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Planning for communities

Needs Analysis Summary Report

Monash Aquatic and Recreation Centre

Prepared for the City of Monash

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SOLUTIONS

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Contents

Page No.

Why a Needs Analysis	1
The Approach	1
The Value of Aquatic Leisure Centres	2
MARC	3
The Market in which MARC Operates	5
The Performance of MARC	10
The Policy Context	12
The Monash Community and MARC Catchment	13
What the Community Told Us	15
Assessment of Needs and Priorities	20
Footnotes	25

Why a Needs Analysis

When developed 17 years ago, Monash Aquatic and Recreation Centre (MARC) was an industry leader and in many ways it continues to be a leader today, with high levels of visitation, and strong support from Council and the local community. But with an increasing emphasis by government on improving the health and wellbeing of communities, and changing community needs and expectations, MARC is reaching a point where further investment will be required to ensure it continues to effectively support the Monash community.

The Needs Analysis has been undertaken to clearly document the existing capability of MARC, the needs of the community for aquatic leisure facilities, services and programs, and to help guide future decisions by Council about the development and operation MARC.

The Approach

The Needs Analysis has examined a range of factors including:

- The value of aquatic leisure centres to communities.
- The condition and functionality of MARC.
- The market in which MARC is operating.
- The performance of MARC compared with other like facilities.
- Trends in the development, operation and performance of aquatic leisure facilities, and the implications they may have for MARC.
- The existing strategic and policy context for Council and the Victorian state government.
- The demographic profile of the Monash community and MARC catchment.

In addition, an extensive program of consultation and engagement was undertaken with key stakeholder individuals, organisations, the broader community and Council officers.

The Needs Analysis is provided in three parts, with this Summary Report outlining the key findings about the needs and aspirations of the community for aquatic leisure facilities, services and programs, and identifying priorities for the future development and operation of MARC. The second part is a Consultation Report outlining the findings from the program of consultation and engagement, and the third part is the Background Report which provides the detailed background research.

The Value of Aquatic Leisure Centres

Aquatic leisure centres like MARC have an important role in helping to address significant health issues impacting upon Australian communities including:

Rising rates of obesity and overweight. The number of people who are overweight or obese in Australia increased from 56.3 percent in 1995 to 63.4 percent in 2014/2015.ⁱ This means that two in three Australian adults and one in four children are overweight or obese.ⁱⁱ In the City of Monash, 26.3 percent of the population is overweight.ⁱⁱⁱ

Increasing levels of physical inactivity. Physical *in*activity is now identified as the fourth leading risk factor for global mortality.^{iv} In the City of Monash, 17.4 percent of the population do not participate in physical activity each week, and only 37.5 percent participate in physical activity 4 or more days per week.^v Australia's Physical Activity and Sedentary Behaviour Guidelines recommend that adults aged 18 – 64 be active on most, preferably all days every week, and accumulate 150 to 300 minutes of moderate intensity physical activity or 75 to 150 minutes of vigorous intensity physical activity each week.^{vi}

Social isolation. One in eight Victorians aged 16-25 have reported a very high sense of loneliness and research also shows that people aged 75 years and above commonly experience loneliness, though it can affect people at any age. Loneliness and social isolation can take a significant toll on mental and physical health and has been linked to anxiety, depression and chronic illness.^{vii}

High numbers of people drowning. In 2017/2018, 249 people drowned in Australian waterways, 40 of those drowned in Victoria. In addition, 33 people drowned in swimming pools with 36 percent of these people aged under 5 years.^{viii}

Public aquatic leisure facilities like MARC help support the health and wellbeing of people of all ages and abilities. They are open to everyone, from children to seniors, people with a range of abilities, backgrounds, skills and interests. They provide opportunities for people to not only improve their physical health, but also reduce social isolation and strengthen their community connections through offering a place for people to meet and socialise.

"I think in order to measure the social capital of the pool you need to conceive of the pool as a place in a different way. You need to understand that it is not just a place for people to swim but it's a place for people to gather together.

That's how democracy works. That's how a community is built, when people get together. At the pool, teenagers learn how to relate and how to behave, children see old wrinkly people and young babies. It can really help people understand the community and the world".^{ix}

Aquatic leisure centres also deliver critical water safety / education and water confidence programs to help reduce the incidence of drownings in the community. They provide a safe place during extreme weather events, provide local employment opportunities, improve the liveability of communities, and are key to attracting and retaining people to live in communities like Monash.

MARC

When it opened in 2001, Monash Aquatic and Recreation Centre (MARC) was arguably the leading community aquatic and leisure centre in Victoria and potentially, Australia. In a sense it was an early representation of the now contemporary mega aquatic centre philosophy, which aims to service the needs of the whole of the community. The centre included traditional aquatic elements such as the indoor and outdoor pools for lap swimming, but also added the following elements:

- warm water pool
- large water play area – wave pool and leisure water
- dedicated learn-to-swim (LTS) pool

In addition to the aquatic elements it featured:

- health and fitness - strength training and cardio, and 2 group fitness rooms
- a quality cafe
- a crèche
- allied health spaces.

The centre was originally operated by RANS Management Group but following the collapse of RANS in 2002, it has been operated in-house by Council. The centre attracts some 1,000,000 visits per annum and performs at close to break-even. Facility presentation is comparable with centres built in the past 5 to 10 years; however, there is no doubt that aspects of the centre are no longer consistent with contemporary provision and also no longer meet demand or community expectations.

Current Status

- **The warm water program pool (WWPP)** is considerably smaller than contemporary designs. WWPPs as large 300 m² are currently being developed. In addition, access around the WWPP is not compliant with the federal *Disability Discrimination Act 1992* (DDA) requirements.
- **The spa is poorly located in the main pool hall, and the sauna and steam room** facilities are small by contemporary standards.
- **Health and fitness areas** are smaller than contemporary centres and the quality of secondary group fitness spaces are below industry standard. In addition, there is no 24-hour access.
- There is a lack of **family change facilities** and a low level of change space provision (and quality) throughout the centre.
- The **learn-to-swim (LTS) pool** is smaller than at other centres. However, this is offset by the availability of other aquatic spaces that provide additional options for swimming lessons.
- The provision of **accessible change rooms** is poor and there are no changing places facilities.

- While the **wave pool** offers a unique experience, it does not offer the variety of water play options of more recently developed centres such as Aquanation, WaterMarc and GESAC.
- There are **a range of operational issues** that impact operational efficiency including blind spots in the spa and water play areas. Similarly, the reception layout does not maximise customer experience and based on annual visitation numbers, the merchandise area is too small or at least requires reconfiguration.
- The **member access door** provides significant opportunity for unauthorised access and therefore revenue leakage.
- There is inadequate **car parking** to cater for peak periods. There are approximately 300 car spaces. Benchmarking of centres throughout Victoria suggests that a centre with 1,000,000 visits per annum requires approximately 400 car spaces. Future expansion must address current car parking issues and provide additional space to service increased participation resulting from any facility developments.

The Market in which MARC Operates

The market in which council-owned aquatic and leisure centres (ALCs) operate has undergone significant change in the past 10 years. Prior to 2010, quality well-operated ALCs dominated local markets simply by ‘opening the front door’ and experienced very high levels of membership, particularly in the health and fitness area. Today, the market is typified by intense competition from sophisticated, private sector operators driven by commercial imperatives. More recently, local and state governments have identified the increased role that ALCs can play in improving community health and wellbeing by aligning their operations with government community health and wellbeing objectives. These factors have necessitated a review of the purpose of council-owned ALCs and by extension, the focus on management and capital development in a rate-capping environment that requires careful consideration of every ratepayer dollar spent.

Key changes that have affected council- owned ALCs are:

- **Increased competition from private health and fitness operators** including the introduction of low-cost 24/7 operations.
- **A fragmentation of the market** as a whole leading to significant growth in smaller boutique operators such boot camps, F45, personal training, Pilates and yoga.
- **New providers entering the learn-to-swim (LTS)** market and existing operators lifting their level of professionalism to capitalise on increased demand for swimming lessons has necessitated increased efforts by councils to maintain market share.
- **Significant investment by some councils** in new and refurbished facilities lifting the quality and range of services delivered at centres, which in turn has ‘upped the ante’ for other councils.

The impact of increased competition has undermined the financial performance of ALCs. Furthermore, competition, combined with significant capital investment, has created a more discerning customer who is focused on the quality of services and facilities. Consequently, ALCs that lack a broad range of services and do not reflect customer expectations for quality, generally perform poorly in terms of participation rates and financial indicators.

In response to this, there has been significant development of new centres and the redevelopment of existing centres within Victoria during the past 10 years. Table 1 below provides a summary of developments including the capital investment, and visitations pre and post construction. It should be noted that as commercial confidentiality prohibits the publishing of exact figures, the table is a general guide only.

Centre	Council	Cost \$m	Annual visits	
			Pre-construction	Post - construction
Splash Craigieburn (2017)	Hume	40	New Centre	1,000,000
Boroondara Sports Complex (2016)	Boroondara	13.5	650,000	727,000
Aquanation (2016)	Maroondah	56	280,000	860,000
Carlton Baths (2016)	Melbourne	14.3	125,000	226,000
AquaPulse (2015)	Wyndham	54.4	450,000	920,000
Ashburton Pool and Recreation Centre (2015)	Boroondara	11.4	860,000	820,000
PARC (2014)	Frankston	49.7	New Centre	840,000
Hawthorn Aquatic and Leisure Centre (2014)	Boroondara	27.5	370,000	625,000
Aqualink Box Hill (2013)	Whitehorse	30.5	560,000	860,000
Brunswick Baths (2013)	Moreland	17	320,000	460,000
Glen Eira Sport and Aquatic Centre (2012)	Glen Eira	42	150,000	1,200,000
WaterMarc (2012)	Banyule	40	150,000	780,000
Kew Recreation Centre (2011)	Boroondara	4.7	660,000	680,000
Collingwood Leisure Centre (2011)	Yarra	5	240,000	300,000
Harold Holt Aquatic Centre (refurbishment 2010)	Stonnington	13	360,000	420,000
Thomastown Aquatic and Recreation Centre (2010)	Whittlesea	30	200,000	420,000
Leisurelink Aquatic and Leisure Centre (2010)	Greater Geelong	31	410,000	890,000
Casey RACE Aquatic and Leisure Centre (2009)	Casey	38	200,000	1,000,000
Reservoir Leisure Centre (2009)	Darebin	6	300,000	460,000

Table 1: Aquatic Leisure Centre developments in Victoria 2009 - 2019

Facility elements increasingly being designed into new and redeveloped council owned ALC's include:

- **Dedicated learn to swim pools**, generally 10m x 12m with depths of 0.7–0.9m and maintained at a temperature of 32–34 °C. The provision of this type of aquatic space together with other aquatic spaces allows for the provision of progressive LTS programs, which facilitates high enrolment levels.
- **All-year-round 'leisure water'** including features such as sprays, tipping buckets, fountains, small water slides etc. Modern water play installations are highly interactive and can transform centres into entertainment destinations and increase activity levels in children aged 2–14 years.
- **Dedicated warm water program pools** and high-quality wellness spaces such as spa, sauna and steam areas, passive spaces, and appropriate areas for social interaction such as meeting spaces and quality cafes.
- **Family and group change facilities** usually grouped together to form a change village.

- **Additional group training or meeting spaces** for a range of activities including: community meetings, educational sessions, allied health services, spin classes, traditional aerobics, older adult programs, special needs groups sessions, programs for minority or ethnic groups, and alternative modes of training (e.g. yoga, Tai Chi, Pilates etc.).
- **Self-entry options** for customers which has become possible through changes in technology. Future facility developments are also exploring other technology innovations such as utilising software/apps to enhance the customer experience, introducing new service and program options such as educational services and online delivery options, utilising data for customer tracking, revenue generation and continuous improvement, and introducing operational efficiencies through more effective software.

In addition, disability access and principles of Universal Design are underpinning the design and development of ALCs, ensuring they can be used by everyone including people with vision and hearing impairments, families with prams and young children, people with injuries, the elderly and people with a disability or mobility issues. Environmentally sustainable design and management is also becoming an increasingly critical part of centre management plans, facility design and operations.

The Local Market – Health and Fitness

Locally, MARC is faced with an extremely competitive market. Excluding functional training or personal training studios, there are a total of 13 gym operators within 4 km of MARC, 36 within 6 km and 59 within 8 km of MARC. Table 2 below provides for a summary of the competitors and Figure 1 outlines where competitors are located.

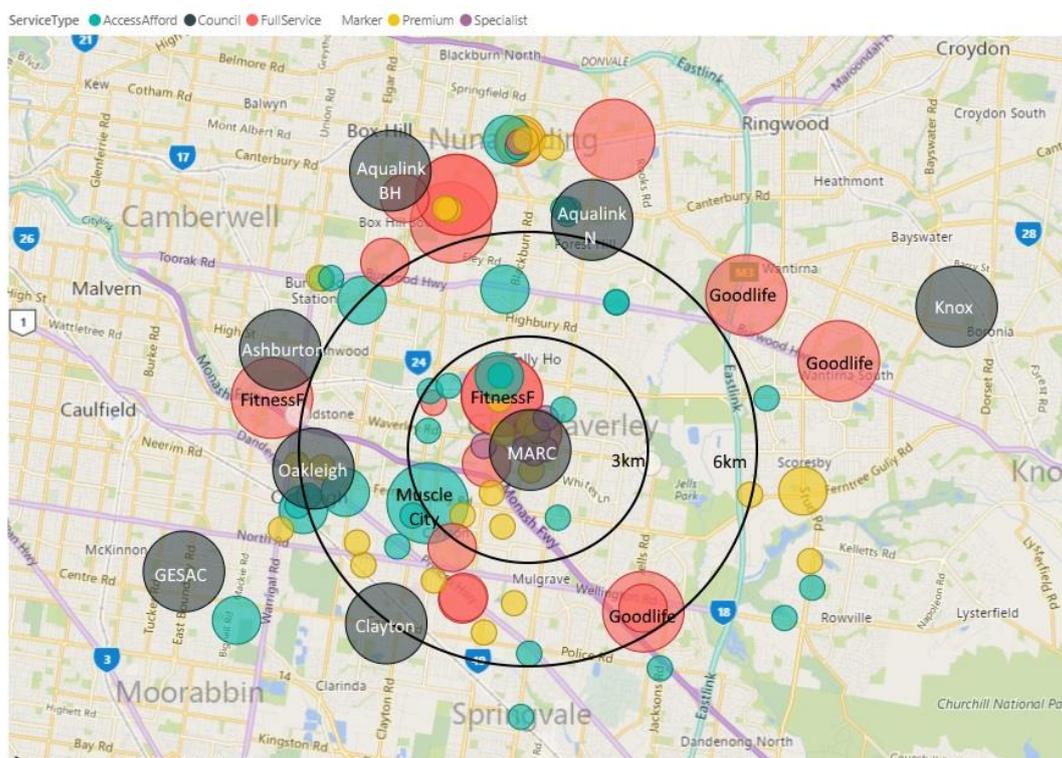


Figure 1: MARC Health and Fitness Competitors, March 2019

While this confirms MARC faces a high level of competition, the private sector largely focuses on the market of able-bodied people, aged between 20 and 50. MARC can provide services to this market sector, however there is an opportunity to improve overall service provision to the community by focusing upon people over 50, first time users, people with chronic health issues and people with a disability. Services to members of the community could be enhanced through access to warm water exercise and other aquatic activities.

Private health and fitness operators also do not cater for people on low incomes and from disadvantaged backgrounds. Council should consider reviewing concession pricing options to remove or reduce cost as a barrier to use of MARC. The outcomes from the community consultation and engagement program reinforce this, with the issue of cost and affordability raised frequently.

Any future expansion of the health and fitness areas at MARC should potentially seek to attract new user segments (people over 50, people with chronic health issues, people with a disability and people on low incomes) into the market rather than simply targeting users that already have access to a broad range of health and fitness services. Conversely, if Council is seeking improved bottom line performance, then expansion could enable the Centre to be far more competitive and potentially dominate market sectors which are currently the domain of private operators.

Health and Fitness Competitor Overview				
Service Type	4km	6km	8km	Total
Accessible and affordable	8	15	10	33
Full service (gyms and leisure centres)	4	4	7	15
Women only	1	2	1	4
Council aquatic and leisure centres	0	2	5	7
Total	13	23	23	59

Table 2: MARC Health and Fitness Competitors, March 2019

The Local Market – Learn to Swim

There are 2 private learn to swim centres within 4 km of MARC, 4 within 6 km and 8 within 8 km. They include Wesley College, Swim World - Glen Waverley, Monash University, Just Swimming, Kingswim Goodlife, Jump Swimschool and Saltwater Swim School. In addition, there are 5 council operated swim schools within an 8 km catchment of the centre. They include GESAC, Ashburton Pool and Recreation Centre, Aqualink Box Hill, Aqualink Nunawading and Clayton Aquatic Centre.

While the swim school market is far less crowded than the health and fitness market, there are still high levels of swim school service provision within relatively close proximity to MARC. High levels of service provision combined with the large amount of aquatic space available for swim lessons at MARC

suggests that future growth in demand can be managed by existing service providers and there is limited pressure for expansion of the MARC learn to swim areas.

Swim School Competitor Overview				
Service Type	4km	6km	8km	Total
Private centres	2	1	4	8
Council centres	0	1	4	5
Total	2	2	8	13

Table 2: MARC Learn to Swim Competitors, March 2019

The Performance of MARC

Analysis of participation and financial information relative to population catchment and compared with other centres, can provide a high level indication of centre performance. The Needs Analysis has assessed the performance of MARC using two sets of benchmarks. The first relates to centres that have a similar 3 - 5km catchment population to MARC. The 3 and 5km catchment population has been chosen as centre users generally are from within a 3 km radius of the Centre, but there is some penetration into the 5km catchment. The centres in the *Similar Catchment Size* benchmark group include:

- Mill Park Leisure Centre
- Aqualink Nunawading
- Kingston Waves
- Ivanhoe Aquatic Centre
- WaterMarc
- TRAC
- Aquanation
- Croydon Leisure Centre.

The second relates to centres of similar scale i.e. major centres due to their large scale and range of facility components. Centres in the *Similar Scale* benchmark group include:

- GESAC
- Aqualink Box Hill
- WaterMarc
- Aquanation
- Casey Race
- Casey ARC
- Leisure Link Geelong
- Aquapulse.

Analysis and Implications

Annual visits at MARC are consistent with the best performed centres in the market with the exception of GESAC which is an industry outlier on many performance levels. MARC's annual visitations suggest that despite the community needs and the identified development opportunities detailed in this report, the Centre services a significant cross-section of the community. Further, its participation and financial performance are at levels that other centres operators aspire to.

Casual swim visits are relatively consistent with high industry performers. The upper level analysis suggests that despite the wave pool and leisure water experience not reflecting contemporary design, they do not appear to be hurting casual attendances. Consequently, while there is an argument that

the elements need to be redeveloped, annual participation does not suggest that redevelopment is urgent.

Swim school performance is at the higher end of market performance. The percentage of the target market enrolled in the MARC program, combined with the high level of local competition, suggests that any infrastructure developments will not produce significant increases in enrolments.

Health and Fitness. In comparison with numbers at other major centres, health and fitness member numbers are relatively low. Further, the number of members at MARC as a percentage of the catchment population is low. Given the relatively small health and fitness area at MARC compared with other MAJOR centres, and feedback from staff that the health and fitness area is at capacity, there is limited opportunity for further growth without expansion.

In considering the level of demand and potential membership numbers, data from major centres in established urban areas were separated from centres in growth and outer metropolitan areas (see Table 3 below). This approach enables an upper level estimate of future MARC membership to be calculated using average health membership penetration within the targeted population age brackets. The analysis indicates that comparable performance at MARC would result in an increase in membership numbers to around 3600. Currently MARC has around 2,700 members. More detailed feasibility analysis would be required to confirm this target. However, the analysis, plus feedback from staff and comparative assessment of health and fitness space allocation, suggest there is further capacity for growth in health and fitness membership. Consequently, consideration should be given to expansion of the health and fitness areas.

Analysis centres of the same scale – established urban areas			
Target Population	MARC catchment	Average penetration population Segment	Projection
20 plus population 3k	46,992	8%	3,758
25 - 69 population 3k	33,109	10%	3,467
Average membership projection			3,612

Table 3: Membership Projection

The cafe performs well financially and provides good opportunities for social connection. Future consideration should focus on maintaining quality and presentation. Feedback from existing and past users of MARC also suggests some work may needed in relation to pricing i.e. reducing prices.

Merchandise performance at MARC is well below the level of larger centres that have comparable annual visits. If MARC performed at the benchmark average for major centres, merchandise revenue would be close to \$300,000, an increase of 100%. The analysis combined with feedback from staff and consulting team observations suggests that the design and layout of the merchandise area should be reconsidered as part of any future redevelopment.

The Policy Context

There are a number of Council policies and plans that provide an important framework for the MARC Needs Analysis. In particular, the Council Plan 2017 - 2021, A Healthy and Resilient Monash: Integrated Plan 2017 - 2021, the Gender Equity Strategy and Action Plan, Age Friendly Monash, the Active Monash Capital Works Priorities Framework and council's Asset Management Policy. Combined these policies and plans highlight the key priorities and areas of focus for Council which include:

- **Improving the health and wellbeing of the community** through providing
 - safe and inclusive places,
 - accessible and engaging activities and services, and
 - opportunities for all members of the Monash community to be physically active and participate in community life.
- **Delivering facilities and services which respond to the current and future needs of the community**, that are delivered in a sustainable and equitable way, and that reduce barriers to participation.

The facilities, programs and services offered through MARC help Council to deliver on these priorities, but they also provide important guidance about future investment by Council in the aquatic leisure space.

At a state level, Active Victoria – A strategic framework for sport and recreation in Victoria 2017 – 2021 provides valuable information about the sport and active recreation sector, highlighting that people participate in active recreation like walking, fitness and gym, and jogging or running, at much higher rates than organised sport. Aquatic leisure facilities like MARC are key to supporting active recreation pursuits, and the framework acknowledges the central role local governments has in the sport and active recreation space. Key areas of focus for Active Victoria are meeting the demand of growing populations, broadening participation and making it more inclusive, and increasing the focus on active recreation.

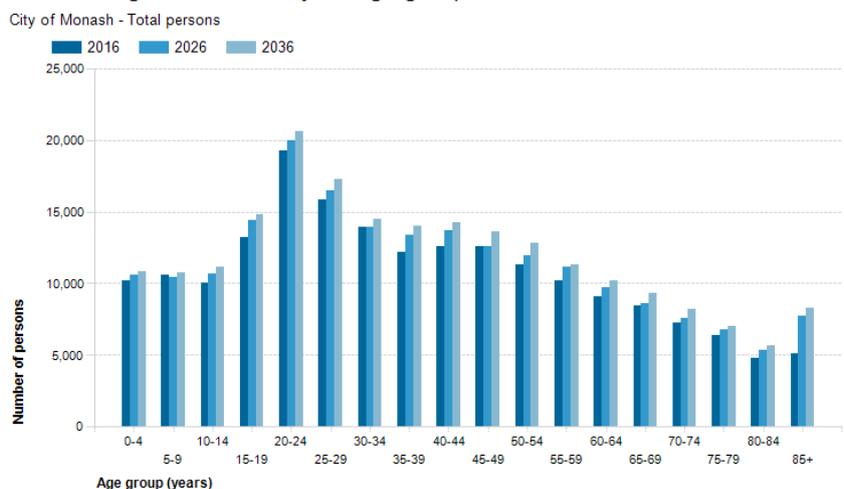
In addition, Sport and Recreation Victoria, is concentrating upon greater integration with the Victorian Health and Wellbeing Plan, with a vision for aquatic leisure centres to keep people active and move them from the health system into the preventative system. They do acknowledge however, that integration of the two systems will require significant planning and education of professionals in both sectors.^x

The Monash Community and MARC Catchment

Monash is a community experiencing moderate population growth driven by increasing residential densification. This will see the population grow from 192,625 in 2016 to 214,649 by 2036.^{xi} The community is characterised by:

- High and increasing levels of cultural diversity with 48.9 percent of the community indicating they were born overseas at the 2016 Census. This is up from 44.7 percent in 2011.^{xii}
- High proportions of people aged 20 – 24 years, followed by those aged 25 – 29 years, and 30 – 34 years. Projections indicate this is expected to continue through to 2036.^{xiii}
- An increasing number of residents aged 85 years or older. Between 2016 and 2026, this age cohort is expected to nearly double to reach just under 8,000 people.^{xiv} While the total number of people in this age cohort will remain somewhat lower than the 20 – 34 age cohorts, the projected growth is substantial and will drive a significant increase in demand for services and facilities to support frail aged individuals. In addition, it is likely to drive up the number of people with a disability living in Monash because there is a very clear correlation between age and disability, with 73.5 percent of people with a disability living in Monash aged 60 years or older.^{xv}
- An increasing number of lone person households. At the 2016 Census, just over 12,000 households in Monash were lone person households and this is projected to increase by nearly 40 percent to reach just over 17,000 households by 2026.^{xvi}
- Relatively low levels of disadvantage compared with Greater Melbourne, which generally means community members have more capacity to pay. However, some communities experience notably higher levels of disadvantage, e.g. Clayton has very high levels of disadvantage compared with other localities in Monash.^{xvii}
- Rising education levels because of the increasing number of residents holding a bachelor's degree or higher.^{xviii}

Forecast age structure - 5 year age groups



Population and household forecasts, 2016 to 2036, prepared by .id the population experts, September 2017.

.id the population experts

Table 1: Forecast age structure for the City of Monash 2016 – 2036

The communities living in the MARC catchment have a similar profile to the wider City of Monash. The catchment encompasses the suburbs of Glen Waverley, Mount Waverley, Wheelers Hill, Notting Hill and Mulgrave and at the 2016 census had a total population of 122,210 people. These suburbs are all within a 4 – 5km radius of MARC, and very high proportions of centre members, learn to swim participants and multi visit pass holders live within these suburbs. Key differences between the community in the MARC catchment and the wider City of Monash are:

- Population growth in the MARC catchment is expected to be slightly lower than wider Monash - 9 percent compared with 11.3 percent. The population in the MARC catchment is expected to reach 133,168 by 2036.^{xix}
- The MARC catchment has higher proportions of people aged 40 – 49 years, 0 and 19 years and people aged 65 years and over, and this is projected to continue through to 2026 and beyond^{xx}
- There are more households in the MARC catchment with high incomes than wider Monash, however over 20 percent of households are still considered to be low income households, and there are higher proportions of low-income households in Notting Hill.^{xxi}

What does this Mean

- Moderate population growth will drive a moderate increase in demand for aquatic leisure and health and fitness facilities, services and programs
- There will be consistent demand for programs, services and facilities to support children and families and growing demand to support the frail aged, people with a disability and people living alone. Quality learn to swim programs, water play experiences, family change facilities and children’s activities, will be important for families and children, while warm water spaces, accessible change facilities and programs that encourage and support social interaction, will be important for older adults, people with a disability and people who live alone.
- People living in the MARC catchment will generally have good or reasonable capacity to pay to access facilities and services at MARC, however over 20 percent of households in the catchment are low income households and their capacity to pay to access MARC will be much more limited. The outcomes from the community consultation and engagement program reinforce this, with the issue of cost and affordability raised frequently.
- There is a need for more targeted programs, services and marketing to support people from different cultural backgrounds to access MARC. Currently, the cultural diversity of the broader community is not reflected in the profile of MARC users.
- The increasing number of lone person households will increase the reliance upon facilities like MARC as a place for social interaction and connection.

What the Community Told Us

The consultation and engagement program aimed to capture the views and experiences of people from a broad cross section of the community including existing users of MARC, people who have never used MARC and those who have used MARC in the past. It also sought to engage organisations and individuals who represent parts of the community with specific needs, for example people from a multicultural background, older adults and people with a disability. The program included:

- A survey of existing users of MARC completed by 1,057 people.
- Discussions with Council's advisory groups and networks including the Disability Advisory Committee, Pathways for Carers, Young Persons Reference Group, Positive Aging Reference Group, Multicultural Advisory Committee, and Gender Equity Advisory Committee.
- A survey of the broader community completed by 266 people.
- Two focus groups open to all members of the community. As the focus groups but did not attract any participants, they did not proceed.
- An invitation for submissions from individuals and organisation with 22 submissions received. As part of this, children from 3 local primary schools provided detailed submissions including designs of their ideal aquatic centre, and written submissions about what they like and don't like about MARC, what they would like to change at MARC, and what makes other aquatic leisure centres they have been to great.

In addition to the consultation and engagement with the community, targeted consultation was undertaken with Council officers to understand the key issues and opportunities that must be considered and responded to in the Needs Analysis.

Key findings from the consultation and engagement program were:

MARC is Important to the Community: People use MARC and consider it to be important for a wide range of reasons but the main ones are it is close to where people live or work, the range of fitness, health and wellbeing programs and facilities offered in the one place, and because it is a community place where individuals and families feel comfortable and social connections are formed.

Welcoming place with joint access to other facilities. Great mix of spaces and wonderful friendly staff making it a positive place. MARC Existing User Survey Respondent, December 2018

It is a community meeting place like a sporting club. When I first started with 3 mates that was great. Now we regularly have a large table of 50+ y.o. males chatting and talking about stuff. We have met at the centre. MARC Existing User Survey Respondent, December 2018

Responding to the Needs of Diverse Communities: The City of Monash and the MARC catchment is a very diverse community with close to half the population speaking a language

other than English at home. Through the consultation program it became evident that the profile of MARC users does not reflect the diversity of the broader community, and that targeted programs, services and marketing are needed to encourage and support people from different cultural backgrounds to access MARC.

Cost and affordability: Cost is a barrier for past and non-users of MARC and is an area of concern for existing users. In particular, the cost for older adults and pensioners to access programs and services, the lack of flexible membership options available to the community, and the cost of accessing programs and services casually is of concern. This is perhaps unexpected as the socio-economic profile of the City of Monash and the MARC catchment suggests the community will generally have good capacity to pay to access facilities such as MARC.

The feedback indicates Council needs to examine its approach to concession pricing. While the aquatic leisure industry has typically applied concession pricing of between 10 and 20 percent, this is unlikely to mean the facility will be accessible for people with reduced capacity to pay. Suggestions raised to improve affordability included reducing the cost of fitness classes, offering discounts for buying a years' worth of swims in advance, offering seasonal passes for summer, offering off peak, gym only and family memberships, and having free entry for children under 4. Interestingly for the children who participated in the consultation program, reducing the cost of purchasing items from the café was one of the things they would most like to see changed at MARC. Making the café less expensive was also raised in other aspects of the consultation.

Membership fees go up every year. I have been a MARC patron since 2005 and have only ever used the gym. Why cannot there be a membership option for gym only. MARC Existing User Survey Respondent, December 2018

Overcrowding: There was a real sense of people being frustrated by the overcrowding they experience at MARC and that the water spaces are so highly programmed. This results in people not being able to use the warm water therapy pool, spa, sauna or steam room, get access to a lane for lap swimming, access change room facilities, access equipment in the gym or health and fitness classes. In response to this there were many suggestions about increasing the size of the wet and dry facilities such as increasing the size of the warm water therapy pool, enclosing the 50m pool, having an additional indoor 25m or 50m pool, increasing the size of the spa, increasing the size of the gym and program rooms, and having more space around the pool deck.

Change Rooms: The condition, size, number, cleanliness and maintenance of change rooms is a primary area of concern for existing and past users of MARC, including children. The improved condition of the change rooms is one of the key facilities likely to encourage past and non-users of MARC to use the Centre.

The specific areas of concern are that there are not enough change rooms, showers and toilets to cater for demand; the condition, size and standard of the existing facilities is poor; and the lack of accessible and family change room facilities is a key concern. The impact upon people with a disability who are required to wait to access change rooms facilities is profound, and causes significant discomfort, frustration and at times embarrassment. The lack of family change room facilities not only creates difficulties for families but also creates operational challenges for staff associated with the age limit for children being allowed in change rooms with their parents.

Accessibility: Improving the physical accessibility of MARC underpinned much of the information gathered through the consultation. Particular areas for improvement are the number, condition and location of accessible change rooms, ramp access into the water spaces, the availability of more accessible car parking close to the Centre entry and access to the gym facilities. The limited availability of accessible change facilities close to the warm water therapy pool was a key area of concern and as noted above, has a profound impact upon people with a disability or mobility issue who must often wait to access the existing accessible change rooms facilities.

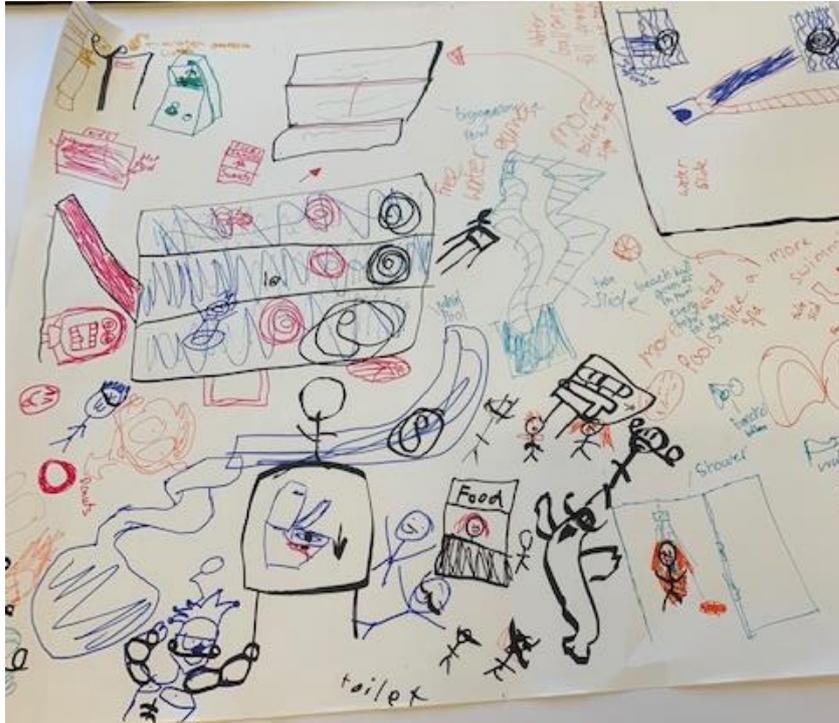
Car Parking: The availability and accessibility of car parking was raised consistently as a key area of concern. Specifically, the lack of accessible car parking, frustration that people are using the MARC car park when they are not accessing the Centre, pedestrian safety and the need to monitor the drop off zone were raised many times throughout the consultation. To demonstrate how important car parking is to the operation of the Centre, over 90 percent of people who completed the survey of existing users travel to MARC by car. This suggests that Council needs to give careful consideration to the future provision of car parking at MARC, and that it may be challenging to encourage Centre users to make use of other forms of transport to access the Centre.

I have missed classes and been late for appointments because I have been unable to find a car park. There have also been times that I have given up and gone home as no parking was available. MARC Existing User Survey Respondent, December 2018

Water Play Facilities: For the children, water play facilities are very important. The wave pool was identified many times as the facility children most like about MARC, but interestingly it is also one of the things they would most like to change about the Centre by making the pool bigger or having longer and bigger waves.

Having diving boards, a diving area and the opportunity to dive outside a swim lesson was also raised frequently by the children as something they would like to see at MARC. Other water play suggestions raised multiple times included Tarzan swings, a giant bucket of water that tips when full, and a lazy river, but the number one suggestion was waterslides.

Overall this suggests the children value the wave pool but would like to have a wider variety of water play equipment available at MARC. Consistent with this, the existing user survey results show a strong interest in having more contemporary and different water play experiences at MARC.



Glendale Primary School Year 4 Students Ideal Aquatic Leisure Centre Design, February 2019

Opening Hours: While the feedback from existing users indicated they were generally satisfied with the opening hours of the Centre, they also requested an extension to opening hours and this was raised through most aspects of the consultation program. In particular the limited opening hours of the outdoor pool was raised with some suggestion they should be extended during wintertime.

Operational: While the outcomes from the consultation indicate participants were generally focused upon current or future facilities, there was some feedback about the existing operation of the Centre. This included consistent feedback:

- That the cleanliness and hygiene of the facility needs to be improved, particularly the in the change rooms and pools.
- That the quality of the fitness staff is variable.
- About the lack of monitoring and enforcement of rules such as swimming in appropriate lap lanes, use of the spa, and people entering through the members area when they are not a member of MARC.
- About the learn to swim program including the amount of absenteeism amongst the teachers, variability in the quality of the teaching, the lack of teaching for the individual

needs of children, and the lack of communication when there are changes to teaching staff or the location of classes.

Outdoor Pool and Space: While feedback about the outdoor pool was more limited, improving its usability was raised multiple times, including having more shade around and over the pool, having barbecue and picnic facilities, and developing an outdoor playground or play area.

Areas of Least Importance: Overall, the aspects that were of lower importance were providing childcare facilities and services, the steam room, the sauna and the spa and online booking capability.

Assessment of Needs and Priorities

In assessing the overall needs of the community for aquatic leisure facilities, services and programs, the consulting team has considered all aspects of the background research. In addition, they have considered the following principles:

- Accessibility and services for whole community
- Providing a platform for social connection
- Financial sustainability
- Provision of facilities that facilitate improved health and well-being.

The following sections identify the key areas of need and the recommended response, along with the recommended capital investment priorities.

Key Areas of Need and the Recommended Response

- 1. *There is growing demand to support the needs of people aged 50 years or older, frail aged, people with a disability and people with chronic health issues. In addition, it is evident MARC does not support the health and wellness needs of multicultural communities.***

A number of the existing facilities at MARC are not able to effectively support the needs of these community members including the warm water program pool, spa, sauna and steam room, and accessible change rooms. The warm water program pool in particular is considerably smaller than contemporary designs, and consequently is a highly contested space with programming taking priority over use by individuals. In addition, there are insufficient accessible changeroom facilities and no changing places facilities to support people using the warm water program pool.

The spa is located in the main pool hall remote from the steam room and sauna. This is inconsistent with contemporary aquatic design which brings facilities like the spa, sauna, steam room and warm water program pool together in aquatic wellness zones.

RECOMMENDED RESPONSE

- Expand the warm water program pool (WWPP) space either by increasing the size of the existing WWPP or developing an additional WWPP.
- Increase the number of accessible change rooms including providing changing places facilities. Ensure they are located to effectively support people with a disability or mobility issues accessing all parts of the Centre, but particularly the warm water program pool.
- Increase the size of the spa, sauna and steam room, bringing these facilities together with the warm water program pool /s to create an aquatic wellness zone.

- 2. *User amenity and accessibility is compromised by a number of factors including the lack of car parking including accessible car parking close to the Centre entry, the poor condition and small size of general change rooms, the lack of ramp access into the water spaces, and lack of accessibility to the health and fitness facilities located on the second level.***

Benchmarking indicates that with 1 million visitors per annum MARC should have 400 car parks whereas it has 300 car parks.

The condition, size and availability of change room facilities (general, family and accessible) is a primary area of concern and frustration for existing and past users of the Centre, and is one of the top three aspects they would like to see changed about MARC.

Disability access and principles of Universal Design must underpin the future design and development of MARC ensuring it can be used by everyone.

RECOMMENDED RESPONSE

- Increase the amount of car parking available, including accessible car parking located close to the Centre entry. Car parking should be expanded to 400 spaces to cater for existing visitations, but any expansion to other facilities at MARC is likely to require additional car parking to cater for increased visitations.
- Increase the general change rooms available in the Centre ensuring they are located to effectively support people using the various facilities throughout the Centre.
- Implement principles of Universal Design addressing accessibility throughout the Centre, including providing ramp access to the water spaces and disability access to the second level of the Centre.

- 3. *The dry health and fitness facilities at MARC are considerably smaller than contemporary centres and the quality of secondary group fitness spaces are below industry standard.***

People using the Centre experience significant difficulty accessing equipment in the gym and group fitness classes at peak times because of the small size of the spaces. While MARC faces significant competition from the private sector in the dry health and fitness space, private operators typically focus upon able-bodied people, aged between 20 and 50. MARC can provide services to this market sector, however there is opportunity to improve overall service provision in the health and fitness space by focusing on people over 50, first time users, people with chronic health issues and people with a disability.

RECOMMENDED RESPONSE

- Increase the size of the dry health and fitness facilities.

4. *There will be consistent demand for programs, services and facilities to support children and families such as water play facilities, learn to swim programs and family change facilities.*

The existing wave pool at MARC offers a unique experience and this was reinforced by the children who participated in the consultation program identifying the wave pool as something they 'like the most' about MARC. It is however, also one of the things they would most like to change about MARC, highlighting the wave pool does not offer the variety of water play options of more recently developed centres. In addition, the sight lines around the other water play features at MARC are poor and require high levels of supervision.

Family change facilities are very poorly provided for at MARC. While interim solutions have been implemented to help address this gap, the lack of family change facilities remains a key area of concerns for users of the Centre.

MARC has a large amount of aquatic space available for swim lessons and there are high levels of swim school service provision within relatively close proximity to the Centre. Combined these factors suggest any future growth in demand for learn to swim can be managed by existing service providers, and there is limited pressure for expansion of the MARC learn to swim areas.

RECOMMENDED RESPONSE

- Redevelop the wave pool into a water play space with an increase variety of equipment and contemporary water play experiences.
- Increase the family and group changerooms available in the Centre, ensuring they are located to effectively support use by families.

5. *A number of operational issues and opportunities have been identified in relation to MARC.*

Cleaning and maintenance. The cleanliness and hygiene of the change rooms and pools is of particular concern for users of MARC, as is the length of time it takes for equipment or fixtures to be repaired. The high levels of visitation MARC receives along with the limited and small size of change room facilities exacerbates this further.

Delivery of the learn to swim program. Specific concerns for existing and past users of MARC are the amount of absenteeism amongst the teachers, the variability in the quality of the teaching, the lack of teaching for the individual needs of children, and the lack of communication when there are changes to teaching staff or the location of classes.

Limited use of MARC by people from multicultural backgrounds. With nearly 50 percent of people living Monash were born overseas, this means large parts of the Monash community are not accessing MARC.

Cost is a barrier to people using MARC. In particular, the cost for older adults and pensioners to access programs and services, the lack of flexible membership options available to the community, and the cost of accessing programs and services casually. The aquatic leisure industry has typically

applied concession pricing of between 10 and 20 percent as occurs at MARC, but this will not make the Centre accessible for people with reduced capacity to pay. In recent years some local councils have introduced vastly different concession pricing for their aquatic leisure centres. For example, the City of Hume has set concession pricing at 50 percent of the full cost of accessing services and programs at their leisure centres.

Extended opening hours. There is some demand from existing users of MARC to offer more extended opening hours although limited interest in 24/7 access. It is likely the demand for extended opening hours will increase because private operators have been so active in this space. There is opportunity to review existing opening hours, and there may be opportunity in the future to offer access to some parts of the Centre (e.g. the gym), while other parts of the Centre remain closed. However, this will require capital investment to deliver.

Merchandise sales at MARC are well below the level of larger centres with comparable annual visits. While the layout of the reception and merchandise area clearly impact upon sales, there may be opportunity to improve merchandise sales through some minor alterations, training of staff and implementing marketing or promotion campaigns. The layout of the merchandise space should also be considered as part of any major redevelopment of the facilities at MARC.

Childcare services at MARC are delivered by an external agency who lease the space from Council. The service has almost no relationship to MARC and does not structure its fees or session times to support programs or activities occurring at MARC. People who participated in the consultation indicated childcare services were of lowest importance to their future use of MARC.

RECOMMENDED RESPONSE

- Review the cleaning and maintenance arrangements for the Centre with the aim of delivering a higher standard of service.
- Review the learn to swim program identifying changes to be made to address the concerns of families accessing the program.
- Work with agencies who support multicultural communities to develop programs and initiatives that will meet the needs of people from multicultural backgrounds.
- Review the fees and charges for Council's aquatic leisure facilities and programs, and develop a pricing policy that genuinely removes cost as a barrier to accessing these facilities and programs.
- Review the existing opening hours of MARC and assess the viability of and demand for extended opening hours.
- Review the approach to merchandise sales and identify strategies that will both increase sales and improve the overall efficiency and viability of the service.
- Cease the delivery of childcare services from MARC and identify options for alternate uses of the space.

Capital Investment Priorities

High Priority	Medium Priority	Medium to Low Priority
<ul style="list-style-type: none"> • Increased warm water program space • Relocated spa, and expanded sauna and steam room • Additional car parking • Increased general, family and accessible change facilities including changing places facilities 	<ul style="list-style-type: none"> • Expand the dry health and fitness facilities and • Address disability access to the second level of the building 	<ul style="list-style-type: none"> • Water play • Group change rooms

In addition to the specific capital investment priorities listed above, it is recommended that any design and development initiatives for MARC give careful consideration to:

- Universal Design principles.
- The opportunity and requirement for technology which will deliver better customer experiences and efficiency outcomes.
- The opportunity and requirement for environmentally sustainable design initiatives that will reduce the environmental footprint of MARC and deliver operational efficiencies.

Footnotes

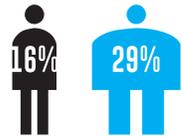
- ⁱ Australian Institute of Health and Welfare (AIHW) 2016, Overweight and obesity, Australian Government retrieved 16 December 2016 <http://www.aihw.gov.au/overweight-and-obesity/>
- ⁱⁱ Vic Health Action Agenda for Health Promotion 2016 Update, p.19, retrieved 16 December 2016, <https://www.vichealth.vic.gov.au/search/2016-action-agenda>
- ⁱⁱⁱ Department of Health, statistical profiles of each LGA in region, retrieved 22 September 2016, https://www2.health.vic.gov.au/getfile/?sc_itemid=%7bCC317C15-E941-457B-81BD-E7E207103800%7d
- ^{iv} World Health Organisation 2010, Global Recommendations on Physical Activity for Health, World Health Organisation, retrieved 16 December 2016 http://apps.who.int/iris/bitstream/10665/44399/1/9789241599979_eng.pdf
- ^v Vic Health, Indicators Survey 2015 Results, retrieved 15 November 2016, <https://www.vichealth.vic.gov.au/media-and-resources/publications/vichealth-indicators-lga-profiles-2015>
- ^{vi} Australian Government Department of Health, April 2019, Australia's Physical Activity and Sedentary Behaviour Guidelines and the Australian 24-hour Movement Guidelines, retrieved 15 May 2019, <http://www.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-phys-act-guidelines#npa1864>
- ^{vii} VicHealth, January 2019, Feeling Lonely? You're not alone, retrieved 15 May 2019, <https://www.vichealth.vic.gov.au/media-and-resources/publications/feeling-lonely>
- ^{viii} Royal Life Saving, 2018, National Drowning Report 2018, retrieved 15 May 2019, <https://www.royallifesaving.com.au/facts-and-figures/research-and-reports/drowning-reports>
- ^{ix} Shane Gould, From the Edge, 'The Pool', Architecture, Culture and Identity in Australia (2016)
- ^x Sport and Recreation Victoria, (nd) Phillip Saikly Presentation
- ^{xi} Profile.id, City of Monash Community Profile and Population Forecast. Accessed December 2018: <http://profile.id.com.au/monash/>
- ^{xii} Profile.id, City of Monash Community Profile. Accessed December 2018: <http://profile.id.com.au/monash/>
- ^{xiii} Profile.id, City of Monash Community Profile and Population Forecast. Accessed December 2018: <http://profile.id.com.au/monash/>
- ^{xiv} Profile.id, City of Monash Community Profile and Population Forecast. Accessed December 2018: <http://profile.id.com.au/monash/>
- ^{xv} Profile.id, City of Monash Community Profile. Accessed December 2018: <http://profile.id.com.au/monash/>
- ^{xvi} Profile.id, City of Monash Community Profile and Population Forecast. Accessed December 2018: <http://profile.id.com.au/monash/>
- ^{xvii} Profile.id, City of Monash Community Profile. Accessed December 2018: <http://profile.id.com.au/monash/>
- ^{xviii} Profile.id, City of Monash Community Profile. Accessed December 2018: <http://profile.id.com.au/monash/>
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- ^{xx} Profile.id, City of Monash Community Profile and Population Forecast. Accessed December 2018: <http://profile.id.com.au/monash/>
- ^{xxi} Profile.id, City of Monash Community Profile. Accessed December 2018: <http://profile.id.com.au/monash/>



2 in 3 Australians are overweight / obese



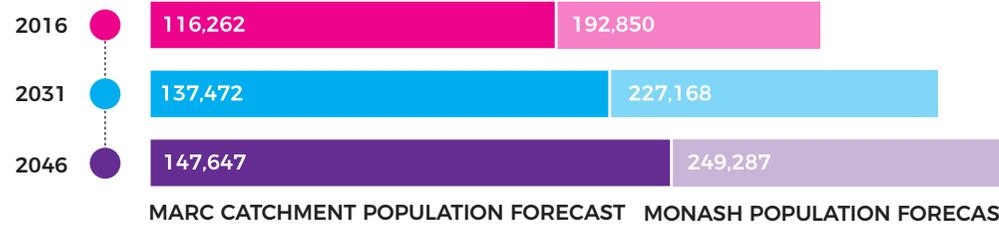
1 in 4 Australian children are overweight / obese



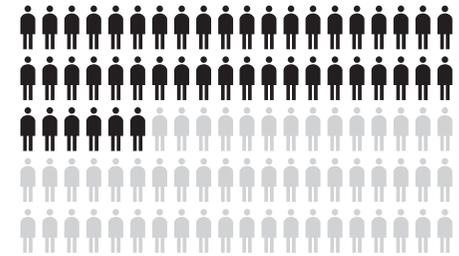
16% 1980 29% 2016
Increase in obesity in Australia



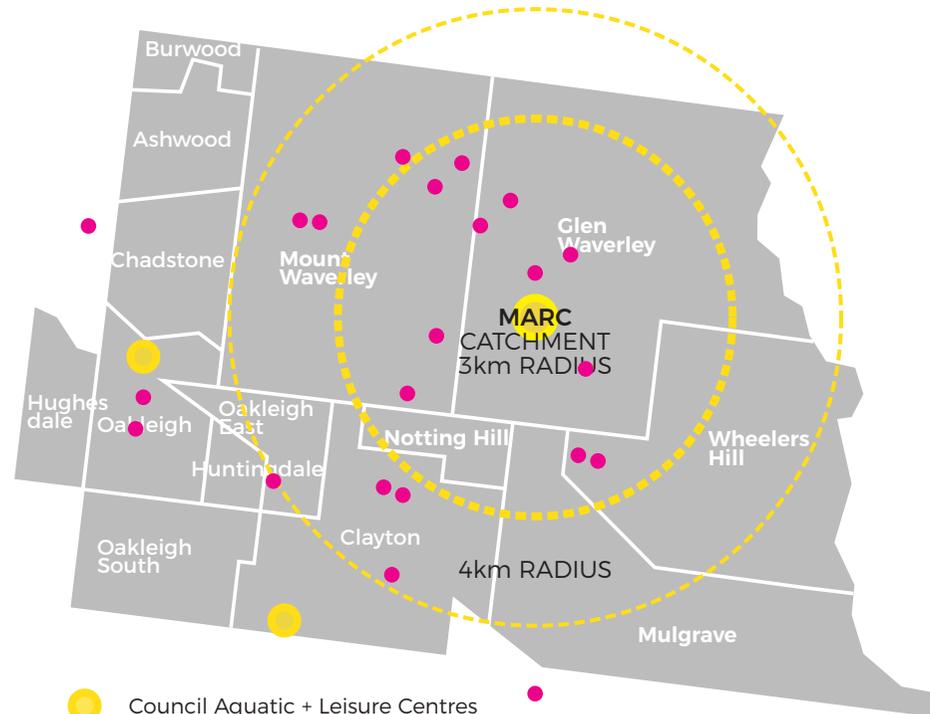
2 in 3 Australians over 65 are inactive



1 in 3 residents of Monash are overweight / obese



47% MARC catchment were born overseas



- Council Aquatic + Leisure Centres
- Private health + fitness centres



25%

MARC catchment are over 60 years of age



5,367

residents in the MARC catchment have a disability



\$1,516 / week

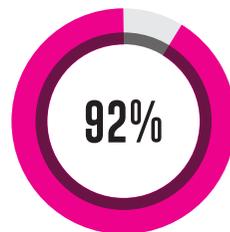
MARC catchment median income



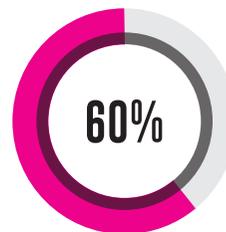
1 in 5 households earn \$0 - \$740 per week

MONASH AQUATIC + RECREATION CENTRE

CATCHMENT DEMOGRAPHICS

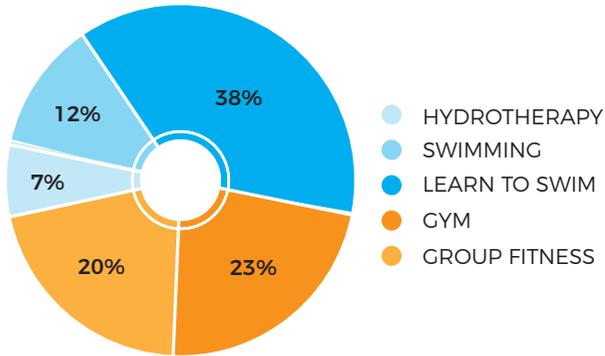


MARC users live within 10 minutes drive of MARC

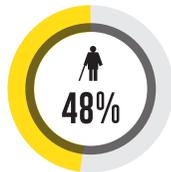


Monash residents live in the MARC catchment

TOP ACTIVITIES USED AT MARC



ARRIVE BY CAR

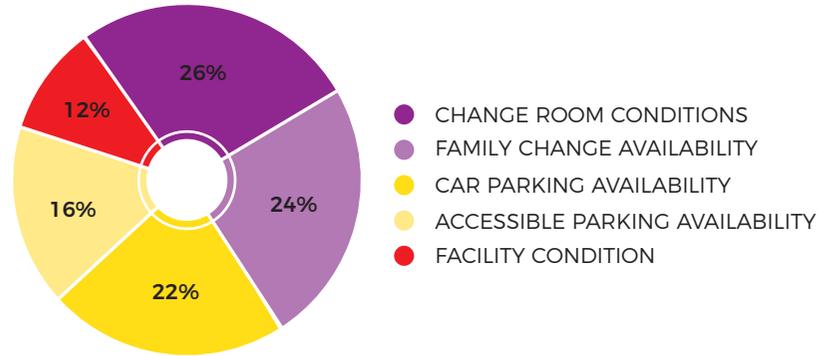


ARE >50 YEARS

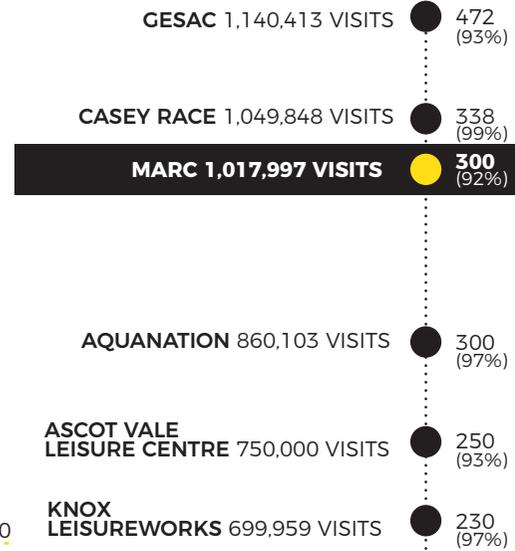


ARE FAMILIES

USER DISSATISFACTION WITH EXISTING AMENITIES



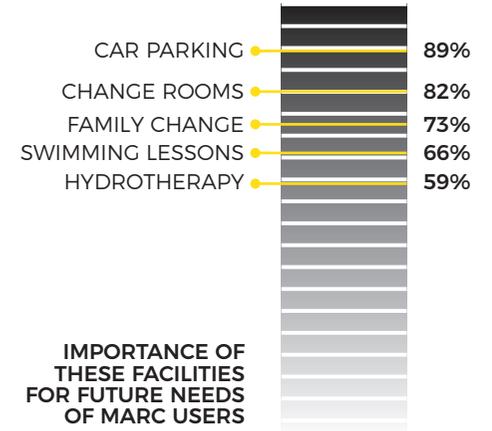
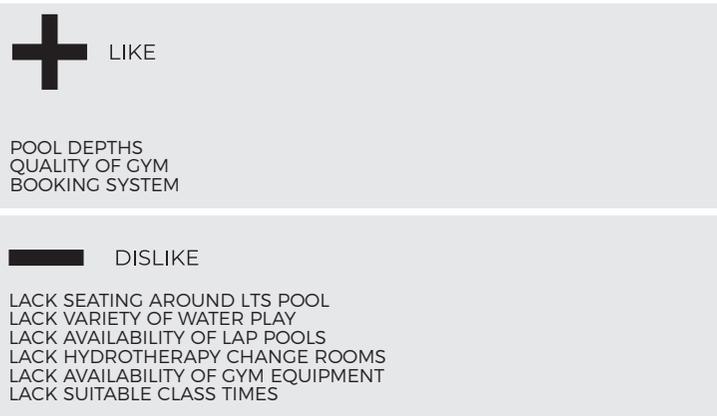
ANNUAL VISITS TO VARIOUS AQUATIC + LEISURE CENTRES



1,017,997 VISITS IN 2018

MONASH AQUATIC + RECREATION CENTRE

EXISTING USER SURVEY





ENTRY + RECEPTION

Multiple entry points encourage 'tailgating' which has resulted in loss of revenue. Location of the reception desk does not capture all patrons entering. Space and location of retail not adequate resulting in merchandise revenue that is **45%** below industry average



ACCESS

Most main access and paths of travel in the facility are not compliant to current standards including all stairs, lifts, corridors. All pools lack equitable access.



PARKING + TRAFFIC

Car park is 96% occupied and congested during peak hours. Difficulties exiting right onto Waverley Road. 2m drop zone used incorrectly. Group buses not utilizing bus drop. Inadequate turning circles for service vehicles.



CHANGE ROOMS

All change rooms and toilets are non-compliant. No changing place is provided. Only 4x family change rooms to service 3000 LTS students per week.

ASSET CONDITION

MONASH AQUATIC + RECREATION CENTRE

OPEN SINCE
2001



PLANT + EQUIPMENT

Plant rooms have restricted and non compliant access. Equipment and plant are nearing their end of life of 20 - 25 years. Additional plant cannot be housed in the current footprint. 4x filtration systems are shared by 11 water bodies.



WAVE POOL

Wave pool requires 7x lifeguards to supervise due to line of sight issues



HYDROTHERAPY

Warm water pool
Overcrowded. Pool equipment is stored around the pool. Seniors in wheelchairs are made to wait in line for a change room.

Spa
Overcrowded. Situated in a different pool hall.



ADMINISTRATION

Office space lacking for number of staff and contractors. Staff amenities inadequate and non compliant.



SERVICES

Main services are run in 8m high ceiling space across pool hall



CONDENSATION

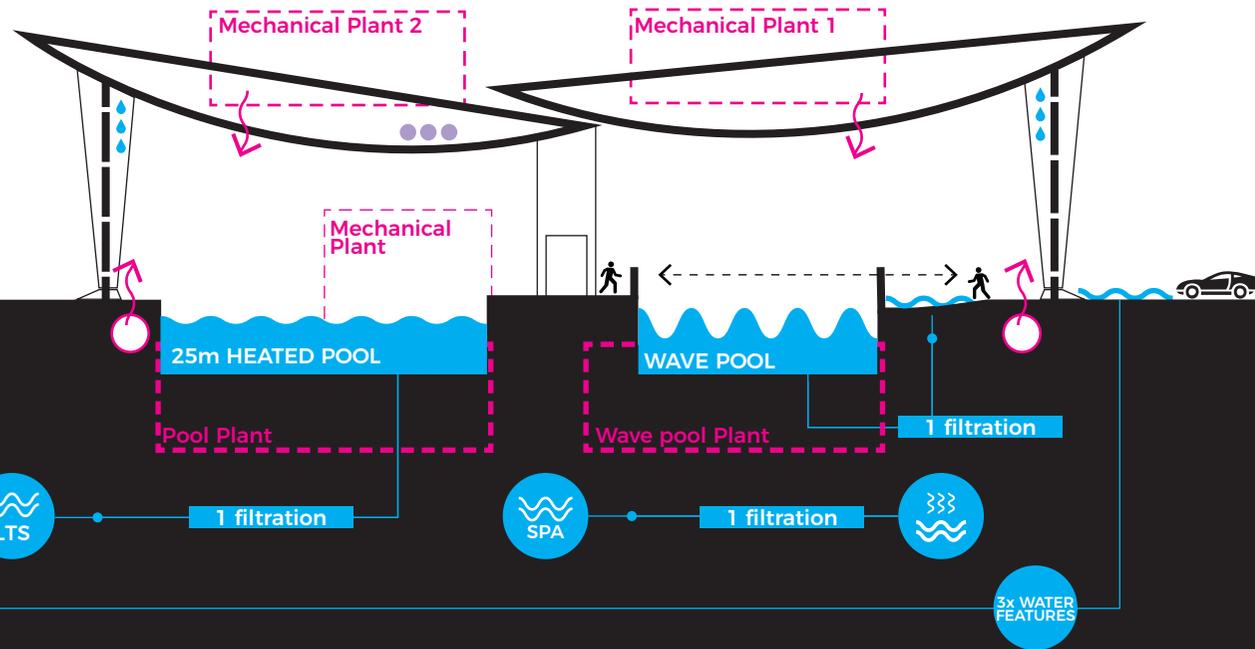
Condensation in pool hall is severely corrosive to building materials, fixtures, fittings and services.

IDENTIFIED ISSUES



TENNIS COURTS

Tennis courts are deteriorating and are not compliant to current standards.



MONASH AQUATIC + RECREATION CENTRE

OPERATIONAL COSTS

\$1,005,317.60

TOTAL ENERGY
CONSUMPTION IN
2018

MARC was completed at
a cost of :
\$16,643,062

TOTAL BILL :
\$390,588.60

POWER USAGE :
1,949,848kWH

TOTAL BILL :
\$203,994.63

WATER USAGE :
46,214kL

TOTAL BILL :
\$410,734.40

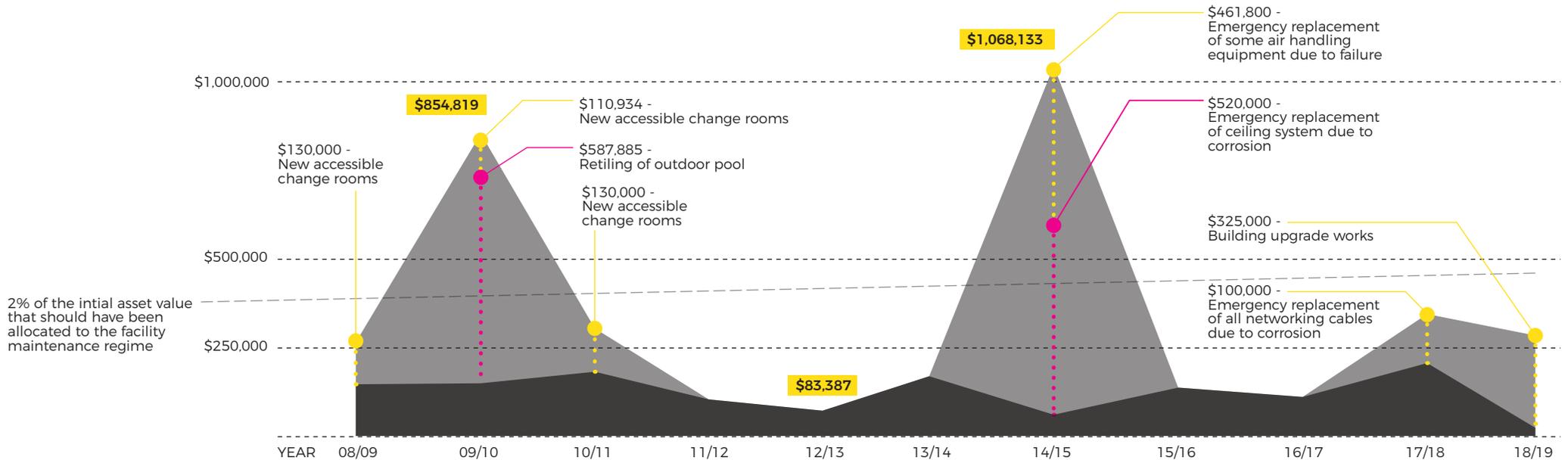
GAS USAGE :
30,051,624MJ

GREENHOUSE GAS :
1283.18GHG

The average household
occupied by a family uses
15,000kWH per year.

Enough to fill the outdoor
50m pool 18 times per
year.

The average household
occupied by a family uses
75.337MJ per year.



YEARLY MAINTENANCE SPEND FOR MARC

TRENDS

GYM MARKET OVERVIEW :

4 major fitness centres account for 63.5% of revenue;
Highly competitive market; 15-34 year olds are over-represented;
Industry is in a mature life cycle stage

MAJOR OPERATIONAL TRENDS :

High level of personal service;
High quality LTS programs;
Perpetual LTS programs 44-52 weeks per year;
Customer focused marketing approach;
Wearable technology;
Customer expectation of technological connectivity

DESIGN TRENDS :

Dedicated LTS pools; Provide leisure and interactive water play;
Increase hydrotherapy;
Increase family and group change facilities;
Provision of flexible community meeting spaces;
Increasing reliance on technology;
Reducing energy usage;
Cafe to be 'pulse' areas;
Introduce concierge concept;
Investigate methods of engaging 12-18 year olds;
Provision of all gender change places

LEARN TO SWIM MARKET OVERVIEW :

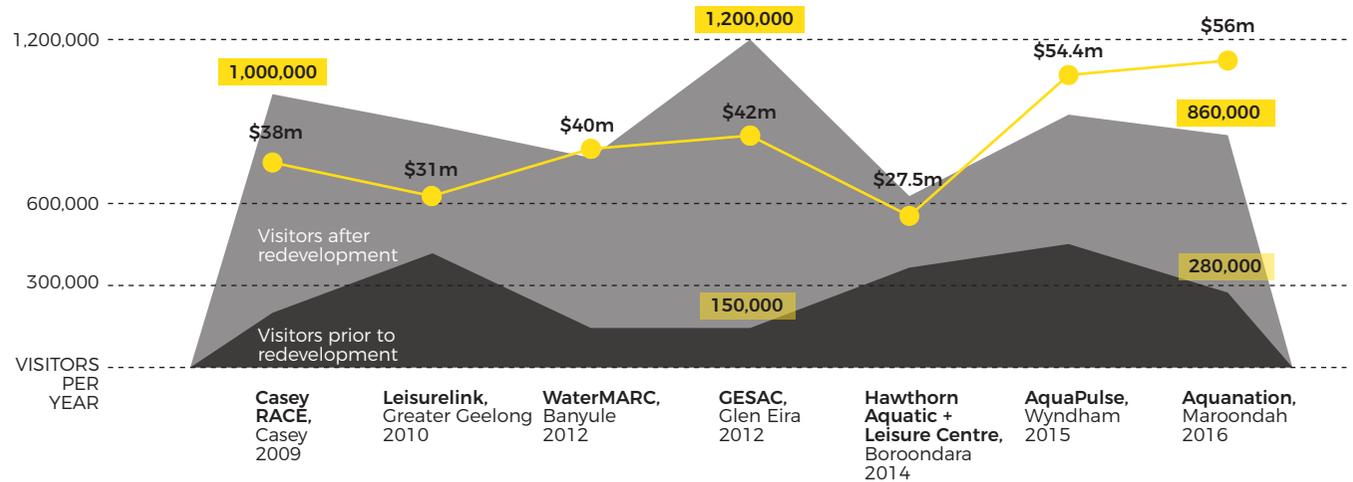
Growth will continue due to desire to make children safe;
Victorian Government's \$9.8M funding towards swimming lessons

OPPORTUNITIES FOR MONASH :

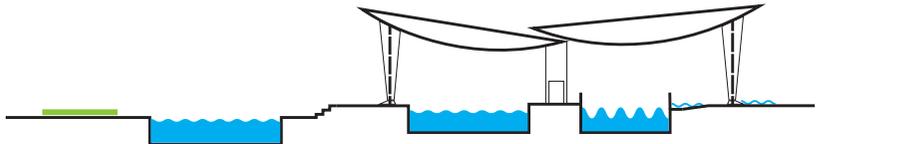
Financial benefits from LTS programs;
Group fitness can be a point of difference to private fitness competitors;
Cater for aging population via an increase in hydrotherapy programs;

MONASH AQUATIC + RECREATION CENTRE

INDUSTRY TRENDS + BENCHMARKING



RELATIONSHIP BETWEEN REDEVELOPMENT SPEND & PATRONAGE



1. ASSET CONDITION + ISSUES + USER DISSATISFACTION

Maximize opportunities for older residents to participate in healthy activities
AGE FRIENDLY MONASH 2015 - 2020

Active and Healthy : Encourage and support regular physical activity

A HEALTHY AND RESILIENT MONASH: INTEGRATED PLAN 2017-2021

Engaged, Confident and Connected : Be responsive, flexible and creative in responding to existing and emerging community needs

Safe and Respectful : A city where every single member of the community is important

The city's places and spaces are safe, welcoming, respectful and inclusive of all genders
GENDER EQUITY STRATEGY 2015-2020

MARC had been identified as high priority for redevelopment under this framework

ACTIVE MONASH CAPITAL WORKS PRIORITIES FRAMEWORK

Council assets will be accessible, safe and suitable for community use

ASSET MANAGEMENT PLAN AND POLICY

Council complies with all legislative and regulatory obligations

2. MONASH PROMISES

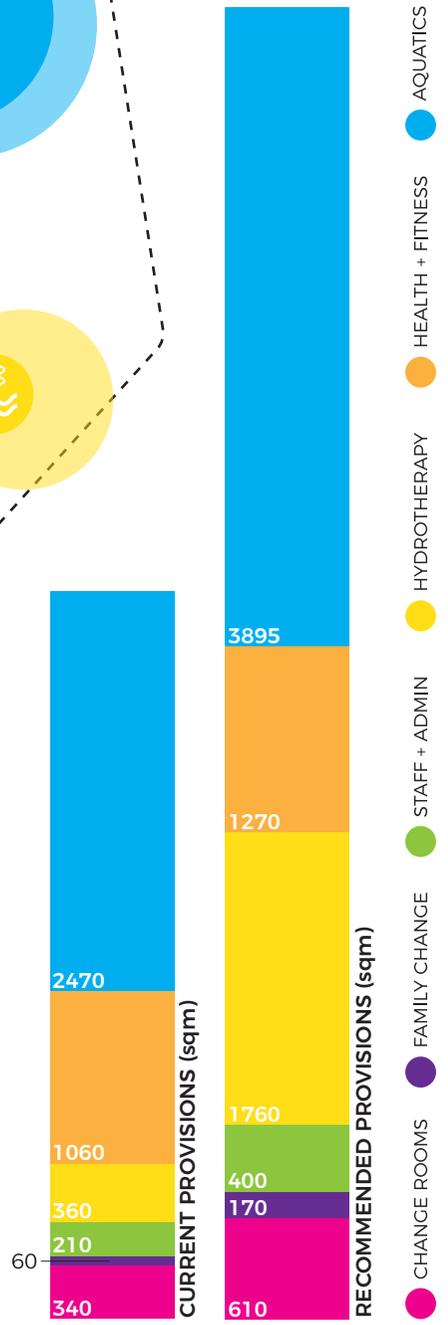
MONASH AQUATIC + RECREATION CENTRE

FUTURE CONSIDERATIONS

- EXPLORE TECHNOLOGICAL INNOVATION
- INCREASE REHABILITATION
- MAXIMIZE SERVICE PROVISION
- REDUCE ENERGY CONSUMPTION
- INCREASE AFFORDABILITY
- BETTER ACCOMMODATIONS FOR STAFF + ADMIN
- IMPROVE AMENITIES
- INVEST IN A MAJOR ASSET
- IMPROVE AQUATICS
- IMPROVE HEALTH + FITNESS
- IMPROVE PARKING + TRAFFIC

3. ACTIONS

4. SOLUTION



- AQUATICS
- HEALTH + FITNESS
- HYDROTHERAPY
- STAFF + ADMIN
- FAMILY CHANGE
- CHANGE ROOMS

**Appendix C: Ways of Encouraging People to be Physically Active
Monash 2021 And beyond Survey Results (May 2017)**

Ways of encouraging people to be physically active
Monash City Council - 2021 And Beyond Survey
(Number and percent of respondents providing a response)

<i>Response</i>	<i>Monash</i>		<i>Male</i>	<i>Female</i>
	<i>Number</i>	<i>Percent</i>		
Increased promotion of what's available locally	598	71.8%	74.5%	72.2%
More free activities or lower fees / charges	597	71.7%	64.5%	78.1%
Programs and opportunities that cater for people of different ages and disabilities	473	56.8%	50.3%	62.2%
Focusing more on non-competitive activities	327	39.3%	39.0%	40.6%
Spreading knowledge about the benefits of being physically active	288	34.6%	44.5%	29.7%
Better facilities	277	33.3%	44.1%	28.1%
Improved safety at / around facilities	234	28.1%	30.3%	27.0%
Increased availability of child care or respite care	219	26.3%	15.2%	33.7%
More information in languages other than English	194	23.3%	18.6%	26.2%
More female teams at local clubs	112	13.4%	14.5%	13.0%
Other	61	7.3%	7.6%	6.9%
Total responses	3,380		1,169	2,122
<i>Respondents identifying at least one way to encourage people to be physically active</i>	<i>785</i> <i>(94.2%)</i>		<i>281</i> <i>(96.9%)</i>	<i>482</i> <i>(94.9%)</i>