

Customer Satisfaction Survey Results

SURVEY COMPLETED MAY 2023

Thank you to all our members and guests who completed our Customer Satisfaction Survey. We had a huge number of responses this survey, so thank you for taking the time, your feedback is essential in helping us to continue to deliver exceptional experiences, programs and services here at PARC.



SUMMARY

1,051 respondents, up from 486 in May 2022

85% current members

7.69/10 Overall likelihood to recommend PARC

8.05/10 Likelihood to continue PARC membership

7.53/10 Overall Satisfaction

THINGS WE ARE DOING WELL

QUICK HIGHLIGHTS



FUN

Fun continues to be the primary recall word when asked 'When you think of PARC, what comes to mind?'. We love hearing this as it aligns with our purpose to create YOUR PLACE to be happy, active and connected.

8.2

SAFETY

Safety of the facility 8.2 / 10

8.3

LIFEGUARD SUPERVISION TEAM

Feelings of safety, comfort and or support from the lifeguard supervision team 8.3 / 10

8

PROFESSIONALISM

The professionalism of PARC staff 8 / 10



QUALITY OF TEACHING

Quality of teaching/instruction provided in PARC Swim saw an increase 7.8/10.

8.6

INSTRUCTION PROVIDED IN GROUP EXERCISE CLASSES

Quality of teaching and instruction provided in group exercise classes 8.6 / 10

87%

INFORMATION

87% of members joining in 2023 felt they received sufficient information about membership and the services available to them

IMPROVING MENTAL HEALTH AND WELLBEING

8.4

Full Access members believe PARC membership is important to overall wellbeing with a rating of 8.4/10



The top 3 motivations to attend PARC are: Feel better, Mental wellbeing and to Reduce stress and anxiety.

YOU VALUE US AS MUCH AS WE VALUE YOU



We saw gains in all measures of commitment and importance including:

- ✓ "I feel I am part of the PARC Community", up 3%
- ✓ "I feel emotionally attached to PARC", up 11%
- ✓ "Attending PARC says a lot about who I am", up 5%

When asked about lifestyle spending cuts, 62% rated "Gym and health" as the least likely thing to be cut spending wise, compared to social activities, travel, eating out or new shoes/clothes.

AREAS FOR ATTENTION

HEALTH CLUB APPOINTMENTS

Only 42% of members joining in 2023 have had a PARC Start appointment with one of our gym staff, and some respondents told us they did not know what a PARC Start was. We will work harder on communicating the benefits of these valuable appointments, and ensure all members are aware of how to book.



GROUP EXERCISE CLASSES

Whilst we rated highly for quality of teaching and the standard of group fitness facilities, there was some feedback relating to access to classes, and how we manage our timetable. We are constantly reviewing attendances and occupancy and will continue to look at ways to improve availability and variety of classes.



CLEANLINESS

The survey results for presentation and cleanliness of the facility saw a decline of 4.8%. PARC has a rigorous cleaning routine with a dedicated Cleaning & Presentation team rostered for all open hours, along with contracted night cleaners. All teams are trained to clean their own spaces, and we are about to undergo deep cleans of the Gym space and other areas. We will continue to strive for excellence in this area.



FACILITY MAINTENANCE

Did you know PARC is now nearly 9 years old? With an aging facility, there is a need to put more focus on repairs and replacements. To help you better plan your visits to the facility, we will work with our Facility and Assets team, and our contractors, to improve communication about maintenance activity. Fun fact: Did you know over 150 maintenance projects were completed in the month of April?



COMMUNICATION

We want to acknowledge the feedback we received about our new customer portal Xplor Recreation, and thank you for your patience as we worked through the transition to the new platform in January this year. We understand change is challenging, and we will continue to assist with any help you need with Xplor. Please see our staff if you have questions.



PARC SWIM ADMINISTRATION

We have heard you would like us to improve communication around the PARC Swim assessment process. We will work to identify ways we can assist with progression through the program. Look out for more updates in the PARC Swim Facebook Group.



WHAT YOU SAID

"Keep doing what you're doing. Loving my child free time that I am able to attend the gym, knowing that my child is being well cared for and having a great time."

"I LOVE PARC GREAT JOB GUYS!!!"

"I turned up on the Christmas holidays to do a random one-off aqua Zumba class just for something to do. I loved it so much, largely because of Tomoko's incredible energy and friendliness and skill"

"I love PARC, the gym trainers have helped me so much so far and looking forward to continuing in 2023."



Thank you for taking the time to provide feedback. As always, if you have something you want to share with us, please do so by visiting www.parc.peninsulaleisure.com.au/feedback anytime! We really value your input.