

Peninsula Leisure Annual Report 2023 - 2024



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

Peninsula Leisure acknowledges and pays respect to the Bunurong People, the Traditional Custodians of these lands, skies and waters, where we unite today to support healthy, happy lifestyles.

Contents

A message from our Chair and CEO	03
The Year in Review - Core Drivers	
<i>People</i>	05
<i>Places</i>	09
<i>Programs</i>	11
<i>Performance</i>	13
<i>Partners</i>	15
<i>Possibilities</i>	16
Strategic Direction	16

A message from our Chair and CEO



The financial year 2023-2024 was a year of significant achievement and growth for Peninsula Leisure. Our commitment to delivering exceptional services and experiences for the Frankston community remained at the core of all we do.

We welcomed over 1 million visitors to our facilities, a testament to the support from our community.

From October, Peninsula Leisure took on the management of the Frankston Skate Park, expanding our portfolio and enhancing our recreational offerings to the community.

November saw the PINES summer season commence, achieving record-breaking attendance of 43,251, thanks to the community's enthusiastic participation and engagement with this much-loved local pool.

This year, we focused on breaking down barriers to being active, emphasising our dedication to inclusivity and access. We introduced initiatives including Quiet Hour at PINES to assist individuals with sensory needs, and our Can Swim pilot programs were successfully launched, providing inclusive swimming and water safety opportunities for individuals who would have otherwise not had access. These fully funded programs saw early success and are set to expand further in the coming year.

We are proud to have received the Aquatics and Recreation Victoria Community Impact Award, highlighting our bespoke programming and community contribution. Additionally, our dedicated swim teachers have been recognised, with one of our PARC Swim team members receiving the Swim Teacher of the Year Award.

Our financial performance, with a total surplus of \$674,663 underscores our dedication to fiscal responsibility, reinvesting back into the facilities, programs and equipment. Our relationship with the Frankston City Council has been strengthened with the renewal of our Management Service Agreement, and significant upgrades and asset improvements were made at both PARC and PINES.

Maintaining the highest standards of child safety remained a priority, and we continued to uphold stringent child safe standards to ensure a welcoming environment for all our young visitors.

Our presence in the community has grown stronger through participation in local events and new partnerships. Our community activations and outreach programs have created substantial value for Frankston, fostering stronger community ties and promoting healthy, active lifestyles.

This year, we encountered some challenges, including planning for aging infrastructure, gaining community acceptance of our Skate Park management, retaining PARC memberships, cost of living pressures and addressing capacity constraints in both the car park and specific services at PARC.

Despite these hurdles, Peninsula Leisure's accomplishments this year highlight the dedication and hard work of our team. The leadership and resilience of our people have been vital to our success, as reflected in the improved results of our Employee Engagement Survey.

We would like to thank our Peninsula Leisure staff members, the support of our partners and Shareholder Frankston City Council, and our members and community. Looking ahead, our strategic plan focuses on doing more – more people safer around water, a more active and engaged community, and more social impact. We are committed to expanding our services, enhancing our facilities, and continuing to make a positive impact on the Frankston community we serve.

Warm regards,

Kath Thom,
Chief Executive Officer

Julie Busch,
Independent Chair

Year in Review - Core Drivers

At Peninsula Leisure, our success is built on six fundamental pillars that guide our actions and decisions throughout the year. These core drivers – People, Places, Programs, Performance, Partners, and Possibilities – reflect our balance of commitments to excellence and community wellbeing.



Core Driver: People

PEOPLE are at the heart of everything we do – our incredible workforce, our members, and the wider Frankston community. Our dedicated team of professionals are our greatest asset, driving innovation, delivering exceptional service, and fostering a vibrant, inclusive community.

This year saw a full 12-month cycle of activity and oversight by the reimagined Peninsula Leisure Talent & Culture Committee, with an increased focus on staff engagement, development and performance. Our people-centric strategies have not only improved employee satisfaction and performance but also translated into better experiences for our visitors and members. Notably, our Employee Experience Survey result increased from 6.32 in 2022 to 7.64 in October 2023, seeing our staff feeling more engaged in the success of Peninsula Leisure and our service delivery to customers.

Employee wellbeing continues to be supported through the ongoing promotion of our Employee Assistance Program and the training of Mental Health First Aid Officers in all teams. Child safety education remained a high priority for training and development.

The success of Peninsula Leisure also includes the support and engagement of our members and users. With over 1 million visitors and over 9000 PARC members, we have built an inclusive and supportive community dedicated to helping people be happy, active and connected.

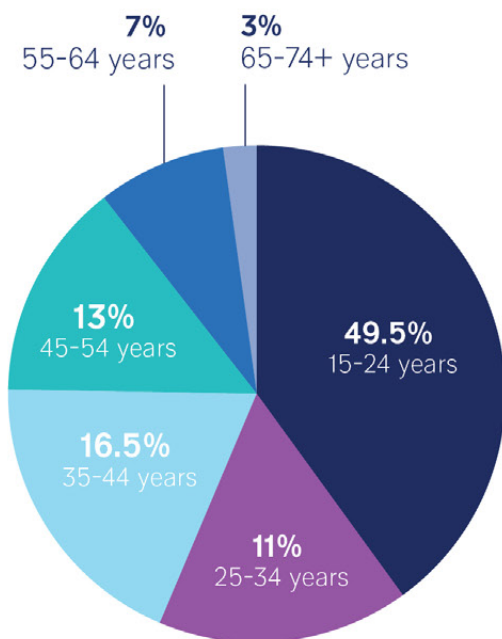
Our staff who make up Peninsula Leisure



346 Total Employees

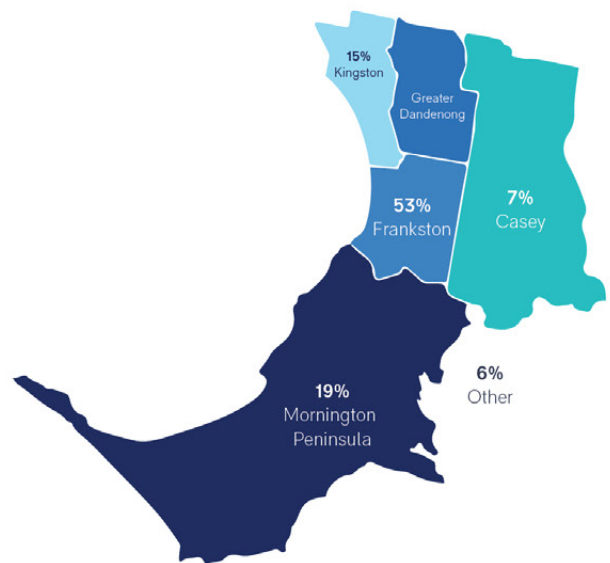


Age Categories



Almost half of our employees are aged 15-24.

Where our employees reside



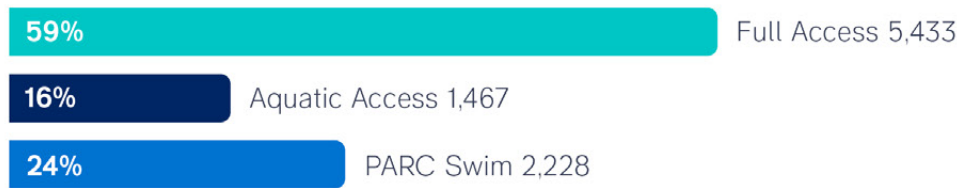
We are committed to local employment. Over 50% of our Team live in the Frankston municipality.

PARC Participation



9,128 Total Members

Total Members by Type



8,088

Total members joined



734

Members joined via referral

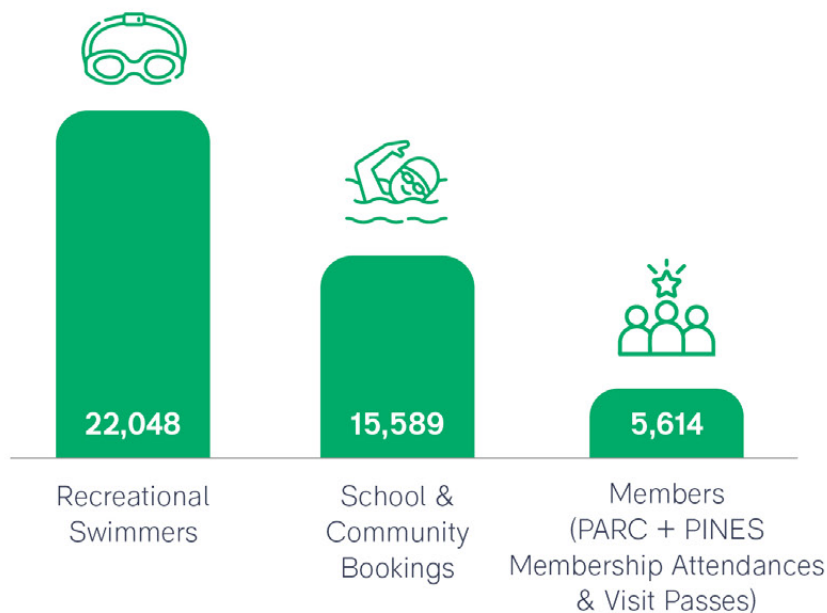
Demographics of Full Access Members



701,000

Total member attendances

PINES Participation



43,251

Attendances, the highest ever!



2,698

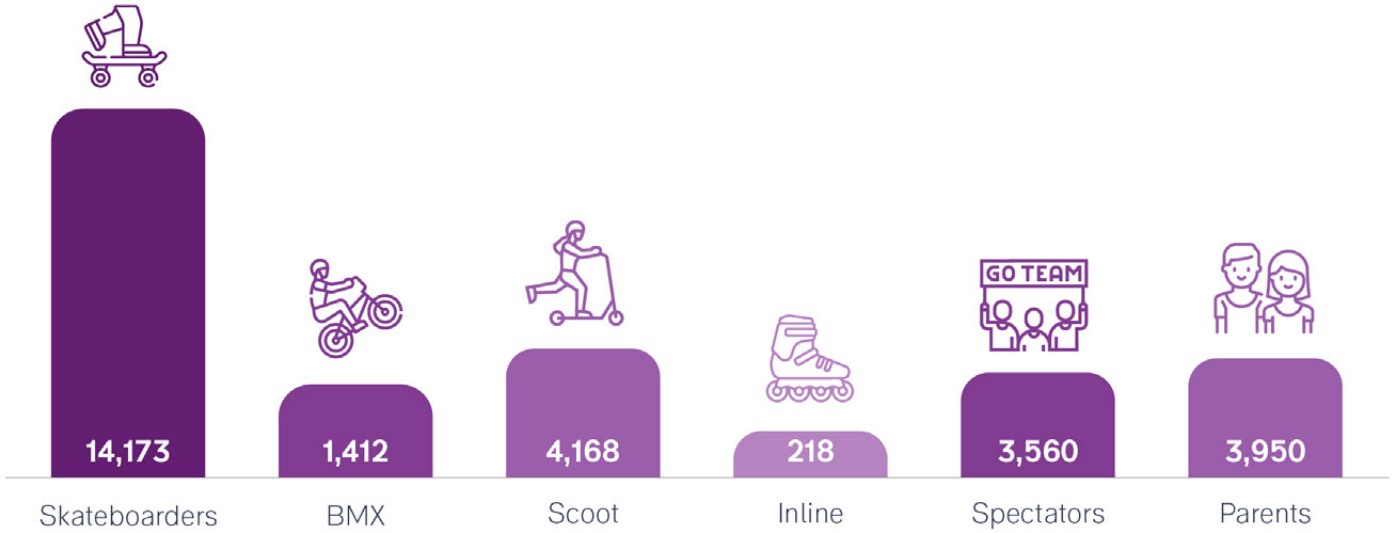
Free Family Friday attendances



1,734

VICSWIM lessons delivered

SKATE Participation (since October 2023)



Data collected during staffed hours

Demographics



Core Driver: Places

At Peninsula Leisure, we are committed to providing the best PLACES, facilities and services that enhance the lives of our community and members.

This year, we have undertaken a series of improvement projects aimed at better meeting the evolving needs of our visitors and members. These initiatives reflect our ongoing dedication to maintaining and enhancing the quality of our physical spaces, ensuring they remain accessible, innovative, and aligned with the expectations of our community.

Peninsula Aquatic Recreation Centre (PARC)



Nearing a decade old, PARC is Frankston's all in one facility for swimming, fitness, gym and leisure.

Throughout the year we made improvements to the facility including:

- Cardio gym equipment upgrade, seeing over 40 new pieces of equipment in the health club, including wheelchair friendly pieces
- Boiler replacement program
- Car park safety upgrades with the introduction of marked pedestrian crossings and improved lighting
- The commencement of a 3-year Service Improvement Program, to ensure consistent and exceptional PARC experiences

PINES Forest Aquatic Centre (PINES)



40-year-old PINES Pool is much loved by the local community. With the aging facility, investment was undertaken to ensure safe and enjoyable operations.

Throughout the year we made improvements to the facility including:

- Replacement and upgrade of pool circulation pumps, seeing improved water quality and longevity of equipment
- Replacement of pool lane ropes
- Update and renewal of Centre signage
- The commencement of a 3-year Service Improvement Program, to ensure consistent and exceptional PINES experiences

Frankston Skate Park (SKATE)



Frankston Skate Park is home to 3,400 square meters of skate and BMX terrain, for varying ages and abilities.

Since we commenced management in October, improvements to the facility included:

- “Shack” furniture and fixture additions
- Purchased all new equipment and safety equipment for lessons and hire
- Introduced online booking system for lessons and clinics

PARC Plus (ONLINE)



PARC Plus is our digital online exercise platform allowing our community to work out when, where and how it suits them.

Throughout the year we made improvements to the online offering including:

- Transition from the previous PARC Your Way app to the new PARC Plus app, which has improved user experience and connectivity to our TechnoGym equipment
- Adding a new library of over 300 classes of various types (Yoga, BodyAttack, BodyPump, Stretching, Cycling, Meditation)
- PARC Plus currently has 16,506 Community (free) Access members and 839 Full Access members, with Full Access members having access to our premium Les Mills online class content.

Assets and Facility Management in Partnership with Frankston City Council

In collaboration with Frankston City Council, we have dedicated ourselves to safeguarding, maintaining, and enhancing our facilities throughout the period. Through rigorous preventative management and steadfast support of our Capital Works Plan, we have ensured that our assets not only meet but aim to exceed the expectations of our community.

Our Council partnership and renewed Management Service Agreement underscores our commitment to providing exceptional recreational and community spaces that are safe, functional, and accessible for all.

Core Driver: Programs

This year we offered tailored PROGRAMS that activate all areas of our community. Our diverse range of programs were designed to meet the varied needs of our community, fostering engagement and enhancing wellbeing across Frankston.

Young Mums Program

This award-winning bespoke program supported young mothers, with a focus on empowerment and health education.

PINES Quiet Hour

Awarded for its Community Impact by Aquatics and Recreation Victoria, this initiative created a calm and welcoming environment for individuals with sensory needs to be active.

SKATE Clinics

With the management of the Skate Park commencing in October, we offered engaging clinics for youth to develop skateboarding skills in a safe and supportive environment. Our Girls Skate grew in popularity, built by one of our inspiring female Skate Team members.

Allianz Swim Club

In partnership with Allianz and AustSwim, we offered free 8-week adult swim programs to promote water safety and confidence in the water. The final session was held at the beach, and for some, it was their first swim at the beach.

PARC Swim STAR

Recognising the need for more Swim Teachers, we offered additional rounds of our PARC Swim Teacher Active Recruitment Program (STAR), seeing Peninsula Leisure fund the qualifications and in water training for new PARC Swim teachers.



Young Mums program



Girls Skate clinic



Allianz Swim Club

Big Splash Awards

Over the financial year we gifted \$228,130 in free access passes and Big Splash Awards to local sporting clubs, schools and community groups.

Launch of PARC Plus

PARC Plus superseded the existing PARC Your Way Platform, launching the new offering in December 2023. This enhanced digital platform is free for the entire community to work – so you can be active in a way and place that is easiest for you.

Multiple Births Access Program

In partnership with Frankston Peninsula Multiple Births Association, we designed a wellbeing program focused on removing barriers to exercise and social connection for parents with multiple children to support their overall health and mental wellbeing.

Free Family Fridays

This ever-popular community event saw 2,736 free attendances to PINES for the season, encouraging community connections and healthy activities.

Events and Activations

Throughout the year, we encouraged high community presence through event sponsorship and support for local events such as the Festival of the Lights, the Waterfront Festival, My Mount Eliza Fun and Run Festival and PARC's much-loved School Holiday Programs.



Big Splash award recipients



Free Family Fridays at PINES



Frankston Clty Council's Festival of the Lights 2023


Core Driver: Performance

Our strong PERFORMANCE and accomplishments this year have enabled us to sustainably grow, innovate, and continue providing valuable services to our community.

Generating a modest surplus to reinvest back into the community, we successfully balanced delivering top-tier services with expense management. In this section, we present key metrics that illustrate our operational performance throughout the year.

Member Participation

 **1,073,725** Total attendances across PARC, PINES, SKATE and PARC PLUS

 **701,000**
PARC member attendances

 **194,907**
PARC Casual Aquatic attendances

 **5,570**
PARC Personal Training attendances


 **354,620**
Health Club attendances

 **164,353**
PARC group exercise attendances

 **16,506**
PARC PLUS subscribers

 **5,126**
PARC Childcare attendances

 **26,733**
PARC Swim lessons

 **7,796**
PARC Swim Schools lessons

 **32**
PARC Swim Schools programs delivered

 **5**
Can Swim / Allianz Swim Club programs delivered

 **43,251**
PINES pool attendances

 **4,470**
PINES free community event attendances


 **65**
PINES unique user groups

 **27,931**
Skate Park attendances

 **333**
Skate clinics

 **962**
Skate lesson participants

 **50,912**
Coffees sold

 "I would like to THANK each and every staff member for making PARC such a positive experience."
PARC

 "This park simply means the world to me. From all the kind-hearted staff and people I have met to seeing kids succeed in the activity I love the most, this park has the greatest community surrounding it and that's why I love it so much"
SKATE

 "The staff are exceptionally friendly, polite and professional."
PINES

Customer Experiences



Core Driver: Partners

At Peninsula Leisure, we confidently collaborate with PARTNERS for the future, forging meaningful relationships that enhance our community impact and service delivery.

From innovative infant swim programs with Rotary Peninsula 2.0 to Active Pathways initiatives with RecLink Australia, our partnerships are integral to our mission of fostering a healthier and more connected community.

Below are the collaborative efforts that have empowered us to expand our reach, enhance our programs, and create lasting social value for the Frankston communities we serve.

SWIM

- **Can Swim Pilot Programs, with Frankston City Council:** Together with Frankston City Council, we launched the Can Swim pilots, providing inclusive and critical swimming and water safety opportunities for those who would have otherwise missed out.
- **Infant Swim Programs, with Rotary Peninsula 2.0:** Our partnership with Rotary Peninsula 2.0's annual Birth Tree has enabled innovative infant swim programs, promoting water safety and early childhood development.

ACTIVE

- **Service Improvement Program, with Bon Leisure:** This 3-year partnership signifies our commitment to drive improved service at PARC and PINES, with a combination of staff training, team development and mystery visit assessments.
- **Pines and Frankston North Outreach, with Frankston North Community Centre:** Collaborating closely with the local Community Centre, we expanded our outreach through PINES, enriching the lives of local residents through recreational activities and movement.
- **Active Pathways Memberships, with RecLink Australia:** Through its partnership, Peninsula Leisure is proud to offer heavily subsidised PARC memberships, and visit passes at Pines. Last year this totalled approximately \$54,000.

IMPACT

- **Engagement with Industry Committees and Conferences:** Active participation in industry committees, presentations, and conferences keeps us at the forefront of trends and best practices. Peninsula Leisure staff represent on over 8 working groups, and presented the Company at 4 Conferences this year.
- **Social Value Assessment of Aquatic and Recreation Centres (ARCs):** Partnering with other Local Government Enterprises, we conducted a preliminary social value assessment of ARCs use, measuring the role they play in keeping people active, connected and healthy.

Underpinning these partnerships, is our ongoing collaboration with our Shareholder Frankston City Council. Together we are committing to improving the health and wellbeing of our community.

Core Driver: Possibilities

This financial year marks the end of the current Peninsula Leisure Strategic Plan, with the completion of 10 major company projects. Through the focus and dedication of the Peninsula Leisure team, we achieved this strategy 12 months earlier than projected.

-  **Service Improvement Program launched**
-  **Partnership and alliance model template developed**
-  **PITC rolled over to Active Pathways**
-  **Meaningful reporting in Xplor developed**
-  **Reviewed digital solutions to health club training**
-  **Can Swim Directional Strategy developed**
-  **Report on social, health and economic value delivered**
-  **Team dashboards delivered**
-  **Frankston Skate Park management transition**

Looking ahead, our new Peninsula Leisure Strategy 2025-2027 focuses on water safety, community engagement, innovation and social impact. We are dedicated to broadening our service offerings, upgrading our facilities, and consistently contributing positively to the Frankston community.

By staying proactive and forward-thinking, we aim to set new benchmarks in leisure management while remaining dedicated to our mission of promoting health, wellbeing, and community connection.

Over the next 3 years 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.



FRANKSTON
SKATEPARK

PARC PLUS

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