LAKE MACQUARIE AQUATIC FACILITIES STRATEGY

VOLUME 2 - ENGAGEMENT REPORT







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Contents

1.	Intro	duction		1	
	1.1	Purpose	e and Objectives	1	
	1.2	The Study Approach			
	1.3	The Eng	gagement Approach	2	
		1.3.1	Phase 1 – Stakeholder Engagement	2	
		1.3.2	Phase 2 - Broader Community Engagement	2	
		1.3.3	Public Exhibition	2	
2.	Phas	e 1 - Stake	eholder Engagement	3	
	2.1	Project	Control Group	3	
	2.2	Council Officer Workshops			
		2.2.1	What is working well now? What should we continue doing?	4	
		2.2.2	How can we improve what we are doing?	5	
		2.2.3 like?	Vision – In the next 20 years, what should the aquatic facility network in Lake M $$	acquarie look	
		2.2.4	Other opportunities, issues or considerations	5	
	2.3	Swimm	ing Clubs	6	
		2.3.1	Key Findings	8	
	2.4	2.4 Private Operators		8	
		2.4.1	Key Findings	11	
	2.5	Neighb	ouring Councils	11	
		2.5.1	Key Findings	13	
	2.6	.6 Government and Industry Organisations		13	
		2.6.1	Office of Sport	13	
		2.6.2	Venues NSW & Hunter & Central Coast Development Corporation	14	
		2.6.3	Swimming NSW	14	
		2.6.4	Royal Life Saving NSW	15	
	2.7	Summa	ry of Phase 1 Engagement	16	
3.	Phas	e 2 - Broa	der Community Engagement	18	
	3.1	Online :	Survey	18	
		3.1.1	Respondent Demographics	18	
		3.1.2	Facility Utilisation	19	
		3.1.3	Options Analysis Report - Proposed Aquatic Facility Hierarchy	26	
		3.1.4	Options Analysis Report - Proposed Facility Improvements	26	
	3.2	Informa	ation Sessions	27	
	3.3	Key Use	er Group Meetings	28	
	3.4	Summa	rry of Phase 2 Engagement Findings	28	
4.	Warr	ranties and Disclaimers29			

1. Introduction

Lake Macquarie City Council currently owns six swim centres, with four managed directly by Council and two managed via contract. The swim centres provide important recreational swimming, lap swimming, aquatic fitness and water safety/ learn-to-swim opportunities for Lake Macquarie residents.

Council has commissioned a new Aquatic Facilities Strategy to replace its existing Pool Service Delivery Model, which is now outdated and no longer reflects Council and community aspirations and needs.

1.1 Purpose and Objectives

The purpose of the project is to:

"Deliver an Aquatic Facilities Strategy that provides the strategic direction for the provision, development and management of Council's Swim Centres for the next 20 years".

The objectives of the project are:

- A sustainable provision and development standard level framework based on sound planning and industry
 best practice, identifying the number and type of swimming centres mix required to meet community needs
 now and into the future
- Consider the asset remaining lifespan of each of the existing swimming centres and the key actions, costs and timeframes required to maintain the continued delivery of this service
- Identify the preferred facility mix for each swimming centre, including wet and dry facilities and the estimated capital and operational costs, to meet community needs now and into the future
- An analysis of the capital and operational costs differentiation between maintaining the current mix of facilities into the future against alternate facility mix options for each swimming centre
- Prioritisation of recommended future major works, including options for development and replacement works
- Provision of a funding plan for the recommended actions from the strategy within identified budget constraints
- Engagement with the community and stakeholders in the development of this strategy
- Provide independent advice on the range of service delivery options available and their suitability to Council's six swim centres including but not limited to contract and lease options, Council managed, third party operated and any industry alternatives including relevant case study examples.

1.2 The Study Approach

The project involves a five-stage methodology as detailed below. *This report provides a summary of background research undertaken in Stage 1 to inform future project stages.*



1.3 The Engagement Approach

An engagement plan has been established for the preparation and development of the Lake Macquarie Aquatic Facilities Strategy. The purpose of the engagement is to help inform, consult and collaborate with a range of stakeholders at various stages of the studies development.

1.3.1 Phase 1 – Stakeholder Engagement

Phase 1 of the engagement process involves consultation with a range of external stakeholders including industry and governing bodies. Stakeholder engaged as part of this phase of engagement included:

- The Project Control Group
- Various section of Lake Macquarie City Council
- Private pool operators within the LGA
- NSW State Government representatives for the Broadmeadow Sports Precinct
- Swim Clubs that currently utilise Council's Swim Centres
- Current operators of contracted Council Swim Centres
- Swimming NSW
- Royal Life Saving
- Neighbouring Councils of Newcastle, Maitland, Central Coast and Cessnock.

This engagement sought information relating to contemporary aquatic and leisure facility trends; key facility provision, design strategies and learnings; and future opportunities and constraints to consider for Lake Macquarie City Council.

1.3.2 Phase 2 - Broader Community Engagement

A second phase of engagement actively involved community and stakeholders. This phase of engagement included:

- Awareness raising including signage at centres over the summer period with QR codes to register interest in the Strategy
- Online Survey An online survey was made available to the public to provide feedback on the proposed preferred facility mix at each Swim Centre. This survey involved a mix of quantitative and qualitative survey questions that were designed to test the options for each site.
- Information Sessions In person with community members to discuss the proposed directions and identify key areas that may require further planning and investigation.

In addition, clubs that use Lake Macquarie City Council owned facilities were also provided with the opportunity to meet with members of the project team.

1.3.3 Public Exhibition

The draft Strategy will be placed on public exhibition and be supported by an online survey to seek community and stakeholder feedback.

2. Phase 1 - Stakeholder Engagement

2.1 Project Control Group

A Project Control Group consisting of representatives from various sections of Lake Macquarie City Council and representatives from Otium Planning Group. Key feedback received from the Project Control is outlined below.

Meeting of 5 November 2021

The purpose of this meeting was to provide an overview of purpose, methodology and objectives of the Strategy. A workshop session formed part of the meeting designed to capture the group's initial thoughts on the overarching vision of the strategy as well as opportunities and constraints.

Vision

- o Point of difference across the network/ avoid duplication
- Equity across the sites
- Something for everyone different markets
- o Destinations for all
- o Affordable for the community
- Leverage locations with a place-based approach
- Develop community hubs
- Maximum involvement.

Opportunities

- o Place based approach
- Link with community infrastructure. i.e., Speers Point Park.
- Enhancing food and beverage offerings
- Align to LMCC Business Canvas Model
- Co-location with other community infrastructure
- Learn to swim and opportunities for lifelong skills linked to social responsibility and cost recovery
- Dry facilities such as health and fitness (with consideration to private market)
- Other spaces and services to increase operational efficiencies. i.e., Allied health
- ESD and sustainability.

Constraints

- Lack of leisure water
- Private aquatic market is large in Lake Macquarie
- o Locations are fixed/ extremely difficult to relocate
- o Impact of Newcastle pools planning including the Broadmeadow Precinct
- Budget Capital and operational including asset maintenance and renewal
- Valentine Pool Issue Community run pool on Council land. Council has previously resolved not to take over the management of this site.

Meeting of 7 December 2021

The purpose of this meeting was to provide an update on the background research and consultation completed to date. Key feedback received included:

- Need to consider and map private and public facilities outside the LGA that may have overlapping catchment areas
- Consider ATUNE Health Centre in Cardiff and their hydrotherapy pool
- Need to consider athlete pathway. i.e., one pool earmarked as high-level competition and training
- Consideration and analysis of all management models
- Minor updates to the background report such as Speers Point not having separate water treatment systems.

2.2 Council Officer Workshops

Otium Planning Group conducted six workshops with various Council officers between 22 November and 1 December 2021. Council sections represented at these workshops included:

- Leisure Services (operations and management)
- Asset Management (management)
 - o Community Asset Management
 - Recreation and Land Planning
- Environmental Systems (management)
 - Asset Optimisation
 - Circular Economy
- Arts, Culture and Tourism
- Integrated Planning
- City Works
 - o City Buildings
- Community Planning.

Key findings from these workshops are summarised in the following themes:

2.2.1 What is working well now? What should we continue doing?

- Good distribution connected to town centres/ close to population
- Good provision of 50m and 25m pools
- Customer service and satisfaction is high. Customers value the community "feel" of the centres
- Outdoor areas are well valued
- A diversity of accessible programs including L2S and specific programs for ATSI and CALD communities
- · Warm water and accessible facilities at Toronto are well used for rehabilitation and people with disabilities
- Asset management good framework and plan for renewal
- Relationships with schools and service providers
- Access and inclusion
- Data collection is good around capacity management.

2.2.2 How can we improve what we are doing?

- Co-location of facilities including non-aquatic facilities
- Continually reviewing season and hour of operation. Swansea as a 12month pool was identified
- Continually reviewing program and service offerings to ensure they are relevant and meeting community expectations
- · Partnerships and promotions. i.e. Sporting groups
- Event content that can be linked to tourism outcomes
- Aquatic water play ranging from slides such as Lambton through to open water areas such as South Bank, Brisbane and wave parks such as Urban Surf in Melbourne.
- Food and Beverage including beyond the centre
- Strategic asset renewal consider best options around repair v replace and the timing of works
- Increase provision of warm water pools
- Swansea has opportunities to grow learn to swim and other offerings with little competition in the area (no current parking)
- Data collection more detail about visitations and automation of systems is an opportunity
- Becoming more operationally efficient water and energy. Reduce reliance/ use of gas
- Asset management become less reactionary and more proactive
- Communication between sections have clear roles and responsibilities.

2.2.3 Vision – In the next 20 years, what should the aquatic facility network in Lake Macquarie look like?

- Fully utilised and activated for a range of activities and outcomes
- Sustainability environmentally and operationally
- Providing a point of different/ mix of components across the network (avoid duplication)
- Remain relevant/ adapt to changing aquatic trends and changing demographics
- Flexible design that can change and still be fit for purpose
- Desirable places to visit
- Cradle to grave offerings/ appeal to every market
- Smart cities use of technology to enhance customer convenience, obtain data that assist in future planning

2.2.4 Other opportunities, issues or considerations

- Flexible and innovate aquatic provision options
- Consider constraints of some sites for example, power supply might require upgrading as part of proposed expansion
- Complementary and supporting infrastructure such as charging stations for electric vehicles.

2.3 Swimming Clubs

Discussions were held with Swimming clubs who use Council operated pools to understand:

- Facility usage
- Observed trends in user needs or requests
- Satisfaction and opportunities for the swim centre
- Membership trends and opportunities.

All seven clubs identified as part of the study were contacted via email and follow up phone call, with one club receiving the questions via email, as requested, and were yet to return them at the time of the report. **West Wallsend Indoor Swim Club indicated that the club would be dissolving in the coming days of contact.** A summary of key outcomes for each club is provided below.

Area	Boolaroo Speers Point Swim Club
Facilities	Speers Point Swim Centre
Days and times of use	Mon: 7pm-8:30pm
	Tues: 5pm – 6:30pm
	Wed: 5pm – 6:30pm; 7pm-8:30pm
	Fri: 7pm-8:30pm
	Sat:
	Sun:
Programs/ activities	Coaching, Learn to Swim, Club swimming, Carnivals
Target demographic	All ages
Trends observed	Learn to Swim is increasingly popular, especially since Covid. There has also been
	increased demand for Learn to Swim in Adult. Affordability has been raised as a
	concern, and the club endeavours to ensure all Learn to Swim Classes are free.
Facility satisfaction and	Overall, the management and operation of the facility are good. There could be
improvements required	improvements in communication about improvements to ensure there is less impact on the club activities.
	impact on the dad activities.
	The facility is dated and potential improvements could include:
	 Access to an indoor/ enclosed pool to do Learn to Swim classes for babies
	Toilets should be upgraded to meet contemporary standards
	Overall the facilities associated with amenities, club facilities, kiosk, etc. need
	to be improved
	 Increased shade for spectators, including for school carnivals.
Membership trends	Current membership is approximately 200. Membership is cyclical in line with the
	Olympic Games. There was an increase this year due to the games. There is also
	an increase in adult Learn to Swim.

Area	Lake Macquarie Water Polo Club
Facilities	Swansea Swim Centre, Speers Point Swim Centre
Days and times of use	Wed: 5:30pm – 6:30pm
	Thurs: 5:30pm – 6:30pm
	Sat: Games 10am – 4pm
	Sun: Games 10am – 4pm
Programs/ activities	Water Polo, Come and Try days
Target demographic	Advertise to a younger demographic, however, cater to all age groups
Trends observed	There has been a strong growth in juniors, in particular in junior girls. There has
	also been strong growth associated with members attracting their friends to play.
Facility satisfaction and	Generally satisfied with the management and operation of the pools. The primary
improvements required	concern is the lack of a suitable pool within the Lake Macquarie Local

Area	Lake Macquarie Water Polo Club	
	Government. Speers Point is only suitable for juniors (too shallow), while Swansea is more suitable for depth, length is a concern. Changes to drainage at Speers Point has resulted in an unsuitable depth. Timing of maintenance and improvements could be improved to ensure there is less impact on the club activities (especially for pools that aren't open year round).	
	The main improvements that are required, from the club's perspective are: Improve quality of upgrades. Recent upgrades don't change much to the facility and "feel" cheap	
	 Increased spectator cover, with respect to shade and cover in poor weather. Would like to see access to more year round facilities, that are suitable to Water Polo 	
	 There is also an opportunity to investigate secondary spend with a café overlooking the lake at Swansea Would like to see increased support for equipment costs. 	
Membership trends	Membership has increased from 40 in 2018 to 102 this year. Growth is expected to continue and the club is expecting to reach 200 members in the coming years. This will be achieved by supporting an over 50's competition and increasing the activities at Speers Point, in particular for juniors.	

Avec	Consessed Charles Continue Constant
Area	Swansea Sharks Swim Centre
Facilities	Swansea Swim Centre
Days and times of use	Tuesday 6:30pm – 8pm October-Mar
Programs/ activities	Club Night Swimming
Target demographic	Cater to all age groups
Trends observed	No major changes really, just people wanting to swim without pressure, prejudice or discrimination (including medical discrimination).
Facility satisfaction and improvements required	All facilities and operations are satisfactory or excellent. A more determined effort to integrate the Council run Swimming Squads to transition into joining our Club. We would also relish the idea of Swansea Pool staying open all year round. Closing the pool over the Winter months severely hampers our business model to attract and retain swimmers. Over Winter our members want to keep swimming and are forced to go elsewhere to keep training. The other locations make it difficult for our members to train there without joining their clubs and therefore end up poaching our members. The installation of a separate 25 metre pool would also be of tremendous benefit. New automatic timing systems in the pool would be fantastic. Ice baths, swimming specific gym equipment and a more user friendly and welcoming Clubhouse over-looking pool deck. Better external car parking spaces and assistance with attracting/ displaying local sponsors for our Club would also be of tremendous benefit.
Membership trends	2019/2020: 76 2020/2021: 58 2021/2022: 68 We are always trying to improve our Club to attract new members. This strategy is designed exclusively to consistently increase our membership. With more and more distractions such as TV, video games, fast foods/ soft drinks/ preservatives/ food colouring, etc. destroying human metabolisms and the will to participate in physical activities, plus other sporting clubs vying for those "sporting types" it is a never ending battle. Media coverage of the elites in our sport has been on the decrease in recent times making our sport not as visible to outsiders. Our sport

Area	Swansea Sharks Swim Centre
	needs swimming heroes to look up to and instill the desire to emulate their
	success. Swimming is probably the most brutal of sports to attain great success.
	In Australia and particularly NSW, the opportunity to follow a pathway to fame or
	fortune is almost non-existent. This is the case with Coaching as well.

2.3.1 Key Findings

Generally, those who responded were satisfied with the operation and management of the swim centre they use. There were improvements that could be made to those centres to support the clubs. This includes:

- Access to an indoor/ enclosed pool
- Amenity upgrades
- Increased shade provision
- · Review operations in relation to year-round access
- Food and beverage opportunities
- Facilities to support athlete development such as automatic timing, ice baths and gym equipment.

Such improvements would require additional consultation with the clubs.

The perceived lack of ongoing consultation with clubs has impacted on club operations. It is the belief of those clubs that more engagement in the design and development stages would ensure areas of concern can be raised prior to construction taking place.

2.4 Private Operators

Eight private swim school/ swim centre operators across Lake Macquarie were invited to participate in interviews to understand:

- · General operational details such as operating days and times, activities and programs offered, and users
- Trends observed
- Private operator perspectives on what works well and what needs improvement across the Lake Macquarie aquatic network
- Unmet needs/ gaps observed in aquatic offerings across Lake Macquarie
- Future development plans of the private centres.

A summary of key outcomes for private operators who engaged is provided below. These operators include:

• Coughlans Swim Centre

• Wyee Point Swim Centre

• Aguastars Swim and Fitness School

• JUMP! Swim School.

Several attempts to engage with the remaining four operators via email and telephone were made. These operators include:

- Fit Life Health Club contact was made and questions were emailed, however no response has been received to date
- East Lakes Swim Centre declined to participate
- Jamie's Swim School no response
- Valentine Hydrotherapy Pools no response.

A discussion was also held with the Manager of Atune Health at Cardiff in relation to their hydrotherapy pool. The 10m x 10m hydrotherapy pool is currently being refurbished and will be opened for use mid-2022. The pool will be used for individual and group hydrotherapy. It will be accessible to the general public for hydrotherapy purposes only.

Operator	Coughlans Swim Centre
Suburb (catchment)	Warners Bay (Glendale)
Facilities	Indoor 25m pool, 15m LTS pool, hydrotherapy pool
Operating days and times	7 days a week
	Mon & Wed: 7am - 7pm
	Tues & Thurs: 7am - 8pm
	Fri: 7am - 6pm
	Sat: 7am - 1pm
	Sun: 8am - 12pm
Programs/ activities	LTS targeting all ages and abilities
	Squad training – children and adults
	Aqua aerobics
	Hydrotherapy
	Swimming club
	Water polo training
	General public swimming
User groups	Novocastrians Swimming Club
	Novocastrian Masters
	Water polo club
	Physiotherapists
Management	Family-run business
Trends observed	Influx in swimming lesson demand due to First Lap vouchers. Anticipates this is
	potentially a superficial influx.
	Covid-19 impacts. Some swimmers have not returned as yet (e.g. Masters
	swimmers)
Perceptions about the Lake	Outdoor 50m pools are great and lap swimmers love them.
Macquarie Aquatic network	
Unmet needs/ opportunities	Leisure water – e.g. family oriented, splash pads, waterpark to encourage family
	participation
Future development plans	Plans to expand and develop the land next door for more teaching pool and
	hydro. Pre-covid had plans to approach Council.
	More of the same offerings – e.g. 15 x 10m teaching pool, smaller warm water/
	hydro pool Does not feel there is a demand for indeer lan swimming, so intends to feeus on
	Does not feel there is a demand for indoor lap swimming, so intends to focus on
	teaching and warm water program offerings.

Operator	Aquastars Swim and Fitness School
Suburb (catchment)	Warners Bay (Glendale)
Facilities	Indoor 17m pool Indoor 8m pool
Operating days and times	7 days a week Monday to Friday 7am to 7pm Saturday/ Sunday 8am to 1pm
Programs/ activities	LTS classes – parent/ child classes and LTS from 6 months and upwards Swim Survival Program – the only operator delivering a Swim Survival program Aqua Fitness Autism Swim Program
User groups	Nil
Management	Family owned and operated

Operator	Aquastars Swim and Fitness School
Trends observed	Learning to swim is not highly valued/ not a priority for families compared to participation in other sports. People use the vouchers (e.g. First Lap) and then stop. Increase in non-qualified/ unlicenced instructors and backyard operators
Perceptions about the Lake	Hard for small commercial operators to compete against the larger operators
Macquarie Aquatic network	Backyard/ mobile operators impact the market and are considered non-compliant and unregulated
Unmet needs/ opportunities	Increased population will lead to increased demand, particularly in the western suburbs
	Winter programs are lacking – need more indoor/ year-round facilities
	Opportunities for LMCC to work with private operators with a referral program to
	squads – e.g., once ready to transition, voucher to Council pools with squads
	Opportunity to develop a LTS Plan – e.g., a whole-of-LGA commitment to water safety with consistent teach methods and progress levels (e.g., standard LTS
	curriculum across the whole LGA)
Future development plans	No plans in the LMCC area. Looking to develop an additional centre as new land
	becomes available in Fletcher (NCC) in the next 3-5 years.

Operator	Wyee Point Swim Centre	
Suburb (catchment)	Wyee Point (Morisset)	
Facilities	25m x 3 lane heated pool	
Operating days and times	Operate year-round 6 days a week – Saturday generally a half day and Mon-Fri hours vary - all day with squad training up to approx. 6.30pm	
Programs/ activities	3 levels of squad training (bronze, silver, gold) + adult squad LTS – all ages from 6 months, with transition to squad Limited lap swimming and walking – open to the public, but no general public access for "free swimming" due to supervision and lifeguard resourcing constraints etc.	
User groups	Swimming club – Wyee Point Piranhas	
Management	Family-owned and operated	
Trends observed	Consistent drop off in participation in winter – approx. 40% reduction Despite the heated pool people still prefer summer only swimming Covid impacts (2nd shutdown had the largest impact). Visitation is down 50% on previous years, with the current start-up for the season being the worst ever. Some preference towards outdoor swimming, triggered by Covid.	
Perceptions about the Lake	Situated on the fringe of Lake Mac and the Central Coast, so minimal involvement/	
Macquarie Aquatic network	knowledge with the Lake Mac "network". 60-65% of clientele come from the Central Coast. Morisset Swim School had a small impact when it opened.	
Unmet needs/ opportunities	No new facilities are needed from Bonnells Bay to Central Coast area. Any additional offerings would put a strain on existing facilities. Competitive swimming is lacking in this area of the Hunter – not in Lake Mac as such with Novocastrians covering the competitive swimming market. No "networking" and cooperation between centres. There is some communication with the Toronto and Morisset facilities.	
Future development plans	Existing pool is 30 years old. In the longer term, would like to consider construction of a smaller pool to reduce use and running costs of the 25m pool, particularly through winter. This would not cater for an additional market, but essentially the same market moving to a different water body.	
Other Comments	When Toronto was upgraded there was unacceptable wastage of equipment that could have potentially been used/ purchased by other centres. Backyard LTS operators are a major issue for commercial operators, as they are unregulated.	

Operator	JUMP! Swim School
Suburb (catchment)	Cardiff (Glendale)
Facilities	Small purpose built boutique facility. Indoor 15m pool.
Operating days and times	Monday to Thursday 9.00-6.00 pm
	Friday 9.00-1.30 pm
	Saturday 8.00-1.00.
Programs/ activities	Members only swim lessons, for babies from 3 months old up to older children
	learning stroke correction.
User groups	Nil
Management	Sole operator owner/ manage
Trends observed	Huge demand and at capacity for learn to swim. Have been turning new
	enrolments away for the past year.
	The centre has a very good reputation with word of mouth and on Facebook
	groups.
	The demand is huge for baby, toddler and preschool children.
Perceptions about the Lake	No knowledge of the aquatic network offered
Macquarie Aquatic network	
Unmet needs/ opportunities	Critical shortage of swim teachers not just in Lake Mac, but around Australia.
	After losing some teachers over the past 6 months, the centre is operating on a
	skeleton number of staff which is putting pressure on existing staff. The centre has
	been unable to hire any new suitable teachers.
	More opportunity and incentive to get more people into the industry would be
	something that could help fill the gaps.
	Need for more facilities to provide learn to swim classes for babies and children.
Future development plans	No future developments planned.

2.4.1 Key Findings

Key themes to emerge from the consultation with private operators include:

- 1. There is strong demand for learn to swim in the area
- 2. There is a lack of year-round aquatic opportunities across Lake Macquarie
- 3. Competitive swimming opportunities are limited
- 4. Leisure water opportunities across the public network are limited
- 5. There is a desire from private operators to work collaboratively with each other and Council to deliver aquatic programs to meet community need
- 6. Backyard and unregulated operators are an issue for the industry.

2.5 Neighbouring Councils

Council	Council Facilities	Key Issues or Opportunities	Current Management Arrangements	Future – Upgrade to Existing or New
City of Newcastle	 Lambton Swimming Centre Beresfield Swimming Centre Mayfield Swimming Centre 	 All facilities are outdoor All facilities include a 50m pool Ageing infrastructure coming to end of useable life Future development of the Hunter Park Precinct by Venues NSW will influence future directions Aquatic facility at the University of Newcastle 	 Four of the five sites are managed by Bluefit Beresfield is managed by the City of Newcastle Council to 	Strategy currently being developed by Otium Planning Group. Expected to be drafted by April 2022.

Council	Council Facilities	Key Issues or Opportunities	Current Management Arrangements	Future – Upgrade to Existing or New
	 Stockton Swimming Centre Wallsend Swimming Centre 		keep entry costs low	
Central Coast Council	Gosford Olympic Pool Peninsula Leisure Centre Toukley Aquatic Centre Wyong Pool	Council's current financial situation severely impacts on their capacity to upgrade or provide any new facilities for the foreseeable future.	 Internally managed. Recently returned services to internal management after being managed externally for many years. 	 2018 study identifies the need to provide a new regional aquatic facility in the northern region of Central Coast. New facility not to proceed in the foreseeable future due to current financial position of Council
Maitland City Council	Maitland Aquatic Centre East Maitland Aquatic Centre	 Maitland Aquatic Centre is a regional level facility with 25m indoor pool developed in 2016/17 at approx. \$7m. Additional supporting infrastructure for people with a disability would be preferred. Maitland Aquatic Centre has people travelling from across the region to access the site, in particular people with a disability. Continual improvement model which seeks opportunities for savings and efficiencies whilst maintaining best practice in operational management and service delivery. Regular review of programs to ensure they meet the diverse needs and can respond to change and demand. Industry is facing a shortage in trained staff with LTS and Lifeguard skills. Maitland City Council is investigating new ways to attract, train and retain staff for the centres. 	Both facilities are managed by Maitland City Council with no plans to change this model	High level plans for Maitland Aquatic Centre which are not yet designed or funded. This included a new indoor Learn to Swim/ Program pool proposed at Maitland Aquatic Centre.
Cessnock City Council	 Branxton Pool Cessnock Pool Kurri Kurri Aquatic and Fitness Centre 	 Declining visitations. Difficult to attract and retain qualified staff Internal resourcing is an ongoing challenge with limited resources 	 Kurri Kurri is a year-round facility operated by Belgravia Branxton and Cessnock are 	Approx. 3 years ago Council resolved to provide an indoor 50m indoor year- round facility. Turner Park, Aberdare. This

Council	Council Facilities	Key Issues or Opportunities	Current Management Arrangements	Future – Upgrade to Existing or New
			seasonal pools operated by Council.	project is not funded and not likely to proceed in the short to medium term.

^{*}Called relevant contact at Central Coast Council and left a message – 6 December 2021. Follow up email sent on 6 December. Follow up call made on 13 December 2032 and message left. Contact received on 14 December and clarification on the project scope provided by Otium Planning Group. Awaiting response.

2.5.1 Key Findings

Key themes to emerge from the consultation with neighbouring Councils include:

- 1. The timing of the proposed directions within the Newcastle Inland Pool Strategy will align with the options analysis stage of the Lake Macquarie Facilities Strategy. Proposed directions of centres close to the LGA boundary are to be considered as part of future facility component recommendations.
- 2. Central Coast, Cessnock and Maitland did not identify any funded aquatic facility upgrade works that would impact on planning in Lake Macquarie.
- 3. There is a mix of management across the neighbouring Councils, with some being exclusively managed by Council and others having a mix of external contract management and Council management.
- 4. All Councils indicated ongoing challenges with resourcing both capital and operational, especially in the context of ageing infrastructure.
- 5. The aquatic industry is facing a shortage in trained staff with learn to swim and lifeguard skills.

2.6 Government and Industry Organisations

2.6.1 Office of Sport

The Myuna Bay Sport and Recreation Centre was closed following an independent review found the centre not safe to re-open due to the serious potential risk to clients and staff arising from the potential failure of Eraring power station's ash dam wall in the event of major seismic activity.

The former Myuna Bay Sport and Recreation Centre contained an outdoor 25m lap pool which was used during the Office of Sport camps and by staff.

In July 2020, the NSW Government announced the preferred site for a new Sport and Recreation Centre approximately one kilometre south east of the former Myuna Bay Sport and Recreation Centre and it is proposed that the site will have access to Lake Eraring.

The new site will be capable of offering a range of specialist programs and activities that take advantage of the unique features of the location, including watersports.

Advice received by the Office of Sport indicated that a new Lake Macquarie Sport & Recreation Centre currently has provisions for a pool. However, the details in relation to length and access are yet to be confirmed.

The Office of Sport website indicates:

During the design stage input from key user groups will be sought to identify how the new centre might be used by other local community groups.

Source: https://www.sport.nsw.gov.au/new-lake-macquarie-sport-and-recreation-centre

2.6.2 Venues NSW & Hunter & Central Coast Development Corporation

In 2017, Venues NSW has developed A Vision for the Hunter Sports & Entertainment Precinct (Hunter Park) in order to establish a long-term vision for a sustainable, exciting sporting and entertainment precinct for Greater Newcastle. https://www.venuesnsw.com/page/conceptplan

This concept plan identifies an aquatic leisure facility as part of a redeveloped Hunter Park, however no further detail on size or facility components is identified.

Otium Planning Group met with Hunter and Central Coast Development Corporation on 4 February 2022. At this meeting, it was advised that the proposed aquatic leisure facility remains part of the vision and future plans for Hunter Park. This centre is to service not only existing residents of the area, but will also be a key venue for potential new residential and commercial zones of the Park.

It was advised that the progression of a business case for Hunter Park is in its infancy. Whilst no timeframes were identified as part of the engagement, it would be likely that given the range of engagement, procurement, technical studies and State Government approval process required, any future aquatic and leisure facility would not be realised for at least another five to eight years.

The Hunter and Central Coast Development Corporation outlines the following on their website:

Over the next two years, HCCDC will partner with government agencies in the delivery of the business case process.

This will involve creating a specialised project team and undertaking significant stakeholder, community and market engagement.

This process will be in-depth and will aim to create as much cost benefit alignment as possible, giving the project the best chance to be supported with future government funding.

https://www.hccdc.nsw.gov.au/projects/hunter-park

It is recommended that as part of the stakeholder engagement process of the Hunter Park Business Case, Lake Macquarie City Council be involved to understand the future aquatic leisure facility and determine potential implications on the aquatic facility network at that time.

2.6.3 Swimming NSW

A meeting with Mark Heathcote, CEO of Swimming NSW has been arranged for the 5 January 2022. Key questions to be covered at the meeting include:

- 1. Does Swimming have a strategic plan at a national or state level? If so, what implications does this have on how the sport of Swimming should be planned in Lake Macquarie? Are there significant changes to competition structures, game formats, facility standards etc that we need to be aware of?
 - A new state level strategic plan will be released in late January or early February 2022.
 - Focus on planning and investment of infrastructure upgrades and renewals in regional NSW.
 - Traditional swimming club format will continue.
 - New swim league format to be launched informal team formation with a focus on fun and convenience.
 To be conducted in 25m pool on Saturday afternoon or anytime Sunday. Aim is to attract current swimmers into becoming new members of the sport.
- 2. Does your sport have a strategic plan for the Hunter Region or Lake Macquarie specifically? If so, what are the key actions/ strategies that should be considered in the preparation of the Lake Macquarie Aquatics Strategy?
 - No specific strategy for the Hunter Region.

- Swimming NSW see Lake Macquarie and surrounding areas as a growth area with increasing population and families moving out of capital cities during the pandemic.
- 3. Thinking ahead in 20 years, where do you see your sport in Lake Macquarie?
 - A population with strong learn-to-swim programs
 - A tiered network of swimming facilities (hierarchy) with equitable year-round access
 - Sustainable swimming clubs with strong governance and participation.
- 4. What are Swimming NSW plans for elite training, competition pathways and major events? How will this impact Lake Macquarie aquatic facilities?
 - Consideration of elite training centre at the University of Newcastle (indoor 50m pool). This will not impact on Lake Macquarie aquatic facilities, but rather support the athlete pathway in a sustainable framework.
- Do you have any swimming infrastructure priorities for Lake Macquarie? If so, please provide a list in priority order.
 - No specific priorities though ageing assets will require renewal and need to ensure multi-use and adaptability of use.
- 6. What strategies is Swimming NSW considering to ensure the objectives identified within the earlier questions are funded? What capacity does Swimming NSW have to assist with funding infrastructure?
 - Swimming NSW does not have capacity to contribute to funding of infrastructure.
 - New strategic plan seeks to place greater emphasis on government relations to foster increased awareness and investment in swimming infrastructure across NSW.

2.6.4 Royal Life Saving NSW

Discussion with Nick Au - Aquatic Risk Services Manager | Royal Life Saving Society - NSW Branch on 14 December 2021.

Royal Life Saving NSW are currently in the process of developing its State of Industry report for the 2020-2021 financial year. The primary current priority issue for many sites is aquatic staff training with the industry suffering a setback in having suitably qualified staff to operate aquatic facilities safely, especially in regional areas. This is a direct result of the impacts of the Covid-19 pandemic.

It was also identified that Lake Macquarie had recently engaged Royal Life Saving Society NSW to conduct safety assessments. These reports may be available on request to Lake Macquarie City Council as the owner of these reports.

Reference to the national Royal Life Saving Society study into the value of the aquatic industry was also made. This is referenced in the Background Research report on this Strategy.

2.7 Summary of Phase 1 Engagement

Key findings from the Phase 1 Engagement include:

- 1. The distribution of facilities across the Lake Macquarie LGA is viewed as strength along with ample provision for lap swimming through 50m and 25m pools.
- 2. In future planning, consider a point of difference across the facility network providing a diverse range of service offerings and appealing to a wide range of markets. This includes consideration of the athlete development pathway.
- 3. The facilities are highly valued by the Lake Macquarie community and the centres have strong connections with their patrons which is represented through high customer satisfaction.
- 4. Access and inclusion is considered a strength of the network both in terms of infrastructure and programming.
- 5. Continual operational efficiencies and environmentally sustainable design initiatives are to be explored in progressing future options.
- 6. The role of data and analytics can be strengthened to help inform operations as well as future planning and investment decisions.
- 7. There is a potential opportunity for the facilities to become community hubs through investigating colocation opportunities with non-aquatic infrastructure.
- 8. A general opportunity for a greater provision of warm water program pools as well as aquatic water play.
- 9. Sport clubs that use the facilities are generally satisfied, however, a range of improvements could be made such as:
 - a. Access to an indoor/ enclosed pool
 - b. Amenity upgrades
 - c. Increased shade provision
 - d. Review operations in relation to year-round access
 - e. Food and beverage opportunities
 - f. Facilities to support athlete development such as automatic timing, ice baths and gym equipment.
- 10. Feedback from private operators indicates:
 - a. There is strong demand for learn to swim in the area
 - b. There is a lack of year-round aquatic opportunities across Lake Macquarie
 - c. Competitive swimming opportunities are limited
 - d. Leisure water opportunities across the public network are limited
 - e. There is a desire from private operators to work collaboratively with each other and Council to deliver aquatic programs to meet community need
 - f. Backyard and unregulated operators are an issue for the industry.
- 11. Advice received from neighbouring Councils highlighted:
 - a. The timing of the proposed directions within the Newcastle Inland Pool Strategy will align with the options analysis stage of the Lake Macquarie Facilities Strategy. Proposed directions of centres close to the LGA boundary are to be considered as part of future facility component recommendations.
 - b. Central Coast, Cessnock and Maitland did not identify any funded aquatic facility upgrade works that would impact on planning in Lake Macquarie.
 - c. There is a mix of management across the neighbouring Councils, with some being exclusively managed by Council and others having a mix of external contract management and Council management.

- d. All Councils indicated ongoing challenges with resourcing both capital and operational, especially in the context of ageing infrastructure.
- e. The aquatic industry is facing a shortage of trained staff with learn to swim and lifeguard skills.
- 12. The Office of Sport is progressing planning for a new Lake Macquarie Sport & Recreation Centre. This is sometime from being realised and any future swimming pool is likely to have limited public access. Ongoing dialogue with the Office of Sport is therefore recommended.
- 13. No response was received from Venues NSW or Hunter & Central Coast Development Corporation in relation the Hunter Park redevelopment. It is noted that the business case will be developed over the next two years. It is recommended that Lake Macquarie Council be involved with the consultation process.
- 14. Royal Life Saving NSW identified the primary current priority issue for many sites is aquatic staff training with the industry suffering a setback in having suitably qualified staff to operate aquatic facilities safely, especially in regional areas. This is a direct result of the impacts of the Covid-19 pandemic.

3. Phase 2 - Broader Community Engagement

A second phase of engagement actively involved community and stakeholders. This phase of engagement ran from 22 March to 11 April 2022 and included:

- Awareness raising including signage at centres over the summer period with QR codes to register interest in the Strategy
- Online Survey An online survey was made available to the public to provide feedback on the proposed preferred facility mix at each Swim Centre. This survey involved a mix of quantitative and qualitative survey questions that were designed to test the options for each site.
- Information Sessions In person with community members to discuss the proposed directions and identify key areas that may require further planning and investigation.

In addition, clubs that use Lake Macquarie City Council owned facilities were also provided the opportunity to meet with members of the project team.

3.1 Online Survey

An online survey was developed to obtain community feedback on the Options Analysis Report. There were 745 survey responses received. This section details the responses received.

3.1.1 Respondent Demographics

Gender

Of the 745 survey respondents:

- 557 (76.4%) identified as female
- 171 (23.5%) identified as male

Age

Of the 745 survey respondents:

- 277 (37.8%) were aged between 46 and 65
- 252 (34.4%) were aged between 31 and 45
- 142 (19.4%) were aged between 65 and 80

- 1 (0.1%) preferred not to say
- 16 people skipped this question.
- 50 (6.8%) were aged between 18 and 30
- 7 (1%) were aged under 18
- 5 (0.7%) were aged over 80.

Place of Residence

The top five places of residence from survey respondents included:

- Swansea 107 (15.2%)
- Caves Beach 95 (13.5%)
- Catherine Hill Bay 39 (5.6%)

- Blacksmiths 30 (4.3%)
- Belmont 24 (3.4%).

Note- There were also 24 (3.4%) respondents from Belmont North.

The top five suburbs listed are located on the eastern side of Lake Macquarie, within the catchment area of Swansea Swimming Centre.

3.1.2 Facility Utilisation

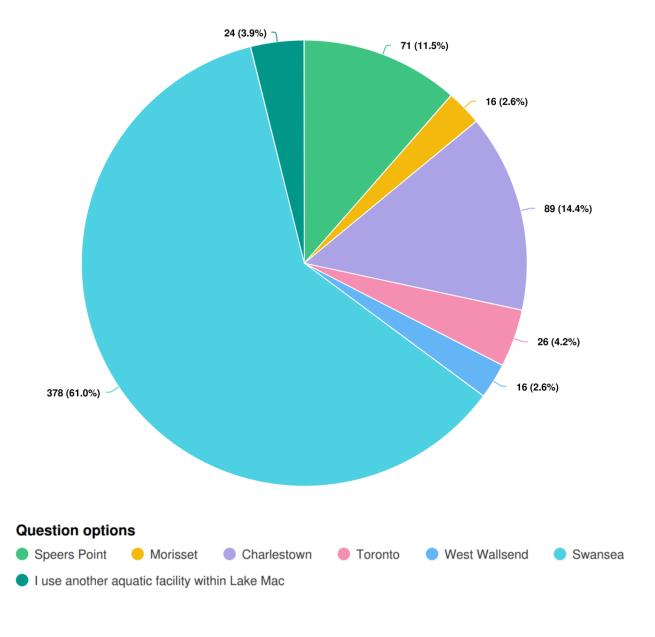
Use of Lake Macquarie Swimming Centre

Of the 745 survey respondents:

- 622 (85.4%) of respondents indicated they use an aquatic facility within Lake Macquarie
- 106 (14.6%) of respondents indicated they do not use an aquatic facility within Lake Macquarie
- 17 people skipped this question.

Primary Use

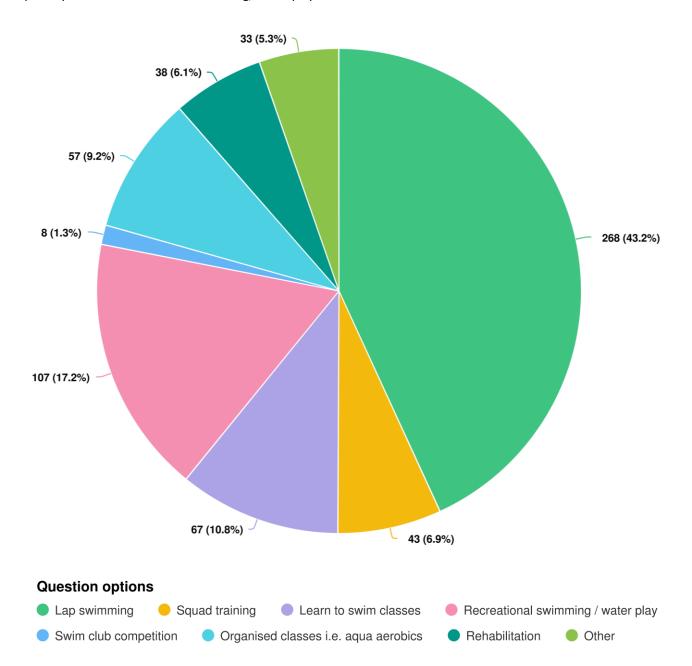
As shown in the graph below, the majority of the 622 survey respondents who use an aquatic facility, utilise Swansea Swimming Centre, with a total of 378 (61%) responses.



Optional question (620 response(s), 125 skipped) Question type: Radio Button Question

Main Type of Activity Undertaken

There were 268 (43.2%) respondents who indicated they participate in lap swimming and 107 (17.2%) indicated their primary use was for recreation swimming/ water play.



Optional question (621 response(s), 124 skipped) Question type: Radio Button Question

Speers Point Swim Centre

What do you like about this facility?

Key themes about what respondents like about the Speers Point Swim Centre included:

- Convenient location/ close to place of residence (19)
- Water quality and cleanliness of facilities (18)
- Customer service/ staff/ instructors (11)
- Provision of the 50m pool (11)
- A good atmosphere (8)
- Provision of shade (8)
- 25m pool including its depth (7)
- Child friendly including provision of splashpad (7).

What do you not like about this facility?

Key themes about what respondents do not like about the Speers Point Swim Centre included:

- Changerooms/ amenities (20)
- The pool is seasonal/ not year-round (12)
- Availability of pools including conflict with school carnivals in February (6)
- Heating of pools (5).

What would you improve about this facility?

Key themes about what improvements respondents would like at Speers Point Swim Centre included:

- Redevelop or improve changerooms/ amenities (26)
- Year-round operations, as opposed to seasonal (8)
- Provision of an indoor pool (5).

Morisset Swim Centre

What do you like about this facility?

Key themes about what respondents like about the Morisset Swim Centre included:

- Convenient location/ close to place of residence (9)
- Customer service/ staff /instructors (3)
- Natural landscape and outdoor social spaces (3).

What do you not like about this facility?

Key themes about what respondents do not like about the Speers Point Swim Centre included:

- The pool is seasonal/ not year-round (7)
- Age of facility (2)
- No indoor pool provision (2).

What would you improve about this facility?

Key themes about what improvements respondents would like at Morisset Swim Centre included:

• Provision of an indoor pool (5)

• Year-round operations, as opposed to seasonal (4).

Charlestown Swim Centre

What do you like about this facility?

Key themes about what respondents like about the Charlestown Swim Centre included:

- Convenient location/ close to place of residence (32)
- Customer service/ staff/ instructors (22)
- Pool water temperature (21)
- Year-round operations (14)
- Programs and services offered (10)
- Outdoor nature of the facility (9).

What do you not like about this facility?

Key themes about what respondents do not like about the Charlestown Swim Centre included:

- Changerooms/ amenities (16)
- Parking including inadequate disabled parking ((15))
- Too busy/ lane availability (8)
- Facilities are not contemporary (7)
- Water temperature cold in winter (7).

What would you improve about this facility?

Key themes about what improvements respondents would like at Charlestown Swim Centre included:

- Redevelop or improve changerooms/ amenities (18
- Provide more covered seating areas, including around the café (14)
- Enclosure of one of the current outdoor pools (8)
- Enhancing water temperature including provision of solar (8)
- Upgrade car parking including disabled parking allocation (7)
- Enhance food and beverage (6).

Toronto Swim Centre

What do you like about this facility?

Key themes about what respondents like about the Toronto Swim Centre included:

- Water quality and cleanliness of facilities (14)
- The provision of the hydrotherapy pool (11)
- Year-round operations (5).

What do you not like about this facility?

Key themes about what respondents do not like about the Toronto Swim Centre included:

- Facility is too busy (5)
- Provision of parking (3)
- Location is too far from residence (3).

What would you improve about this facility?

Key themes about what improvements respondents would like at Toronto Swim Centre included:

- Upgrade car parking including disabled parking allocation (4)
- Enhancement of family and change facilities (2)
- Provision of health and fitness facilities (2).

West Wallsend Swim Centre

What do you like about this facility?

Key themes about what respondents like about the West Wallsend Swim Centre included:

- Convenient location/ close to place of residence (10)
- Heated and year-round operations (6)
- Customer service/ staff/ instructors (2).

What do you not like about this facility?

Key themes about what respondents do not like about the West Wallsend Swim Centre included:

- Facility is too small to meet growing demand (5)
- Lack of lane availability (4).

What would you improve about this facility?

Key themes about what improvements respondents would like at West Wallsend Swim Centre included:

- Provision of an additional pool (10)
- Provision of a splashpad (2)
- Increase operational hours (2).

Swansea Swim Centre

What do you like about this facility?

Key themes about what respondents like about the Swansea Swim Centre included:

- Convenient location/ close to place of residence (211)
- Customer service/ staff/ instructors (116)
- The facility is clean and well maintained (90)
- Amenities (51)
- The outdoor environment of the centre (33)
- The provision of a 50m pool (29)
- Pool temperature (25).

What do you not like about this facility?

Key themes about what respondents do not like about the Swansea Swim Centre included:

- The pool is seasonal/ not heated for year-round use (212)
- Quality of amenities (25)
- Lack of protection against the elements including wind and sun (23)
- Lack of parking (23)

• Water temperature (22).

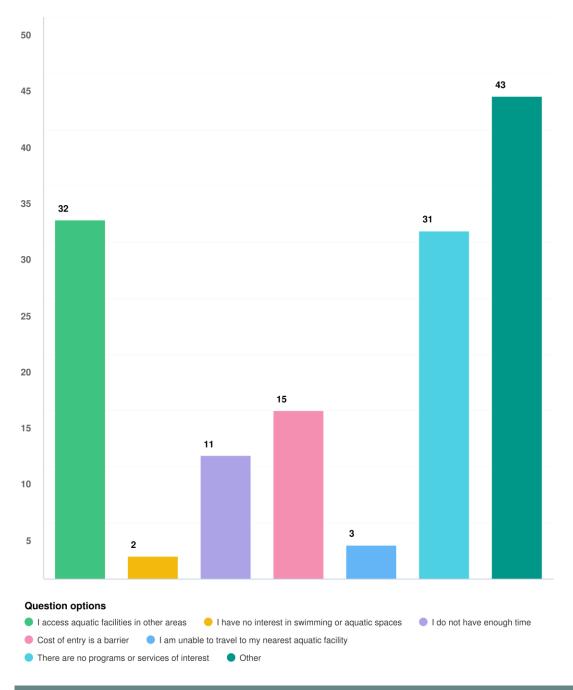
What would you improve about this facility?

Key themes about what improvements respondents would like at Swansea Swim Centre included:

- Year-round operations (188)
- Heating for the pools (65)
- Provision of a new indoor pool (55)
- Protection against the elements including consideration of enclosing the program pool (27)
- Modernise facilities (22).

Reason for not currently using a Lake Macquarie Swim Centre

Of the 106 (14.6%) respondents that indicated they do not use an aquatic facility within Lake Macquarie, the following reasons were provided:



Of the respondents that provided reasons for selection 'other', the two common themes were:

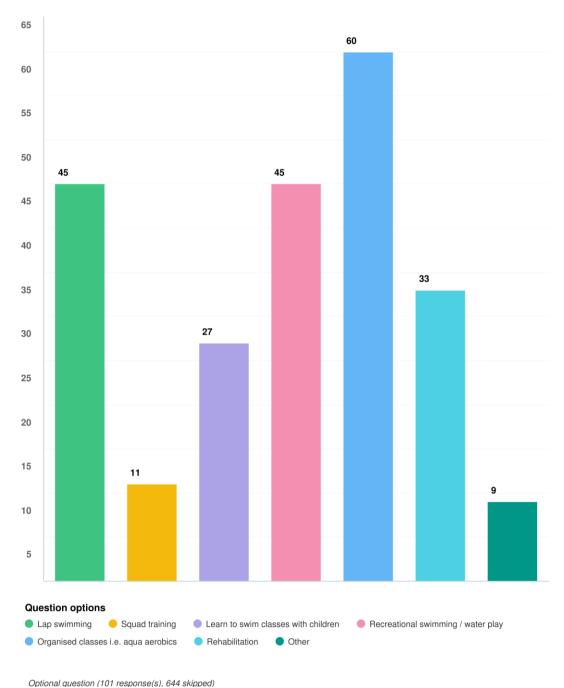
- 1. The closest centre is not heated and/ or is closed in winter.
- 2. The programs offered are not suitable in terms of timing and/ or private facilities are offering programs that are more suitable to their needs.

The above two themes are likely to be related, with programs being offered at facilities that operate year round with heated water.

Other responses received included respondents feeling apprehensive about using swimming pools, personal injury or having access to their own pool.

Could you see yourself using Lake Mac Swim Centres in the future for any of the following activities?

Of the 101 respondents to this question, 60 indicated they could see themselves undertaking an organised class and 45 indicated they could see themselves lap swimming.



3.1.3 Options Analysis Report - Proposed Aquatic Facility Hierarchy

Support for a different mix of facilities at each Lake Macquarie Swim Centre

Of the 649 responses to this question, the vast majority (92%) indicated a level of support or were neutral about having a different mix of facilities across the Lake Macquarie aquatic network.

- Strongly Supportive or Supportive 449 (69%)
- Neutral 148 (23%)
- Unsupportive or Strongly Unsupportive 52 (8%).

Support for Speers Point becoming a City-Wide Facility

Of the 649 responses to this question, majority (67%) indicated a level of support or were neutral about Speers Point becoming the identified city-wide facility.

- Strongly Supportive or Supportive 221 (34%)
- Neutral 214 (33%)
- Unsupportive or Strongly Unsupportive 214 (33%).

Support for Swansea, West Wallsend, Toronto, Charlestown, Morisset becoming a District Facility

Of the 650 responses to this question, **the vast majority (93%) indicated a level of support or were neutral** about Swansea, West Wallsend, Toronto, Charlestown, Morisset becoming identified district facilities.

- Strongly Supportive or Supportive 435 (75%)
- Neutral 117 (18%)
- Unsupportive or Strongly Unsupportive 48 (7%).

3.1.4 Options Analysis Report - Proposed Facility Improvements

Support the recommended facility improvements for Speers Point Swim Centre?

Of the 567 responses to this question, the vast majority (87%) indicated a level of support or were neutral about the recommended facility improvements for Speers Point Swim Centre.

- Strongly Supportive or Supportive 307 (54%)
- Neutral 187 (33%)
- Unsupportive or Strongly Unsupportive 73 (13%).

Support the recommended facility improvements for Charlestown Swim Centre?

Of the 567 responses to this question, the vast majority (94%) indicated a level of support or were neutral about the recommended facility improvements for Charlestown Swim Centre.

- Strongly Supportive or Supportive 357 (63%)
- Neutral 180 (32%)
- Unsupportive or Strongly Unsupportive 30 (5%).

Support the recommended facility improvements for Morisset Swim Centre?

Of the 532 responses to this question, the vast majority (92%) indicated a level of support or were neutral about the recommended facility improvements for Morisset Swim Centre.

• Strongly Supportive or Supportive – 258 (48%)

- Neutral 233 (44%)
- Unsupportive or Strongly Unsupportive 41 (8%).

Support the recommended facility improvements for Swansea Swim Centre?

Of the 612 responses to this question, the vast majority (96%) indicated a level of support or were neutral about the recommended facility improvements for Swansea Swim Centre.

- Strongly Supportive or Supportive 517 (85%)
- Neutral 69 (11%)
- Unsupportive or Strongly Unsupportive 26 (4%).

Support the recommended facility improvements for West Wallsend Swim Centre?

Of the 531 responses to this question, the vast majority (93%) indicated a level of support or were neutral about the recommended facility improvements for West Wallsend Swim Centre.

- Strongly Supportive or Supportive 256 (48%)
- Neutral 240 (45%)
- Unsupportive or Strongly Unsupportive 35 (7%).

Support the recommended facility improvements for Toronto Swim Centre?

Of the 604 responses to this question, the majority (82%) indicated a level of support or were neutral about the recommended facility improvements for Toronto Swim Centre.

- Strongly Supportive or Supportive 253 (42%)
- Neutral 239 (40%)
- Unsupportive or Strongly Unsupportive 40 (7%).

3.2 Information Sessions

The community were invited to attend online information sessions on the 'Options Analysis Report'. The online information sessions were held on:

- Tuesday 29 March 2022. 6:00pm to 7:00pm
- Wednesday 6 April 2022. 12:00pm to 1:00pm.

Attendees to the information sessions were provided with an opportunity to provide comments and ask questions about the 'Options Analysis Report'. Key themes resulting from the two online information sessions included:

- Strong support for the proposed recommended facility improvements and little or no support for the 'status quo' option
- Support for Speers Point Swimming Centre to be developed as Lake Macquarie's city-wide aquatic facility with year-round operations
- Support for recommendations that enhance accessibility for all members of the community from point of arrival to all spaces within the centre
- Importance of supporting infrastructures such as adequate parking and high-quality food and beverage offerings
- Questions and concerns relating to different pricing structures between Council operated and privately operated centres
- The desire for extending operations to year-round facilities in line with proposed facility improvements. For example, the proposed learn to swim facility at Swansea Swimming Centre.

3.3 Key User Group Meetings

Clubs that use Lake Macquarie City Council owned facilities were also provided with the opportunity to meet with members of the project team. No club representatives responded to this invitation.

3.4 Summary of Phase 2 Engagement Findings

Key findings as a result of phase 2 engagement process include:

- 1. A high survey response rate from residents using Swansea Swim Centre.
- 2. A strong level of use of existing aquatic facilities for lap swimming, recreational swimming and learn to swim classes.
- 3. Many respondents indicated the centres' location, cleanliness and customer service as key elements of what they like about the facility.
- 4. Common themes about what people do not like and what they would improve at the facility included enhancing amenities, providing additional pools, extending operations year-round and improving car parking.
- 5. There was strong support for having a different mix of facilities across the Lake Macquarie aquatic network.
- 6. Majority of survey respondents indicated a level of support or were neutral about Speers Point becoming the identified city-wide facility.
- 7. The vast majority (93%) of survey respondents indicated a level of support or were neutral about Swansea, West Wallsend, Toronto, Charlestown, Morisset becoming identified district facilities..
- 8. There was strong support for the recommended facility improvements at each of the swim centres with 87% 96% of survey respondents indicating a level of support or being neutral.
- 9. Information sessions conducted provided similar results to the survey, with some attendees raising concerns about the different pricing structures between Council operated and privately operated centres.

4. Warranties and Disclaimers

The information contained in this report is provided in good faith. While Otium Planning Group has applied their own experience to the task, they have relied upon information supplied to them by other persons and organisations.

We have not conducted an audit of the information provided by others but have accepted it in good faith. Some of the information may have been provided 'commercial in confidence' and as such these venues or sources of information are not specifically identified. Readers should be aware that the preparation of this report may have necessitated projections of the future that are inherently uncertain and that our opinion is based on the underlying representations, assumptions and projections detailed in this report.

There will be differences between projected and actual results, because events and circumstances frequently do not occur as expected and those differences may be material. We do not express an opinion as to whether actual results will approximate projected results, nor can we confirm, underwrite or guarantee the achievability of the projections as it is not possible to substantiate assumptions which are based on future events.

Accordingly, neither Otium Planning Group, nor any member or employee of Otium Planning Group, undertakes responsibility arising in any way whatsoever to any persons other than client in respect of this report, for any errors or omissions herein, arising through negligence or otherwise however caused.