

PENINSULA LEISURE STRATEGIC PLAN VISION 2023-2025

WHO ARE PENINSULA LEISURE

WE AIM to improve lives by inspiring activity and connection.

WE EXIST to create YOUR PLACE to be active, happy and connected.

WE DO this by living our values of We think people | We reimagine | We deliver

STRATEGIC PRIORITIES



Deliver on our core purpose to activate and engage the Frankston community



Return to financial sustainability



Live our vision that 'Every child in Frankston can swim'



Invest in Our People



Utilise technology to improve service delivery



Sustainable growth

UNDERPINNED BY OUR VALUES AND CORE INTENTIONS

We are here to serve and support our community in being active and connected. In every one of our priorities, our values and core themes act as the foundation.

It all starts in the center, with **PEOPLE**, the heart of everything we do. We serve our community and deliver from the state-of-the-art **PLACES** at PARC, PINES and online @ PARC Your Way with tailored **PROGRAMS** that seek to activate all areas of our community. For the past 8 years, this has produced a strong and consistent **PERFORMANCE** which despite extreme pressure, has continued to build back again and again.

This solid backbone creates a landscape where the Company can confidently collaborate with and seek more **PARTNERS** for the future to assist us in realising our potential through exciting and impactful **POSSIBILITIES**.

We can't wait to progress our promise to create **YOUR PLACE** to be active, happy and connected.

