

Peninsula Leisure Strategy On A Page

2025 - 2027

- Our Vision** To improve lives by inspiring activity and connection
- Our Purpose** To create YOUR PLACE to be active, happy and connected
- Our Values** We think people | We reimagine | We deliver

Our Strategic Priorities

We aspire to be the company that first comes to mind when you think about health and wellbeing in Frankston. Over the next 3 years, and beyond, we have selected 3 key priorities to focus the company's attention on. Through this strategy we will ensure...



More People Can Swim

Our goal is that every child in Frankston has the minimum skills and education to be safer in and around water.



More People, More Active, More Often

Our goal is to increase the percentage of Frankston residents who meet the daily activity guidelines.



More Impact, More Reach

Our goal is to expand beyond the walls of our facilities.

How will we do this?

It all starts at our core, with **PEOPLE**. They are the heart of everything we do. We serve our community and deliver from the state-of-the-art **PLACES**, with tailored **PROGRAMS** that seek to activate our community. For the past 10 years, we have delivered consistent **PERFORMANCE**, providing a solid foundation where we confidently collaborate with **PARTNERS** for the future, to assist us in realising our potential through impactful **POSSIBILITIES**.

