

Pines Customer Satisfaction Survey Results



A big thank you to all our Pines members and guests who took the time to complete our recent survey in March 2026.

Your feedback is incredibly valuable, helping us continue to deliver a great experience at Pines. Here's a snapshot of what we heard:

214

Total respondents

55%

Of respondents indicated they were a member of PARC

67%

Of respondents are lap swimmers

14%

Visited Pines for the first time this season

29%

Of respondents are recreational swimmers

43%

Respondents attend weekly or multiple times per week

Highlights and Strengths



Likelihood to visit again next season

9.16 / 10 ↑



Likelihood to recommend PINES

8.84 / 10 ↑



Overall satisfaction with PINES

8.35 / 10

Feelings of Safety, Comfort and Support increased to 8.8/10, an especially strong result following our **GOLD endorsement on the Victorian Public Pools Register**, which recognises the strength of our safety systems and risk management practices.

Professionalism of Staff also improved to 8.9/10, reinforcing that our team is a major strength. Their friendliness and professionalism were consistently highlighted as key drivers of positive customer experiences.

Pines continues to deliver **strong community value** and is recognised as an important local asset. In particular, the outdoor 50m pool stands out as a valued and distinctive resource, supporting regular lap swimming while contributing to broader community wellbeing.



8.8 / 10

Feelings of Safety, Comfort and Support



8.9 / 10

Professionalism of Staff

Movers and Shakers - Improvements from last survey



Kiosk Service and Offering

We saw increased satisfaction with both the value of food and beverages, and the overall presentation of the kiosk.



Online Booking System for Group Bookings

Improved to 8.1/10, reflecting our stronger commitment to responsiveness and a more seamless customer experience, both in person and online.



Safety and Security

Encouragingly, concerns around theft raised in previous surveys were not reported this time. The installation of lockers this year has supported greater security for our visitors and contributed to this positive shift.

Areas for Attention and Consideration



Access and Availability

Access remains a key area for consideration. Opening hours and the length of the season continue to drive unmet demand, with some users seeking earlier morning access, later closing times, and a longer season overall. In response to previous survey, this season we introduced extended closing hours during January and February and expanded the season to include the April school holiday period. With Council we will continue to review these measures to ensure they best meet community needs.



Aging Asset

Pines is now over 40 years old. The condition of an aging facility does impact overall experience. While change rooms and bathrooms are considered serviceable, aging amenities combined with inconsistent cleanliness are detracting from customer satisfaction. We are continuing to prioritise proactive maintenance and cleanliness standards to enhance your experience.

Your Comments



"Love this pool.
Wish it was open year round.
The staff are fantastic!"



"Great to have an outdoor 50m pool
available for lap swimming.
The lifeguards were friendly and professional."



"I love the Pines Forest pool.
It's a great peaceful environment,
and feels like you're part of
a special community."

↑ indicates that this rating has increased since our previous survey, conducted in March 2025.



Thank you for taking the time to provide feedback, we really value your input. See you at PINES next season!