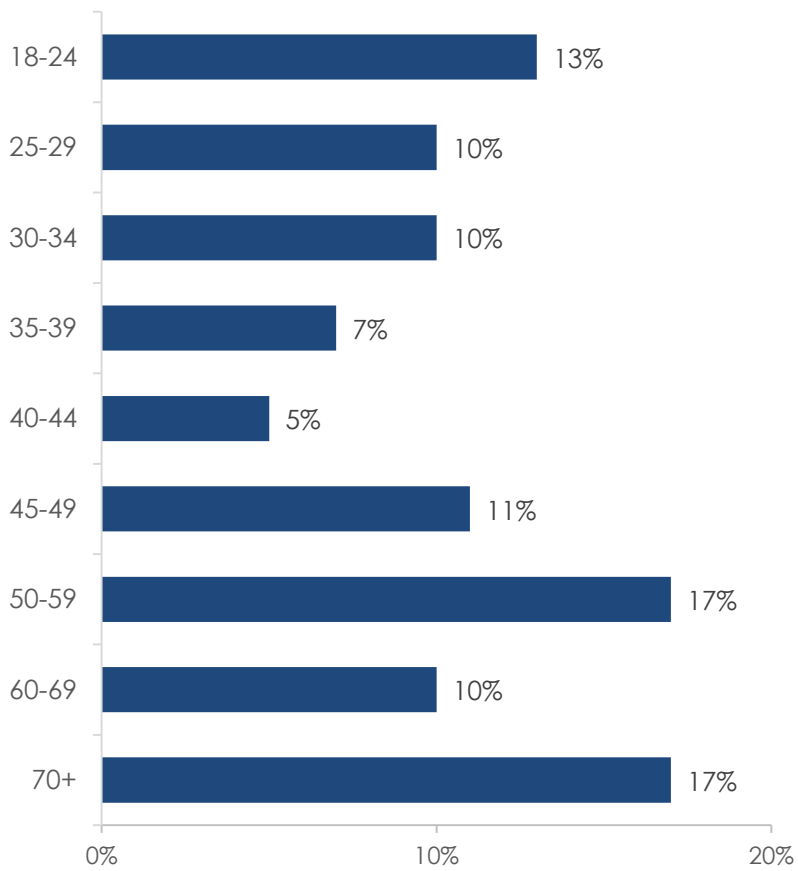
Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.



Sample Profile

S3. Which of these age groups do you fit into?



Base: Respondents N = 414

S2. Which suburb do you live in?

Suburb	N = 414	Suburb	N = 414
New Lambton	13%	Carrington	1%
Wallsend	13%	Elmore Vale	1%
Mayfield	7%	Fletcher	1%
Merewether	7%	Hamilton East	1%
Lambton	6%	Hamilton North	1%
Maryland	5%	Islington	1%
Adamstown	3%	Maryville	1%
Broadmeadow	3%	Mayfield West	1%
Cooks Hill	3%	Merewether Heights	1%
Waratah	3%	New Lambton Heights	1%
Adamstown Heights	2%	Newcastle West	1%
Beresfield	2%	Shortland	1%
Georgetown	2%	The Hill	1%
Hamilton	2%	The Junction	1%
Hamilton South	2%	Warabrook	1%
Kotara	2%	Waratah West	1%
Newcastle	2%	Jesmond	<1%
Stockton	2%	Mayfield East	<1%
Tarro	2%	Minmi	<1%
Tighes Hill	2%	Newcastle East	<1%
Bar Beach	1%	North Lambton	<1%
Birmingham Gardens	1%	Rankin Park	<1%
Black Hill	1%	Wickham	<1%



Appendix C: Questionnaire



City of
Newcastle

micromex
research

City of Newcastle
Aquatics Research
November 2019

Good morning/afternoon/evening, my name is..... from Micromex Research and we are conducting a survey on behalf of the City of Newcastle about Council services.

The information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents.

Q51. Before we start, I would like to check whether you work for the City of Newcastle or are a Councillor?

- ☐ Yes (terminate)
☐ No

Q52. Which suburb do you live in? (Quota of approx. 100 interviews per Ward)

Ward 1

- ☐ Bar Beach
☐ Carrington
☐ Cooks Hill
☐ Islington
☐ Maryville
☐ Mayfield
☐ Mayfield East
☐ Mayfield West
☐ Newcastle
☐ Newcastle East
☐ Newcastle West
☐ Stockton
☐ The Hill
☐ The Junction*
☐ Tighes Hill
☐ Warabrook
☐ Wickham

Ward 2

- ☐ Adamstown
☐ Adamstown Heights
☐ Broadmeadow
☐ Hamilton
☐ Hamilton East
☐ Hamilton South
☐ Hamilton North
☐ Merewether
☐ Merewether Heights
☐ The Junction*

Ward 3

- ☐ Georgetown
☐ Jesmond
☐ Kotara
☐ Lambton
☐ New Lambton
☐ New Lambton Heights
☐ North Lambton
☐ Wallsend*
☐ Waratah
☐ Waratah West

Ward 4

- ☐ Beresfield
☐ Birmingham Gardens
☐ Black Hill
☐ Callaghan
☐ Elmore Vale
☐ Fletcher
☐ Hexham
☐ Lenaghan
☐ Maryland
☐ Minmi
☐ Rankin Park
☐ Sandgate
☐ Shortland
☐ Tarro
☐ Wallsend*

Crosses ward*

S3. Which of these age groups do you fit into? Prompt

- ☐ 15 or under (for online, not phone sample)
☐ 16 – 17 (for online, not phone sample)
☐ 18 – 24
☐ 25 – 29
☐ 30 – 34
☐ 35 – 39
☐ 40 – 44
☐ 45 – 49
☐ 50 – 59
☐ 60 – 69
☐ 70+
☐ Refused (terminate)

Section 1: Usage of Council Centres

Q1a. In the past 12 months, which, if any, of the following community swimming pools have you visited, either to use yourself or to be with others while they use the facilities? Please just answer yes or no as I read each one. Prompt (MR)

- ☐ 1. Lambton, Durham Road
☐ 2. Beresfield, Anderson Drive
☐ 3. Mayfield, Ingall Street
☐ 4. Stockton, Pitt Street
☐ 5. Wallsend, Frances Street
☐ 17. (Do NOT prompt) None of the above

Q1b. [If Code 17 on Q1a, ask] Why in particular have you not visited any of those pools? Any other reasons? Probe (Now Go to Q2a)

Ask Q1c-h for a maximum of TWO randomly selected swimming pools from Q1a that have been visited

Q1c. You mentioned that in the past 12 months you have visited [insert first randomly chosen pool visited from Q1a]. Why in particular did you choose to visit that pool rather than going somewhere else for swimming? Any other reasons? Probe

Q1d. In the past 12 months, how often have you visited [insert first randomly chosen pool visited from Q1a], either to use yourself or to be with others while they use the facilities? (SR)

- ☐ Once
☐ Twice
☐ etc (drop-down to 50)
☐ Can't say

Q1e. To the best of your knowledge, which, if any, of the following activities and facilities are offered at [insert first randomly chosen pool visited from Q1a]? Please answer yes or no as I read each one. Prompt (MR) RANDOMISE

- ☐ A kiosk for drinks or snacks
- ☐ Training squads for lap swimming
- ☐ Water polo training
- ☐ Diving training
- ☐ Learn to swim class
- ☐ Annual school swimming carnivals
- ☐ Regular school sports programs
- ☐ Lifeguard training
- ☐ Facilities and rooms for parties, such as children's birthday parties
- ☐ Themed events, such as Halloween or 'Welcome to Summer' events
- ☐ Outdoor gym equipment
- ☐ Indoor gym facilities
- ☐ Heated pools for year-round swimming
- ☐ Playground equipment **away from the water** such as swings, slippery dips, etc
- ☐ Jumping castles for young children, away from the water
- ☐ Interactive water play areas, with fountains, large buckets of water that tip over when full, etc
- ☐ BBQ and picnic facilities
- ☐ Aqua aerobic classes
- ☐ School holiday sports camps
- ☐ Large inflatable pool toys
- ☐ Water slides
- ☐ (Do NOT prompt) Can't say

Q1f. And when you have visited [insert first randomly chosen pool visited from Q1a] in the past 12 months, which, if any, of the following activities have you yourself usually done there? Please answer yes or no as I read each one. Prompt (MR) RANDOMISE

- ☐ Bought drinks or snacks from the kiosk
- ☐ Swam laps as part of a training squad
- ☐ Played or trained for water polo
- ☐ Diving training or competitions
- ☐ Attended a learn to swim class
- ☐ Attended an annual school swimming carnival
- ☐ Attended regular school sports programs
- ☐ Participated in lifeguard training
- ☐ Attended a party, such as a birthday party
- ☐ Attended a themed event, such as a Halloween or 'Welcome to Summer' event
- ☐ Used outdoor gym equipment
- ☐ Used indoor gym facilities
- ☐ Used heated pools
- ☐ Used playground equipment **away from the water** such as swings, slippery dips, etc
- ☐ Used jumping castles, away from the water
- ☐ Used interactive water play areas
- ☐ Used BBQ and picnic facilities
- ☐ Participated in aqua aerobics
- ☐ Participated in school holiday camps
- ☐ Used large inflatable pool toys provided by the swim centre
- ☐ Used water slides
- ☐ Watched out for or looked after others that are in your group, such as children
- ☐ Sat and relaxed
- ☐ Swam laps on your own
- ☐ Just splashed around/relaxed in the water
- ☐ Some other activity (please describe).....
- ☐ (Do NOT prompt) Can't say

Q1g. Overall, how satisfied, if at all, are you with [insert first randomly chosen pool visited from Q1a]? Prompt

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Not very satisfied
- ☐ Not at all satisfied
- ☐ (Do NOT prompt) Can't say

Q1h. Why do you say that? Any other reasons? Probe

[Repeat Q's 1c-h for a randomly selected second pool used in Q1a, if a second one was used]

Section 2: Usage of Competitor Centres

Q2a. In the past 12 months, which, if any, of the following community swimming pools have you visited, either to use yourself or to be with others while they use the facilities? Please answer yes or no as I read each one. Prompt (MR)

- ☐ 6. The Forum, Callaghan
- ☐ 7. Balance Collective Gym and Swim Centre at Maysfield
- ☐ 8. Arnold's Swim Centre, The Junction, Hamilton South
- ☐ 9. Ocean Baths at Merewether Beach (Go to Q3)
- ☐ 10. Ocean Baths at Newcastle Beach (Go to Q3)
- ☐ 11. Charlestown Swim Centre
- ☐ 12. Maitland Aquatic Centre
- ☐ 13. Kurri Kurri Aquatic and Fitness Centre
- ☐ 14. West Wallsend Indoor Swimming Centre
- ☐ 15. Speers Point Swimming Centre
- ☐ 16. Eastlakes Swim Centre, Bennett's Green
- ☐ 17. (Do NOT prompt) None of the above (Go to Q3)

[If selected codes 6, 7, 8, 11-16 above] Ask Q2b-f for ONE randomly chosen pool from Q2a that has been visited (randomly allocated)

Q2b. In the past 12 months, how often have you visited [insert one randomly chosen pool visited from Q2a], either to use yourself or to be with others while they use the facilities? (SR)

- ☐ Once
- ☐ Twice
- ☐ etc (drop-down to 50)
- ☐ Can't say

Q2c. To the best of your knowledge, which, if any, of the following activities and facilities are offered at [insert one randomly chosen pool visited from Q2a]? Please answer yes or no as I read each one. **Prompt (MR) RANDOMISE**

- ☐ A kiosk for drinks or snacks
- ☐ Training squads for lap swimming
- ☐ Water polo training
- ☐ Diving training
- ☐ Learn to swim class
- ☐ Annual school swimming carnivals
- ☐ Regular school sports programs
- ☐ Lifeguard training
- ☐ Facilities and rooms for parties, such as children's birthday parties
- ☐ Themed events, such as Halloween or 'Welcome to Summer' events
- ☐ Outdoor gym equipment
- ☐ Indoor gym facilities
- ☐ Heated pools for year-round swimming
- ☐ Playground equipment **away from the water** such as swings, slippery dips, etc
- ☐ Jumping castles for young children, away from the water
- ☐ Interactive water play areas, with fountains, large buckets of water that tip over when full, etc
- ☐ BBQ and picnic facilities
- ☐ Aqua aerobic classes
- ☐ School holiday sports camps
- ☐ Large inflatable pool toys
- ☐ Water slides
- ☐ (Do NOT prompt) Can't say

Q2d. And when you have visited [insert one randomly chosen pool visited from Q2a] in the past 12 months, which, if any, of the following activities have you yourself usually done there? Please just say yes or no as I read each one. **Prompt (MR) RANDOMISE**

- ☐ Bought drinks or snacks from the kiosk
- ☐ Swam laps as part of a training squad
- ☐ Played or trained for water polo
- ☐ Diving training or competitions
- ☐ Attended a learn to swim class
- ☐ Attended an annual school swimming carnival
- ☐ Attended regular school sports programs
- ☐ Participated in lifeguard training
- ☐ Attended a party, such as a birthday party
- ☐ Attended a themed event, such as a Halloween or 'Welcome to Summer' event
- ☐ Used outdoor gym equipment
- ☐ Used indoor gym facilities
- ☐ Used heated pools
- ☐ Used playground equipment **away from the water** such as swings, slippery dips, etc
- ☐ Used jumping castles, away from the water
- ☐ Used interactive water play areas
- ☐ Used BBQ and picnic facilities
- ☐ Participated in aqua aerobics
- ☐ Participated in school holiday camps
- ☐ Used large inflatable pool toys provided by the swim centre
- ☐ Used water slides
- ☐ Watched out for or looked after others that are in your group, such as children
- ☐ Sat and relaxed
- ☐ Swam laps on your own
- ☐ Just splashed around/relaxed in the water
- ☐ Some other activity (please describe).....
- ☐ (Do NOT prompt) Can't say

Q2e. Overall, how satisfied, if at all, are you with [insert one randomly chosen pool visited from Q2a]? **Prompt**

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Not very satisfied
- ☐ Not at all satisfied
- ☐ Can't say (Do NOT prompt)

Q2f. Why do you say that? Any other reasons? **Probe**

Section 3: Future Interest

Q3. City of Newcastle Council provides five suburban community swimming centres, at Lambton, Beresfield, Mayfield, Stockton and Wallsend. Based on all you know about these centres, even if you've never visited them before, what, if anything, could Council do to encourage you to use one or more of them, or use them more often? Any other suggestions? **Probe**

[Reporting note: Q3 to be coded using Q4 code frame plus 'others']

Q4. I'm now going to read out a range of different services and facilities that could be offered at the Council pools – some of these may already exist at some of the pools, others are just ideas at this stage. As I read each one, please tell me whether it would make you more or less likely to visit any of the pools, or whether it would have no impact on you at all, using a scale where 1 is 'A lot more likely', 2 is 'A little more likely', 3 is 'No Change', 4 is 'A little less likely' and 5 is 'A lot less likely'. **Prompt. RANDOMISE**

	A lot less likely 1	2	No change 3	A lot more likely 4	5
a. Indoor heated pools that can be used all year round	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Upgrading the kiosks to cafes with more seating, barista-made coffee and tea, light meals, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Improved facilities for children's birthday parties, such as party rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Playground equipment away from the water such as swings, slippery dips, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Jumping castles for young children, away from the water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. More interactive water play areas, with fountains, large buckets of water that tip over when full, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Improved BBQ and picnic facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. More informal tables and seating under shade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. More themed events, such as Halloween or 'Welcome to Summer' events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Aqua aerobic classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Learn to swim classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Swimming squads for different age groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Outdoor gym equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Indoor gym facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. School holiday sports camps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. Offering a variety of regular school sports programs, such as Learn to Swim, end of year activities, Swim and Survive (lifesaving) and junior lifeguard programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
q. Hosting annual school swimming carnivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
r. Large inflatable pool toys for everyone to share	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
s. Water slides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 4: Demographics

D1. What is your gender? *Do NOT Prompt*

- ☐ Female
- ☐ Male
- ☐ Other/indeterminate
- ☐ Prefer not to say

D2. Do you speak any language(s) other than English at home?

- ☐ Yes
- ☐ No

D3. How long have you lived in the City of Newcastle Local Government Area? *Prompt*

- ☐ Less than 2 years
- ☐ 2 – 5 years
- ☐ 6 – 10 years
- ☐ 11 – 20 years
- ☐ More than 20 years

D4. Do you have a swimming pool at your home? *Prompt*

- ☐ Yes
- ☐ No

D5. Are you the parent or guardian of any children aged 16 years or under? *Prompt*

- ☐ Yes
- ☐ No

That completes our interview. As this is market research, you can be assured that it is carried out in full compliance with the Privacy Act and the information you provided is used for research purposes only. Again, my name is and my supervisor's name is If you have any questions about this survey, or would like further information about Micromex Research, you can call our office between 9am and 5pm weekdays on 4352 2388. Thank you for your time

The information contained herein is believed to be reliable and accurate, however, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.



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