

# FLEURIEU REGIONAL AQUATIC CENTRE (FRAC) BUSINESS CASE - EXECUTIVE SUMMARY

## Introduction (Chapter 1)

- The provision of an aquatic centre in, or near, Victor Harbor has been discussed and debated within Council and the community for many years. The main issue which has hitherto prevented development of an aquatic centre has been finance, both operational and development.
- Alexandrina Council and the City of Victor Harbor signed a Memorandum of Understanding (MOU) to jointly investigate site, funding and construction opportunities for a regional swimming pool on the south coast of the Fleurieu Peninsula.
- A large number of studies have identified that the Victor Harbor and southern Fleurieu region communities want and need an aquatic centre. It is considered a “missing” piece of community infrastructure.
- The Australian Centre for Environmental and Recreational Management (CERM) benchmarks have identified a population level of 20,000 as being necessary for an indoor aquatic centre to be viable. However, no definition of “viability”, and no reference to the age profile or other demographic characteristics are provided.
- The population of the southern Fleurieu region is growing and aging.
- A significant gap in the market has now been identified by recent market research quantifying demand for an aquatic centre incorporating a health and fitness studio.



Map of the City of Victor Harbor and Alexandrina Councils and Surrounding Areas

## Background Literature (Chapter 2)

This chapter reviews previous reports and research relating to the development of an aquatic centre in the southern Fleurieu region.

The City of Victor Harbor (formerly District Council of Victor Harbor) first considered an aquatics facility proposal in 1989. Since that time the Council has commissioned three reports as follows:

- An Aquatic Centre Concept and Feasibility Analysis in December 1990 (LRM Australia Pty Ltd)
- A Review of the Concept and Feasibility Analysis in January 2001 (JWPM Consulting Pty Ltd)
- An Indoor Recreation Facility Location Options Study in April 2006 (Colliers International)

Alexandrina Council has had more recent community pressure to provide suitable aquatic facilities to their residents. The Council area is currently serviced in the north by an outdoor swimming complex at Strathalbyn (43.4 km from proposed FRAC location) which has undergone recent major renovation.

In 2007 the Alexandrina Council and the City of Victor Harbor signed a Memorandum of Understanding (MOU) to jointly investigate site, funding and construction opportunities for a regional swimming pool on the south coast of the Fleurieu Peninsula.

In early 2012 the Councils established a Joint Working Party to consider a preferred site option for an Aquatic Centre. It concluded that two sites stood out for further assessment – the Beyond Development site and the Basham's Beach site.

After an in-depth review, the Joint Working Party recommended a preference for the Beyond site for the future development of an aquatic centre. The two Councils subsequently endorsed the recommendation of the Joint Working Party.

Community consultation on the preferred site for the FRAC between 2nd July to 10th August 2012 resulted in overwhelming support for the Beyond site.



## Population and Participation Analysis (Chapter 3)

This chapter contains demographic information about the catchment area for the Fleurieu Regional Aquatic Centre based on the 2011 Census of Population and Housing, population growth projections, and participation data. These were derived from a series of research studies from the Exercise, Recreation and Sport Survey (ERASS) commissioned by the Australian Sports Commission.

### *Population*

At the time of the 2006 Census, the combined total population of the City of Victor Harbor and Alexandrina Council was estimated at 32,715. At this time the City of Victor Harbor was estimated at 12,012 people while Alexandrina Council was estimated at 20,703 people. The combined population estimates for both councils at 30 June 2011 was 37,540 people, an increase of 4,825 people (12.8% or average growth of 2.6% per annum).

The figures show that the specific catchment area<sup>1</sup> for the proposed FRAC has grown at a much faster rate than the overall rate stated above (3.8% average annual growth compared to 2.6%).

### *Participation*

Key findings of the 2010 ERASS study include:

- The top three physical activities in 2010, in terms of total participation rates were walking, aerobics/fitness and swimming.
- On a national level during 2010, 2.28 million people (13% of the population) participated in swimming (both organised and non-organised). This was the third most popular activity after walking (35.9%) and aerobics/fitness (23.5%). On a gender basis, females had a slightly higher participation rate in swimming (13.9%) than males (12.1%).
- In South Australia, the total participation rate in swimming was slightly lower than the national rate with 132,900 people (10.1%). Participation by both females (11.5%) and males (8.7%) was lower than the national rate.

## Market and Competitor Analysis (Chapter 4)

This chapter reviews and summarises potential competition from aquatic and health and fitness facilities in the main catchment area.

Overall, 13 facilities incorporating aquatics and/or health and fitness have been analysed and they range from as close as approximately 3 km up to almost 55 km from the proposed FRAC location. These distances represent approximate travel time from as little as approximately 5 minutes up to almost 45 minutes by car.

There are two realistic primary health and fitness competitors to this project which, based on industry accepted distances, consumers would travel for health and fitness (up to approximately 6 km or 10 minutes by car). These are McCracken Country Club and Victor Harbor Fitness.

The community engagement program identified substantial support for the proposed FRAC. Although the number of groups consulted who will use the facility may be moderate, there is a strong inference that it will be used by their individual members.

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<sup>1</sup> The base catchment area is defined as the population from Victor Harbor through to Goolwa.

## Needs Analysis (Chapter 5)

Implications of the research conducted during the study for a proposed South Coast regional aquatic centre, were assessed to determine the demand and likely markets for a new aquatic facility. It is expected that FRAC will attract swimmers who live not only in the primary catchment area but also in the secondary catchment<sup>2</sup> together with visitors to the region. Conservatively, it is likely that an additional 5% to 10% of participants will fit into these additional two categories.

The analysis in this chapter has identified potential demand for:

- Total per annum attendances in the FRAC of between 98,200 and 102,900, growing to projected attendances of between 113,000 and 119,000 in 2026.
- Learn to swim classes of between 190 and 235 per annum.
- Potentially 35,600 attendances per annum in aquatic therapy programs.
- Health and fitness membership of at least 500.

## Operating Budget (Chapter 6)

This chapter presents an indicative operating budget for the proposed facility. It includes revenues and expenditures for the aquatic and health and fitness components based on a set of assumptions.

These assumptions have been adopted in preparing the financial analysis. No allowance has been made for increases in income or expenditure based on inflation. In other words, all costs are based on February 2013 prices.

This analysis indicates that:

- The facility will operate at a loss in each of the first five years. This loss will decrease from \$364,067 to \$241,876, which effectively means that the loss or subsidy incurred by each Council will reduce.
- The aquatic component will operate at a gradually decreasing loss ranging from \$412,587 in Year 1 to \$323,459 in Year 5.
- The health and fitness component will operate at a profit of \$48,520 in Year 1 increasing to \$81,584 in Year 5.

These projections are conservative, and are likely to be surpassed with high quality management. More detailed market research is required to more accurately project income and expenditures.

To assess the potential implications of increases and decreases in attendances to the aquatic facilities, and membership of the health and fitness, a scenario analysis was conducted. This analysis assumes the target attendance and membership will be achieved in Year 5 with the growth rates as assumed above. The Base Scenario is 100,000 aquatic centre attendances and 500 health and fitness members.

## *Contribution to Economic Development*

Economic development can be defined as efforts that seek to improve the economic well-being and quality of life for a community. This can be achieved by creating and/or retaining jobs and the supporting or growing of incomes and the resultant tax base.

The Project will contribute to the economic development of the local area predominantly from the following sources:

- Construction activity
- Potential employment opportunity through the delivery of the FRAC services, commercial kiosk and crèche facility
- Revenue and expenses associated with the operation of the FRAC.

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<sup>2</sup> secondary catchment is defined as surrounding areas such as Mount Compass, Yankalilla, Willunga and Strathalbyn

Output activity has been based on \$21,000,000 of design and construction expenditure and is summarised in the table below.

**Table: Economic and Employment Benefits from the Fleurieu Regional Aquatic Centre Project**

Impact	Direct	Indirect	Consumption	Total
Output (\$M)	\$21.000	\$17.895	\$4.447	\$43.342
Employment (Jobs)	38	60	20	118
Wages and Salaries (\$M)	\$2.536	\$3.893	\$0.986	\$7.415
Value added (\$M)	\$5.058	\$6.675	\$2.366	\$14.099

Furthermore, the FRAC will provide employment for approximately 2.5 permanent employees and approximately 7 additional employees made up of reception, lifeguard and gym employees, who will predominantly be engaged on a casual basis, consistent with industry norms. The economic impacts of this are shown in the table below.

**Table: Economic and Employment Benefits from the Fleurieu Regional Aquatic Centre Project**

Impact	Direct	Indirect	Consumption	Total
Output (\$M)	\$0.870	\$0.435	\$0.210	\$1.514
Employment (Jobs)t	6	2	1	9
Wages and Salaries (\$M)	\$0.195	\$0.108	\$0.046	\$0.349
Value added (\$M)	\$0.372	\$0.177	\$0.111	\$0.661

#### Stakeholder Interviews (Appendix A)

Interviews were held with six key stakeholders;

- Chiton Rocks Surf Life Saving Club
- Helen Irvine Swimming
- Port Elliot Surf Life Saving Club
- Strathalbyn Swimming Club
- Southern Fleurieu Health Service Hydrotherapy Classes
- Goolwa Surf Life Saving Club

These stakeholders indicated an interest in a range of facilities. Some of these included a 50m lap pool, separate heated pool for younger children designed to specifically cater to teaching, and a hydrotherapy pool for rehabilitation/health needs which meets recognised standards. They also mention other desirable infrastructure inclusions such as public transport and crèche facilities.

# Proposed project - Fleurieu Regional Aquatic Centre

## Business Case

Prepared for the City of Victor Harbor and Alexandrina Council



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**APPENDIX A: STAKEHOLDER INTERVIEWS**

# 1 INTRODUCTION

This chapter provides an introduction to the project, including the background, study objectives and methodology used.

## 1.1 BACKGROUND

The City of Victor Harbor in conjunction with Alexandrina Council has agreed to pursue the construction of a Fleurieu Regional Aquatic Centre (FRAC) on the Fleurieu Peninsula. The facility is to cater for resident and visitor populations of Victor Harbor, Goolwa, Port Elliot and Middleton whilst also providing access to facilities for surrounding areas such as Mount Compass, Yankalilla, Willunga and Strathalbyn.

The proposed location of the Regional Aquatic Centre is situated on Ocean Road, Hayborough adjacent to the Beyond Today development. Developers of Beyond Today; Environmentally Sustainable Developments, have offered to provide approximately two and a half hectares of land at the northern end of the development to accommodate the Regional Aquatic Centre and associated parking.

The FRAC is proposed to consist of:

- an 8 lane, 25 metre lap swimming pool
- a rehabilitation pool
- a leisure pool /children's pool
- office accommodation
- a commercial kiosk
- plant room, change rooms and toilets
- first aid room
- storage areas
- spectator areas
- crèche
- an outdoor splash park (pending budget considerations and final cost estimates)

## 1.2 OBJECTIVES

The City of Victor Harbor, in conjunction with the Alexandrina Council has commissioned the preparation of a concise business case for a proposed regional aquatic centre. The business case needs to address the following:

- 1 Assess the needs and operating budget for the proposed regional aquatic centre based on:
  - market analysis of the current and projected population and demographic for the likely catchment area
  - existing facilities in the region
  - recommended opening hours
  - recommended management model
  - likely visits to the facility and anticipated usage patterns (based on benchmarking with similar facilities/regions)
  - a cost benefit analysis which also provides for the following options:
    - ✓ hydrotherapy pool (separate pool 34 degrees, third set of plant equipment and ramp access) or rehabilitation pool (joined with leisure pool which also provides ramp access, 32 degrees, shared plant equipment)
    - ✓ crèche or no crèche
    - ✓ fitness room & gym or no fitness room & gym
- 2 Determine the annual operating income and costs for a ten & twenty year period commencing in January 2017 to ensure Council is aware of its maximum financial operating exposure for budgeting purposes, including:

- Anticipated income from fees and charges
  - Anticipated expenditure (depreciation, staffing, maintenance, services/utilities, administration)
- 3 Outline the business case for the regional aquatic centre to meet the Local Government Act of South Australia 1999 section 48 prudential reporting criteria and the Regional Development Australia funding selection criteria.

### 1.3 METHODOLOGY

The preparation of the business case was undertaken in three phases including the following tasks:

#### **Phase 1: Project Inception**

- 1 Project Inception Meeting
- 2 Document Review

#### **Phase 2: Operational Review**

- 1 Facility Assessment
- 2 Key Stakeholder Interviews
- 3 Comparative Benchmarking
- 4 Population/Participation Analysis
- 5 Competitor Analysis
- 6 Web based questionnaires for potential user groups and schools
- 7 Trend Analysis

#### **Phase 3: Business Case**

- 1 Preliminary Draft Business Case
- 2 Presentation
- 3 Business Model

## 2 BACKGROUND LITERATURE

This chapter reviews previous reports and research relating to the development of an aquatic centre in the southern Fleurieu region.

### 2.1 HISTORY OF THE PROJECT

Information included below has been sourced from a Briefing Paper prepared for the City of Victor Harbor and Alexandrina Council, dated February 2013.

The City of Victor Harbor (formerly District Council of Victor Harbor) first considered an aquatics facility proposal in 1989. Since that time the Council has commissioned three reports as follows: -

- An Aquatic Centre Concept and Feasibility Analysis in December 1990 (LRM Australia Pty Ltd)
- A Review of the Concept and Feasibility Analysis in January 2001 (JWPM Consulting Pty Ltd)
- An Indoor Recreation Facility Location Options Study in April 2006 (Colliers International)

Alexandrina Council has had more recent community pressure to provide suitable aquatic facilities to their residents. The Council area is already adequately serviced in the north by a swimming complex at Strathalbyn which has undergone recent major renovation.

In 2007 the Alexandrina Council and the City of Victor Harbor signed a Memorandum of Understanding (MOU) to jointly investigate site, funding and construction opportunities for a regional swimming pool on the south coast of the Fleurieu Peninsula.

In early 2012 the Councils established a Working Party to finalise a preferred site option for an Aquatic Centre. It concluded that two sites stood out for further assessment – the Beyond Development site and the Basham’s Beach site. These sites were reviewed in depth with the following representing the Working Party’s conclusions.

Having reviewed both sites, the Working Party recommended a preference for the Beyond site for the future development of an aquatic centre. The two Councils subsequently endorsed the recommendation of the Working Party.

Community consultation on the preferred site for the regional aquatic facility between 2nd July and 10th August 2012 found overwhelming support for the Beyond site.

### 2.2 COMMUNITY SUPPORT

A number of studies have identified community support for an aquatic centre. Relevant data has been collated by Council in an internal working document (“Support for an aquatic centre as identified in various reports and strategies” dated January 2013), and is re-produced below:

#### 2.2.1 South Coast Study: Keeping Pace, Report A,

This report was prepared for the City of Victor Harbor and Alexandrina Council by the SA Centre for Economic Studies in December 2001. 159 surveys from residents who had moved to the South Coast in the previous 5 years were analysed. The report states that “There was an overwhelming demand from 77% of respondents indicating a need for a swimming centre and/or gym. The need was expressed either as a swimming pool, an indoor pool, an Olympic pool along with other variations by the perceived need was well in evidence.”

## 2.2.2 Southern Fleurieu Family Strategy Stage 1 Report – Family Survey Results

This report was prepared for the City of Victor Harbor, District Council of Yankalilla and Alexandrina Council in January 2004. 402 surveys were analysed representing around 11% of families with dependent children.

In response to the question “If you could pick anything, what would you change or add, to make things better for your family?”

- 20% of respondents from the District Council of Yankalilla (36% for the Yankalilla township) identified a pool. Ranked 2 out of 22.
- 51% of respondents from the City of Victor Harbor identified a pool. Ranked 1 out of 28. Suggestions included “an Olympic size pool, indoors and heated and that could be used by all age groups to meet a wide range of community needs including general recreation, rehabilitation and learn to swim.”
- 20% of respondents from the Alexandrina Council (37% Goolwa, 24% Mount Compass, 42% Port Elliot, 32% Middleton) identified a pool. Ranked 2 out of 30. 10% of families in Strathalbyn identified a pool as one of the “Factors that make our community a great place for families and children”.

In response to the question “With respect to your family and children, what things often bug you?”

- 11% from DC Yankalilla (18% for Yankalilla and 33% for Inman Valley) identified the lack of a pool. Ranked 7 out of 20.
- 27% of respondents from the City of Victor Harbor identified the lack of a pool. Ranked 2 out of 27.
- 11% of respondents from the Alexandrina Council (26% Goolwa, 23% Port Elliot, 11% Middleton) identified the lack of a pool. Ranked 5 out of 30.

## 2.2.3 City of Victor Harbor Vacant Allotment Survey

Prepared in May 2005, the report analysed 303 surveys (a 31% response rate). In response to the question “Changes which would make Victor Harbor a more desirable place for permanent living” 10% identified a pool. Ranked 5 out of 14.

## 2.2.4 City of Victor Harbor Non-Resident Ratepayer Survey,

Prepared in March 2006, the report analysed 799 surveys (a 40% response rate). In response to the question “Changes which would make Victor Harbor a more desirable place to live” 18% identified recreation activities, including a swimming pool. Ranked 2 out of 10.

## 2.2.5 Recreation Today and Tomorrow: Current and Future Social and Recreational Needs of Older People in the Southern Fleurieu Peninsula

Prepared for the Southern Fleurieu Positive Ageing Taskforce in April 2006, the report identified swimming and hydro/aqua-aerobics as future preferences of older people for social and recreational activity.

It recommends “That existing providers and authorities explore the opportunity to further develop more of the popular and desired social and recreational options such as walking, swimming/aqua-aerobics, exercise classes, massage services and cultural activities.”

## 2.2.6 City of Victor Harbor Urban Growth Management Strategy Consultation Report

Prepared for the City of Victor Harbor in February 2009, the report identified a swimming pool as “much needed in the area for learning to swim and health for health for young and old”

## 2.2.7 Southern Fleurieu Positive Ageing Taskforce Community Consultation

Prepared for the Southern Fleurieu Positive Ageing Taskforce in July 2011, the report included comments from 200 people in 10 focus groups and 209 written responses. Suggestions for new and extended services include a heated hydrotherapy pool for Victor Harbor.

## 2.2.8 Summary

All these reports have identified that the establishment of an aquatic centre is regarded as a service which should be available to residents of the southern Fleurieu region. Generally, respondents to the surveys, and community engagement exercises tended to give the provision of an aquatic centre a relatively high priority.

## 2.3 STRATEGIC DIRECTIONS REPORT, DISCUSSION PAPER FOR CONSULTATION

Prepared in January 2013 for the City of Victor Harbor, this report provides the City of Victor Harbor with the opportunity to develop strategies to ensure its Development Plan reflects the direction established by the Urban Growth Management Strategy and the 30 Year Plan for Greater Adelaide.

The report notes that over the 30 Years to 2038, the Fleurieu Region will:

- Accommodate population growth in the order of 22,000 additional people
- Provide for 14,500 net additional dwellings, 2175 of which must be “affordable”
- Provide jobs growth in the order of 11,500 new positions (as well as 120Ha of Regional Employment Lands).

Whilst the report does not specifically refer to an aquatic facility, it recommends the need to identify and plan for human services for existing and growing communities, having regard to current and projected population age structures.

## 2.4 INDOOR RECREATION FACILITY LOCATION OPTIONS STUDY

Prepared for the City of Victor Harbor in April 2006, the report notes:

- An identified need for major indoor recreational facilities to service Victor Harbor. In particular there is a need for a 25 metre indoor swimming pool, a multipurpose indoor pool (including hydrotherapy) and for additional multipurpose sports courts.
- The Australian Centre for Environmental and Recreation Management (CERM) has developed benchmarks which are commonly applied in the planning for recreation facilities throughout Australia, particularly aquatic centres. These benchmarks suggest that a minimum population of 20,000 persons is required to achieve operational feasibility of an indoor aquatic facility. At 23,000 or thereabouts, the current collective population of City of Victor Harbor, Port Elliot, Middleton and Goolwa has reached this threshold, suggesting that a regional aquatic centre could be feasible.
- A location on the Port Elliot side of Victor Harbor will both maximize the catchment population and feasibility (operational and development) of the facility.

## 2.5 SOUTHERN FLEURIEU REGIONAL RECREATION, SPORT AND OPEN SPACE STRATEGY

Prepared in May 2004, the report identifies a series of “main issues” including:

- The demand for significant facilities such as an indoor aquatic facility, health and fitness facilities, indoor sport and recreation centres and performing arts facilities. The main issue is the ability of the population size to sustain facilities.
- The need to cater for different age groups including older people, young people, children and young and middle aged adults. In addition, there is the issue of catering for temporary residents and visitors as well as permanent residents.

With respect to an aquatic centre the report notes:

- 1 Continue to progress planning that is currently underway for priority facility needs. This includes:
  - ✓ Planning for an indoor aquatic facility that aims to cater for the population from Victor Harbor through to Goolwa (as the base catchment).
  - ✓ Planning for health and fitness facilities, where a facility could possibly be linked to an aquatic facility that caters for the population from Victor Harbor through to Goolwa (if developed).
- 2 There is demand for an indoor swimming pool and health and fitness facility in the Goolwa, Middleton and Port Elliot area. In particular, there is demand for:
  - ✓ Warm water program opportunities for older people and children (e.g. water aerobics, learn to swim)
  - ✓ A good sized and affordable gym and health facility People are keen for the facility to be accessible to the three communities (Goolwa, Middleton and Port Elliot).
- 3 Whilst a regional facility that also caters for the City of Victor Harbor is supported, the central location of such a facility would be crucial to adequately cater for the Alexandrina Council coastal areas.
- 4 Overall, the cost and viability of an indoor aquatic centre is a key issue. The population size of the area does not currently justify the provision of a significant indoor centre.
- 5 The need to cater for older people given that the area is potentially ageing. This includes the need for physical activity opportunities, warm water/hydrotherapy, health and fitness and social opportunities.
- 6 The demand for an indoor aquatic facility is high. The Primary School has an 18m 4 lane indoor pool that is well used by the community, but is not considered to be adequate to meet the needs. The demand is for an 8 lane 25m indoor pool as a minimum. Particular needs include:
  - ✓ Lap swimming
  - ✓ Warm water programs (learn to swim, health and fitness)
  - ✓ Catering for older people, children and families
- 7 There could be potential to establish an indoor aquatic centre in the vicinity of Victor Harbor through to Goolwa. However, the cost of developing a facility and the cost of operations may not be sustainable due to the population size and the spread of the population. Normally an indoor aquatic centre would require a population of between 20,000 and 50,000 to be viable, depending on the size of the facility and the components included (usually health and fitness components are used to subsidise pool operations). Temporary residents and visitors should be seen as a ‘bonus’ market rather than part of the base catchment.
- 8 All this study can do is recognise the desire for a facility in the region and support further analysis to determine an approach that is feasible.

## 2.6 VICTOR HARBOR URBAN GROWTH MANAGEMENT STRATEGY 2008 – 2030

The report was prepared for the City of Victor Harbor in 2009. Comments and information relevant to an indoor aquatic centre include:

- Victor Harbor is expected to grow to 19,145 persons at 2022 and between 24,055 and 25,969 by the year 2030.
- Victor Harbor has the oldest population of any Council area in Australia and is expected to continue to age for at least 20 years.
- Victor Harbor's population and housing profile comprises:
  - ✓ a large absent and part-time population – 40% of its residential ratepayers reside outside the Council area;
  - ✓ a high proportion of two person families – 59% of households in Victor Harbor comprise couples without children.
- The key growth issues in 2008 threatening the sustainable future growth of Victor Harbor towards 2030 include:
  - ✓ Growth driven by an ageing population.
  - ✓ Net out-migration of the 15-29 age group indicating that Victor Harbor difficulty retaining those families beyond school leaver age.
- There are limitations with existing swimming pools. However a new public indoor pool would require a regional focus in order to be viable. Studies undertaken by Council demonstrate that an aquatic centre will only be financially feasible once the population reaches 20,000. Based on continued population growth of 3%, an aquatic centre would not be feasible before 2020. However, if this were reviewed as a regional facility, the existing regional population would provide a viable catchment. From a regional perspective there is support for a regional indoor wet and dry leisure centre comprising gymnasium, multi-purpose courts and swimming pools.

## 2.7 SUMMARY

Key points gleaned from the documents reviewed, and relevant to preparing a business case for an aquatic centre are:

- 1 The provision of an aquatic centre in Victor Harbor has been discussed and debated within Council and the community for many years. The main issue which has prevented development of an aquatic centre has been finance, both operational and development.
- 2 Alexandrina Council and the City of Victor Harbor signed a Memorandum of Understanding (MOU) to jointly investigate site, funding and construction opportunities for a regional swimming pool on the south coast of the Fleurieu Peninsula.
- 3 A large number of studies have identified that the Victor harbor and southern Fleurieu region communities want an aquatic centre. It tends to be considered as a "missing" piece of community infrastructure.
- 4 The CERM benchmarks have identified a population of 20,000 as being necessary for an indoor aquatic centre to be viable. However, no definition of "viability", and no reference to the age profile or other demographic characteristics is provided.
- 5 The population of the southern Fleurieu region is growing and aging.
- 6 A significant gap in the data provided is recent market research which quantifies demand for an aquatic centre incorporating a health and fitness studio.

## 3 POPULATION AND PARTICIPATION ANALYSIS

This chapter reviews demographic information about the catchment area for the Fleurieu Regional Aquatic Centre based on the 2011 Census of Population and Housing, population growth projections, and participation data from a series of research studies (ERASS) commissioned by the Australian Sports Commission.

### 3.1 2011 CENSUS

Following is a summary of gender, age, ethnic and social disadvantage characteristics. This information has been sourced from the Australian Bureau of Statistics 2006 and 2011 Census information, the Community Profile and Community Atlas from the City of Victor Harbor, Alexandrina Council, District Council of Yankalilla, and City of Onkaparinga.

#### 3.1.1 Total Population

At the time of the 2006 Census, the combined total population between the City of Victor Harbor and Alexandrina Council was estimated at 32,715. At this time the City of Victor Harbor was estimated at 12,012 people while Alexandrina Council was estimated at 20,703 people. The combined population estimates for both Council's at 30 June 2011 was 37,540 people, an increase of 4,815 people (12.8% or average growth of 2.6% per annum).

The primary catchment of the proposed FRAC has been determined as resident and visitor populations of Victor Harbor, Goolwa, Port Elliot and Middleton. This primary catchment is deemed to cater to primarily the coastal areas up to approximately 10 – 15 km from the proposed FRAC location.

The facility will also provide access to a secondary catchment for surrounding areas such as Mount Compass, Yankalilla, Willunga and Strathalbyn. The secondary catchment covers an area up to approximately 45 km from the proposed FRAC location.

The primary catchment population at 2006 Census was 18,471 people and had grown to approximately 20,724 people by 2011, an increase of 2,253 people (12% or average growth of 2.4%). Comparatively, the total catchment population during the 2006 Census was 49,754 people, and the population estimate for the catchment at 30 June 2011 was 59,323 people, an increase of 9,569 people (19% or average growth of 3.8%).

The figures show that the catchment area for the proposed Regional Aquatic Centre has grown at a much faster rate than both the City of Victor Harbor and Alexandrina Council as a whole between 2006 and 2011 (3.8% average annual growth compared to 2.6%).

#### 3.1.2 Age and Gender

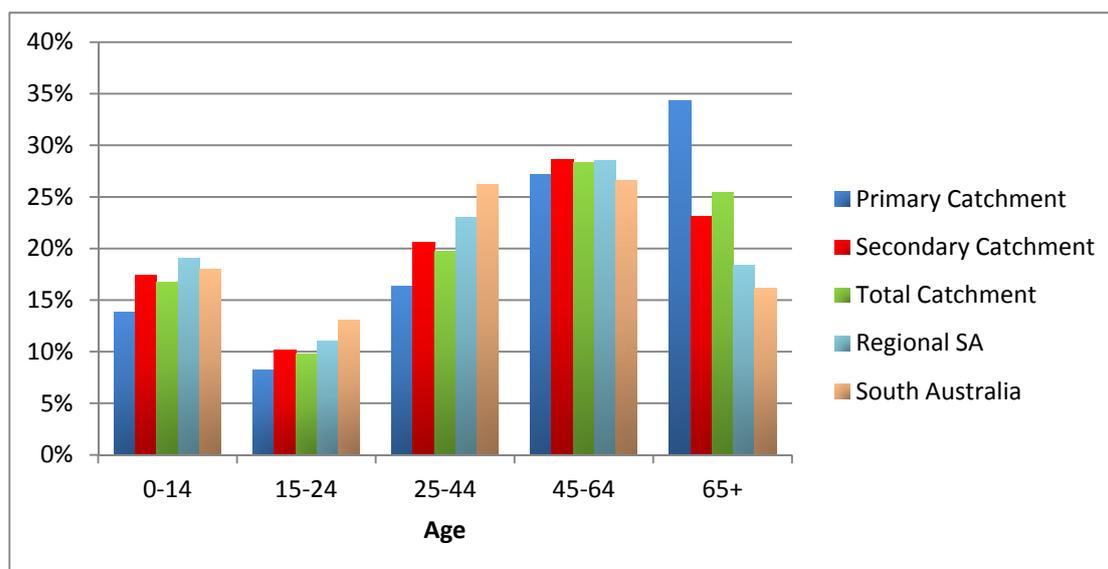
The gender balance of the total catchment area at the 2006 Census was 49% male and 51% female; the primary catchment balance was 48% male and 52% female. The gender balance remained the same based on 2011 Census data. Further, this gender balance was similar to that of South Australia as a whole.

An analysis and comparison of the age distribution of the Regional Aquatic Centre primary catchment, secondary catchment, Regional South Australia and South Australia as a whole at the time of the 2011 Census is displayed in Figure 3.1. Key points to note are:

- The primary catchment and total catchment have a significantly higher proportion of people in the 65+ age group (34% and 25% respectively) compared to any other area;
- The total catchment has a very similar proportion of people compared to Regional South Australia across all age groups except 65+;

- The total catchment has a greater proportion of people in 45-64 and 65+ age groups (28% and 25%) compared with South Australia as a whole (27% and 16% respectively);
- There are a similar proportion of people in the 0-14 age group in the total catchment (17%) and Regional South Australia (19%) and South Australia as a whole (18%);
- The average proportion of 25-44 and 45-64 age groups is 24% for the total catchment compared to an average of 26% for South Australia as a whole; and,
- The total catchment has a slightly lower proportion of residents aged 15-44 by an average of 4% compared to South Australia as a whole.

Figure 3.1 Age Distribution



The implications for aquatic facilities are that the total catchment area has a comparable proportion of people in the 0-14 age group when compared with both Regional South Australia and South Australia as a whole. This is a prime market for learn to swim. In addition, there is a similar proportion of people in both the 25-44 and 45-64 age groups, markets which would generally participate in recreational or lap swimming, and there is a larger proportion of people in the over 65 age group which is a prime target market for aquatic therapy.

### 3.1.3 Income

The weekly household income profile for the catchment area, relative to Regional SA and South Australia as a whole, based on 2011 data is illustrated in Table 3.1. This shows the primary catchment has a comparatively lower median household income than all other regions and also the highest proportion of low income households. Specifically, the proportion of low income households is 6% higher than Regional SA and 10% higher than South Australia as a whole.

Table 3.1: Relative Weekly Household Income Figures 2011

	Median weekly household income	Low Income (less than \$600 per week)	High Income (more than \$2,500 per week)
Primary Catchment	\$714	34%	4%
Total Catchment	\$814	28%	9%
Regional SA	\$881	28%	8%
South Australia	\$1,044	23%	12%

The Index of Relative Socio-Economic Disadvantage (SEIFA Index) is derived from attributes such as low income, low educational attainment, high unemployment, jobs in relatively unskilled occupations and variables that reflect relative disadvantage rather than measure specific aspects of disadvantage.

High scores on the Index occur when the area has few families of low income and few people with little training and in unskilled occupations. Low scores on the index occur when the area has many low income families and people with little training and in unskilled occupations.

In 2006, the local government areas and statistical areas of Victor Harbor, Alexandrina and Yankalilla were all ranked around the mid-range relative to the state (34, 38, and 32 respectively out of a total of 70 areas). These rankings do not indicate a significantly high level of relative disadvantage, however, nor do the rankings indicate a relative lack of disadvantage. However, when this is broken down into smaller areas, there are differences between advantaged and disadvantaged areas within the catchment of the proposed Regional Aquatic Centre (RAC).

The most disadvantaged areas within the City of Victor Harbor include Victor Harbor Central, Hayborough Precinct, and Encounter Bay; all within the primary catchment. Further, the most disadvantaged areas within the Alexandrina Council include Goolwa Beach – Goolwa South, Goolwa, Port Elliot – Middleton; again, all within the primary catchment.

The two areas within each respective council with the least relative disadvantage are Victor Harbor Rural and Mount Compass – Kuitpo & District; both considered to be in the secondary catchment area due to overall proximity.

These indicators are reflected in Table 3.1, displaying relative low and high household income figures. Specifically, that figures indicate the primary catchment area of the proposed RAC has a higher level of relative disadvantage.

Ultimately this shows that the proposed RAC should carefully consider how it could meet the price sensitivity for residents in the catchment area, especially the primary catchment, so as to ensure equitable access to these services.

#### **3.1.4 Disability Profile**

The disability profile for the surrounding area of the proposed FRAC, based on 2011 Census figures, is summarised in Table 3.2 below. The table summarises the total number of people classified as in need of assistance due to disability and the relative population percentages for the primary catchment and total catchment. For comparison, the Regional SA and South Australia figures are also displayed. Key points to note are:

- Approximately 1,704 people, or 8.5% of the primary catchment population, are disabled. Significantly, this is approximately 3% higher than figures for both Regional SA and South Australia;
- The total catchment also has a higher proportion of people with disability than Regional SA and the state with approximately 6.5% of the population disabled; and,
- Overall, there is a higher than average number of people within the catchment area for the proposed RAC which would indicate any aquatic facility should consider how to cater to these residents to ensure equitable access and maximum facility usage potential.

**Table 3.2: People in Need of Assistance Due to Disability 2011**

	Number of people	Percentage (%)
Primary Catchment	1,704	8.5%
Total Catchment	3,466	6.5%
Regional SA	20,850	5.7%
South Australia	86,638	5.5%

### 3.1.5 Ethnic Background

The 2011 Census figures show approximately 20% of the total catchment population were born overseas, compared to 19% within the primary catchment, 11% for Regional SA, and 22% for South Australia as a whole.

Further, approximately 4% - 5% of the population across the total catchment area were from a non-English speaking background compared with 4% for Regional SA and 13% for South Australia.

The major difference between the countries of birth for the catchment and Regional SA was a larger percentage of people born in the United Kingdom (12% compared to 6%).

The largest changes in birthplace countries of the population catchment between 2006 and 2011 were those born in:

- United Kingdom (an increase of 777 people);
- New Zealand (an increase of 59 people); and,
- South Africa (an increase in 53 people).

Generally, people from English speaking countries tend to have a culture or background in swimming when compared with those from non-English speaking countries. In the United Kingdom young children have been entitled to free swimming lessons since the 1990s and there is an expectation that children meet Great Britain's National Curriculum standard by the time they leave primary school. New Zealand and South Africa have similar lifestyle and cultural influences to Australia and would have similar expectations and experiences with swimming and aquatic activities such as learn to swim for children. If this migration pattern continues for the catchment area it will further increase the potential market for aquatic facility users.

## 3.2 POPULATION PROJECTIONS

Population projections released by the Department of Planning, Transport & Infrastructure in 2011 indicate that:

- By 2016 the approximate primary catchment, combined population of City of Victor Harbor and Alexandrina Council (coastal only), is forecast be 32,234 people, a growth rate of approximately 3% per annum between 2011 and 2016. By 2026 it is forecast to reach 38,090 people, a growth rate of 1.8% per annum between 2016 and 2026; and,
- During the same period, the total population of the broader area (encompassing the City of Victor Harbor, Alexandrina Council, District Council of Yankalilla, and Onkaparinga – South Coast) is forecast to grow by 3% between 2011 and 2016 and by 1.4% between 2016 and 2026.

Figure 3.2 shows the forecast growth rate for the primary and secondary catchment, and the total catchment area.

**Figure 3.2 Department of Planning, Transport & Infrastructure Population Projections**

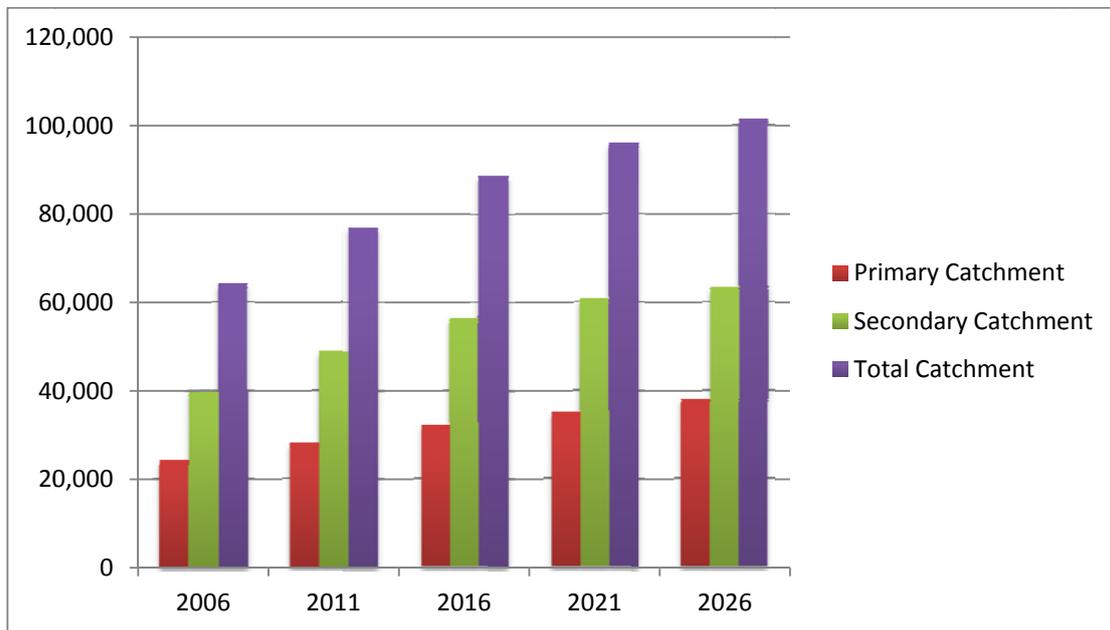


Table 3.3 shows the forecast population by age group for the primary catchment in 2026 using 2011 forecasts from the Department of Planning, Transport & Infrastructure. This demonstrates that the 0-14, 15-24, and 25-44 age groups are all forecast to have a similar proportion of people. The proportion of people aged 45-64 is forecast to have a lower proportion of people (approximately 5%) while the 65+ age group is forecast to increase by approximately 5%. Overall, the 45-64 and 65+ age groups combined are forecast to maintain a proportion of 57% of the total population within the primary catchment area.

In comparison, the population projections displayed in Table 3.4 illustrate the total catchment area in 2026 using 2011 forecasts from the Department of Planning, Transport & Infrastructure. This shows there is generally a more even distribution of age group proportions in relation to the primary catchment. Further, there is a lower projected proportion of 45 - 64 and 65+ year olds (projected to be 50% by 2026 for the total catchment compared to 57% for the primary catchment).

**Table 3.3: Forecast Population by Age Group for Primary Catchment Area**

	Age Group				
	0-14	15-24	25-44	45-64	65+
2006	3,715	2,149	4,552	7,158	6,817
	15%	9%	19%	29%	28%
2026	5,695	3,516	7,371	9,062	12,446
	15%	9%	19%	24%	33%

**Table 3.4: Forecast Population by Age Group for Total Catchment Area**

	Age Group				
	0-14	15-24	25-44	45-64	65+
2006	11,662	7,131	15,009	18,056	12,305
	18%	11%	23%	28%	19%
2026	17,287	9,892	24,139	24,068	25,987
	17%	10%	24%	24%	26%

Finally, Table 3.5 illustrates the population projections for the whole of South Australia. The age group proportions are relatively similar to both the primary catchment and total catchment proportions with exception of 25-44 and 65+ age groups. Specifically, the 25-44 age group is projected to be relatively higher than the primary catchment; 26% compared to 19%. While the 65+ age group is projected to be relatively lower than the primary catchment; 21% compared to 33%.

**Table 3.5: Forecast Population by Age Group for South Australia**

	Age Group				
	0-14	15-24	25-44	45-64	65+
2006	287,287	213,224	425,571	405,245	236,561
	18%	14%	27%	26%	15%
2026	339,109	227,107	502,457	461,033	405,454
	18%	12%	26%	24%	21%

The population forecasts demonstrate a significant and increasing need to continue to provide recreation opportunities for older residents. The role of heated swimming pools and fitness facilities in therapeutic health and fitness for older adults will increase in importance. Additionally, there is a relatively significant need to provide the same opportunities for families with young children.

### 3.3 EXERCISE, RECREATION AND SPORT SURVEY

The Exercise, Recreation and Sport Survey (ERASS) was a joint initiative of the Australian Sports Commission and State and Territory Departments of Sport and Recreation, conducted on an annual basis between 2001 and 2010.

The ERASS collected information on the frequency, duration, nature and type of activities participated in by persons aged 15 years and over for exercise, recreation or sport during the 12 months prior to interview. Participation means active 'playing' participation, and does not include coaching, refereeing, being a spectator or activities related to work, household chores or gardening duties.

The ERASS publications present information regarding the:

- Frequency of participation in organised and non-organised physical activity for exercise, recreation and sport
- Duration of participation in organised and non-organised physical activity for exercise, recreation and sport
- Type of participation in physical activity for exercise, recreation and sport
- Trends in participation over time.

Key findings of the 2010 study include:

- The top three physical activities in 2010, in terms of total participation rate were walking, aerobics/fitness and swimming.
- On a national level during 2010, 2.28 million people (13% of the population) participated in swimming (both organised and non-organised). This was the third most popular activity after walking (35.9%) and aerobics/fitness (23.5%). On a gender basis, females had a slightly higher participation rate in swimming (13.9%) than males (12.1%).
- In South Australia, the total participation rate in swimming was slightly lower than the national rate with 132,900 people (10.1%). Participation by both females (11.5%) and males (8.7%) was lower than the national rate.
- Participation rates in swimming overall has remained at similar levels between 2003 and 2010.
- Based on national participation data, the average participation is 61 times per annum.
- Table 3.6 shows the participation rate in swimming during 2010 by age group on a national level.

**Table 3.6: Participation in Swimming in 2010**

	<b>Organised Activity Participation</b>	<b>Total Participation</b>
15 – 24 years	2.8%	11.5%
25 – 34 years	1.5%	15.0%
35 – 44 years	1.2%	16.4%
45 – 54 years	0.9%	15.6%
55 - 64 years	0.6%	11.9%
65+ years	0.5%	7.0%
Male		12.1%
Female		13.9%

- Participation rates in other activities included:
  - ✓ Aqua Aerobics (1.0% participation), males (0.2%), females (1.7%), average annual participation – 52 times
  - ✓ Aerobics/fitness (24.3%), males (15.6%), females (32.1%) average annual participation – 104 times
  - ✓ Weight training (3.5%), males (5.7%), females (1.4%), average annual participation – 104 times

## 4 MARKET AND COMPETITOR ANALYSIS

This chapter reviews and summarises potential competition from aquatic and health and fitness facilities in the main catchment area.

### 4.1 AQUATIC CENTRES

#### 4.1.1 Authenticity Spa

Address:	14-30 Waterport Road, Port Elliot
Activities:	Primarily a day spa. Additional services include personal training, counselling, rehabilitation, café, and corporate events/functions
Operational Hours:	N/A
Pool Details:	Leisure spa and pool only. Not suitable for lap swimming.
Admission	No price for 'general pool admission'
Charges:	
Distance from	3.3 km (approximately 4 minutes by car)
Possible Site:	

#### 4.1.2 Victor Harbor R-7 School (Victor Harbor DECD Aquatic Centre)

Address:	The Parkway, Victor Harbor
Activities:	Serves both private and government schools state wide. Learn to swim. Only available to public after school hours
Operational Hours:	Public lap swimming available 6:30 to 7:00pm Closed during school holidays
Pool Details:	Approximately 17 x 6 metre, indoor heated pool
Admission	Casual (lap swimming): \$8.00
Charges:	Learn to swim: \$112.00 (per student, per term)
Distance from	4.1 km (approximately 7 minutes by car)
Possible Site:	

#### 4.1.3 H2Ozone Baby Swim

Address:	33 Ozone Street, Victor Harbor
Activities:	Learn to swim for babies, toddlers and pre-schoolers. Specifically, swimming classes for 4 month olds to 6 year olds. Private swimming lessons for all ages Presentations and workshops
Operational Hours:	Tuesday to Thursday, 9am to 6pm Friday, 9am to 4pm
Pool Details:	10m x 4m (approximately). Indoor, heated
Admission	Initial assessment (30min) \$60.00
Charges:	
Distance from	5.6km (approximately 9 minutes by car)
Possible Site:	

#### 4.1.4 Hindmarsh Island Caravan Park

Address:	Madsen Street, Hindmarsh Island
Activities:	N/A

Operational Hours: N/A  
 Pool Details: Domestic style, outdoor leisure pool, non-heated. Guest only.  
 Admission: N/A  
 Charges:  
 Distance from: 17.4km (approximately 23 minutes by car)  
 Possible Site:

#### 4.1.5 Strathalbyn Community Swimming Pool

Address: Cnr Colman Terrace & Commercial Road, Strathalbyn  
 Activities: Aqua Aerobics, swimming lessons, VACswim, lap swimming  
 Operational Hours: Lap swimming: Monday to Sunday 6am to 9am, Monday to Friday 11am to 12noon.  
 General public: Monday to Sunday 11am to 7pm  
 Facility is open September to April each year  
 Pool Details: 50 metre, eight lane outdoor heated pool  
 Small outdoor heated kids pool with play fountain, up to 1 metre in depth  
 Admission: Adults \$5.00  
 Charges: Students (under 18) \$4.50  
 Children (under 5) \$2.00  
 Family (2 adults, 2 students) \$18.00  
 Spectators (non swimmers) \$2.00  
 Under 12 months No Charge  
 Distance from: 43.4km (approximately 36 minutes by car)  
 Possible Site:

#### 4.1.6 McLaren Vale Lakeside Caravan Park

Address: Field Street, McLaren Vale  
 Activities: N/A  
 Operational Hours: N/A  
 Pool Details: Domestic style, outdoor leisure pool, non-heated. Guest only.  
 Admission: N/A  
 Charges:  
 Distance from: 45.3 km (approximately 35 minutes by car)  
 Possible Site:

#### 4.1.7 Sue Pryor Swim School

Address: 6 Meyer Road, Strathalbyn  
 Activities: Lessons for babies, children, and adults. Squad sessions, aqua aerobics, hydrotherapy classes, antenatal classes, water therapy for the disabled, lap swimming (pending availability).  
 Operational Hours: Monday to Sunday 7:45am to 7pm (can change depending on classes, bookings, time of year)  
 Pool Details: 6 x 12.5 metre indoor heated pool, open year round  
 Admission: Pool Hire (per 30mins) \$18.00 (up to 9 people or \$30 for 9+ people)  
 Charges: Lap & Rehab \$6.00 (\$5.00 concession)  
 Aquarobics \$12.00  
 Private Lessons (per 30mins) \$27.00  
 8 week term \$144.00  
 10 week term \$180.00  
 Distance from: 47.8km (approximately 42 minutes by car)

Possible Site:

#### 4.1.8 Noarlunga Leisure Centre

Address: David Witton Drive, Noarlunga Centre

Activities: Aquatic centre: learn to swim, aqua aerobics, lap swimming, birthday parties, general free-play, swim squads swimming  
Health & fitness: cardio, weights, group fitness, mature age programs, personal training  
Court sports: basketball, netball, volleyball, soccer, squash, roller skating  
Other: spa & sauna, kiosk, crèche

Operational Hours: Monday to Friday, 6am to 9pm  
Saturday, 6am to 5pm  
Sunday, 10am to 4pm

Pool Details: 8 lane indoor, heated 25m (convertible to 50m) pool  
Indoor, heated toddler/leisure pool

Admission Charges: Casual: \$6.40 Adult, \$5.20 Concession  
\$58.00 for 10 visit pass  
Gym (with access to pools): \$310.00 for 6months

Distance from Possible Site: 53.9km (approximately 43 minutes by car)

## 4.2 HEALTH AND FITNESS CENTRES

### 4.2.1 McCracken Country Club

Address: McCracken Drive, Victor Harbor

Activities: Gym/aerobic: gymnasium with strength and cardio  
Pool/aquatic: pool and spa, aqua aerobics, sauna  
Other: day spa, 18 hole championship links, golf driving range, tennis courts, BBQ areas

Operational Hours: Monday to Friday, 6:30am to 9:30pm\*  
Saturday, 6:30am to 1pm  
Sunday, 7:30am to 6pm  
\*Both pool and spa are closed 1 to 1:30pm weekdays for maintenance

Pool Details: Approximately 12m x 4m indoor, heated lap pool  
Spa and sauna

Admission Charges: Casual (either pool/spa or gym): \$10.00  
Casual (both pool/spa & gym): \$15.00  
Membership (ongoing, unlimited): \$50.00 (per month)

Distance from Possible Site: 4.1km (approximately 7 minutes by car)

### 4.2.2 Victor Harbor Fitness

Address: 8-10 Philip Avenue, Victor Harbor

Activities: Gymnasium with weights and cardio, group fitness classes, crèche, personal training, kiosk and outdoor training area with group activities such as walking, running and cycling.

Operational Hours: Monday to Thursday, 6am - 8pm  
Friday, 6am - 7:30pm  
Saturday, 8am - 1pm  
Sunday, 9am - 12 noon

Pool Details: N/A  
 Admission Casual: \$17.00  
 Charges: Membership (ongoing, unlimited): \$17.00 (per week)  
 Distance from 8.4 km (approximately 10 minutes by car)  
 Possible Site:

#### 4.2.3 f.i.t. Goolwa Health & Fitness Centre

Address: 11 Dowdodd Crescent, Goolwa  
 Activities: Free weight and pin-loaded gymnasium, cardio equipment, function training areas, pilates studio, personal training, nutrition services, group fitness, Crèche with outdoor play area.  
 Operational Hours: Monday – Thursday, 6.00am - 8.30pm  
 Friday, 6.00am - 7.30pm  
 Saturday, 8.00am - 12.00pm  
 Sunday & Public Holidays, 9.00am - 12.00pm  
 Crèche, 9.00am – 12.00pm (Monday, Wednesday, Friday)  
 Pool Details: N/A  
 Admission Casual Visits: \$16.00  
 Charges: 1 Week Membership: \$45.00  
 2 Week Membership: \$75.00  
 Longer terms available.  
 Crèche: \$3.00 (donation per child)  
 Distance from 11.9 km (approximately 13 minutes by car)  
 Possible Site:

#### 4.2.4 Aldinga Recreation Centre

Address: 2 McRae Street, Aldinga Beach  
 Activities: 24-hour health and fitness with free weights, cardio, personal training and group fitness.  
 Air conditioned, one court stadium for netball, indoor soccer, volleyball, badminton, basketball, school holiday programs, court hire  
 Operational Hours: The gym has 24-hour member access.  
 Staffed hours are:  
 Monday to Friday, 8:30am to 12:30pm and 3:30-7:30pm  
 Sunday, 3:30 to 6pm  
 Pool Details: N/A  
 Admission Casual: \$17.00  
 Charges: Membership (ongoing, unlimited): \$17.00 (per week)  
 Distance from 43.6 km (approximately 36 minutes by car)  
 Possible Site:

#### 4.2.5 McLaren Vale Fitness Centre

Address: 6 Main Road, McLaren Vale  
 Activities: Gym/aerobic: gymnasium with strength and cardio, group fitness, personal training  
 Pool/aquatic: pool and spa, aqua aerobics, sauna, swim school  
 Other: crèche, beauty therapist  
 Operational Hours: Monday to Thursday, 6am to 8:30pm  
 Friday, 6am to 7:30pm  
 Saturday, 8am to 1:30pm  
 Sunday, 9am to 12pm  
 Crèche, Monday to Friday, 9am to 12pm

Pool Details: Approximately 10m x 4m, indoor, heated lap pool. Heated spa  
 Admission Casual: \$17.00  
 Charges: Membership (ongoing, unlimited): \$17.00 (per week)  
 Distance from 45.2 km (approximately 35 minutes by car)  
 Possible Site:

### 4.3 ASSESSMENT OF 25M AND 50M POOLS

In assessing the cost and benefits of developing a 25m or 50m a series of criteria should be considered:

Criteria	Comments
Capacity	The capacity of a swimming pool is not determined by the length. It is a function of the amount of usable space for aquatic activities. Consequently, issues to be addressed in the design are: <ul style="list-style-type: none"> <li>▪ Width of pool – ie number and width of each lane. A 10 x 2.4m lane 25 m pool is the same water space as a 50m pool with 6 x 2m lanes.</li> <li>▪ Depth of water – shallow water is required for most activities, particularly aquatic education and recreational play. Deep water is more restrictive in the range of activities which can be conducted.</li> <li>▪ Water temperature – separate bodies of water (ie pools) can be heated to different temperatures, which will enable programs to be developed for different activities.</li> </ul>
Financial	The larger the amount of water space provided, the greater the costs both in terms of capital and operating costs.
Programming	A major determinant of the viability of an aquatic centre is the level of programming. Different market segments require different water spaces and water temperatures. Ideally water spaces will be established to meet the needs of specific markets.
Water space	Demand for a swimming pool is not from a homogeneous group of potential users. Demand will come from a range of users who have different needs, requiring different water temperatures. Demand should drive the amount and configuration of water space.
Competition	Competitions at the highest level (ie World Championships) are conducted in 25m and 50m pools. Swimmers can train in both 25m and 50m pools. Swimmers at international standard should primarily train in 50m pools.

In simple terms, demand will determine the level of use and type of aquatic activities to be developed. This will then drive the composition of water spaces provided.

### 4.4 CRÈCHE

A crèche is provided to enable caregivers to participate in activities. Very few aquatic centres provide a crèche. Essentially, the reason is that limited demand exists for a crèche in an aquatic centre. Caregivers will tend to participate with their children in “caregiver and babies” classes or recreational play. Caregivers who wish to participate in other aquatic activities usually do so at non day times.

It is a different situation with health and fitness participants, particularly in group fitness classes. A crèche is usually required to increase participation. The level of supervision in a crèche is being gradually increased by regulation. Thus the cost of staffing a crèche is either absorbed by the business or a contribution is made to operate the crèche. Under either scenario, a crèche can only be justified on financial grounds if the return from membership and fees outweigh the costs of operating a crèche.

## 4.5 COMMUNITY ENGAGEMENT

A number of techniques were used to obtain the views and opinions of the local community.

### 4.5.1 Stakeholder Interviews

Elected members were offered the opportunity to provide their views and opinions via telephone interviews. Interviews were conducted with four Victor Harbor councillors (Crs Hall, Bond, Lewis and Philp) and one Alexandrina councillor (Davis). Key points raised in the interviews were:

- The issue of a pool for Victor Harbor has been around for over thirty years.
- Location is perfect being on the boundary of both Councils. Access is good from the west (Victor Harbor), east (Goolwa and Middleton) and the surrounding hinterland.
- Location does not meet the needs of residents of Goolwa as the proposed site is too far away and not accessible by public transport.
- A need exists for a health and fitness centre as part of the complex.
- No demand exists for additional health and fitness facilities to service Goolwa.
- A crèche should be included in the facility.
- Use of the facility is likely to be spread across numerous demographic groups – particularly children and families, older adults and teenagers.
- Focus should be on reducing the capital cost, making the facility a leisure and lifestyle destination and ensuring complementary facilities are developed around the facility.
- The existing pool at the primary school is inadequate to meet broader community needs.
- The aquatic centre should include a hydrotherapy pool.
- Demand exists for a pool to teach swimming and for lap swimming.
- The pool should use sea water not potable water. If sea water cannot be used, the pool should not proceed.
- Both Councils have a high proportion of pensioners, and a relatively low rate base, therefore it is debatable whether Council can afford the capital and operating costs of the facility.
- Goolwa is a growth area, with inadequate sporting facilities. The opportunity exists to develop a new sporting precinct with shared infrastructure, including car parking. This development would be a suitable site for a smaller indoor 25m swimming pool to cater for the needs of the Alexandrina Council.

### 4.5.2 Aquatic Clubs

Telephone interviews were conducted with representatives of clubs and organisations based in the Victor Harbor and Alexandrina Councils which are likely to use the FRAC:

Chiton Rocks Surf Life Saving Club  
Port Elliot Surf Life Saving Club  
Goolwa Surf Life Saving Club  
Strathalbyn Swimming Club  
Helen Irvine Swimming  
Southern Fleurieu Health Service Hydrotherapy Classes

A summary of each interview is included in Appendix A. Key points raised in the interviews were:

- All the groups currently use an aquatic centre, with the level and amount of use varying substantially
- All except Strathalbyn Swimming Club are likely to use the proposed FRAC
- The main use would be for aquatic education and for hydrotherapy classes.
- Demand for lap swimming/training was minimal, although the surf clubs hope to introduce sessions for its members.

#### 4.5.3 Club Questionnaire

76 clubs on the Victor Harbor and Alexandrina Council community data base were emailed an invitation to complete an on line questionnaire. 25 clubs responded, a return of 33%:

Great Southern Badminton Association	Langhorne Creek Table Tennis Club
Yankalilla Football Club	Strathalbyn Football Club
South Coast Triathlons	F.I.T Health And Fitness
Goolwa Netball Club	Strathalbyn Target Archers Inc.
Encounter Centre Inc	Strathalbyn Bowling Club
Community Living Options	Adare Camp And Caravan Park
Mt Compass Cricket Club	Tri State Games
Goolwa Pistol & Shooting Club	Strathalbyn Swimming Club
Goolwa Hockey Club	Mt Compass Soccer Club
Victor Harbor Netball Club	Port Elliot Cricket Club
Goolwa And District Bicycle User Group	Goolwa Tennis Club
Great Southern Women's Bowling Association	Helen Irvine Swim School
Langhorne Creek Football, Sports & Social Club	

It was found that:

- 1 9 or 36% respondents had used an aquatic centre in the last 12 months. Facilities used were:

<b>Pool</b>	<b>Number of Organisations</b>
Victor Harbor R-7 school	7
Strathalbyn Swimming Pool	3
Noarlunga Aquatic Centre	1
Encounter Lakes	1
Mt Barker State Swim	1
McLaren Vale	1
Lake Alexandrina	1

- 2 The number of times respondent organisations visited an aquatic centre in the previous 12 months was:

At least once per week	3
Between once per week and once per month	3
6 - 11 times	0
2 - 5 times	2
Once	1

- 3 Activities undertaken were:

Squad training	5
Rehabilitation or therapeutic exercise	3

	Recreation or play	3
	Lap swimming	1
	Group exercise	1
	Disability Games	1
	Swim School	1
4	10 or 40% of respondents had used health and fitness facilities in the previous 12 months. Facilities used were:	
	Commercial health and fitness centre	6
	Own fitness studio/equipment	4
	Private health and fitness studio	4
5	The number of times respondent organisations used health and fitness facilities in the previous 12 months was:	
	At least once per week	6
	Between once per week and once per month	2
	6 - 11 times	1
	2 - 5 times	0
	Once	1
6	13 or 52% of respondents expect to use the proposed centre when it is opened.	
7	The expected frequency of visits to the swimming pool is:	
	At least once per week	4
	Between once per week and once per month	7
	Less than once per month	2
8	Activities proposed to be undertaken are:	
	Recreation/play/fun days	6
	Swim coaching/training	6
	Swimming lessons for adults	5
	Swimming lessons for children	2
	Club nights	2
	Aquaerobics	1
	Swimming carnival	0
	No activities/will not use the swimming pool	2
9	The expected frequency of use of the health and fitness facilities is:	
	At least once per week	2
	Between once per week and once per month	7
	Less than once per month	1
	Will not use the health and fitness facilities	3
10	Activities proposed to be undertaken are:	
	Group fitness session	7
	Individual fitness training	5
	Individual rehabilitation	3
	No activities/will not use the health and fitness facilities	4
11	Additional comments received were:	

- As badminton is not an aquatic sport, I don't believe that as an association we would make use of, nor need a swimming pool for the purposes of our sport. However many of our members may support the opening of such a facility as part of their own individual fitness regimes, as well as aiding muscle recovery exercises.
- A nice idea and our, members may use the aquatic centre on an individual basis.
- Why not a full 50 metres? (at a cost of course)
- if a reasonable rental for a hydro style pool is available then we may be interested in hiring the facilities
- I am not convinced that the business case for a RAC is viable given that the Strathalbyn pool has recently been upgraded.
- We have regular enquiries from visitors to our shop about the location of a pool for rehabilitation for people who are holidaying in the region. A number of our volunteers have expressed interest in using a pool for improving their fitness and for rehabilitation.
- Would like it to include several wet areas including a wheelchair accessible ramp into water
- I have answered no to these questions because as a group we would not use them but members of our association as individuals would use it regularly.
- If the facility was as poorly run as the new facility in Marion I would not use it.
- It will be an excellent facility for local sporting groups.
- Would have preferred to see it grouped with other sporting facilities to give it a chance of being successful.
- Most members of GAD-BUG will use the facilities on a very regular basis
- Desperately needed in the community
- I look forward to some consultation with Council as to how I can access the facility to extend my current busy swim school. I access the pool at the Victor Primary School 5 days per week using 10 to 12 hours a week. I have run a successful swim school there for 11 years. we are desperate for the bigger pool. when you have infants or the elderly the pool needs to be at the hydro temp of 32 degrees. Hopefully there will be a facility for this.

#### 4.5.4 School Questionnaire

All schools (N=13) in the Victor Harbor and Alexandrina Council areas were emailed an invitation to complete an on line questionnaire. Two schools responded:

Rapid Bay Primary School  
Victor Harbor Community Kindergarten

Neither institution indicated they would definitely use the FRAC, they were "not sure or do not know". Only the primary school conducts an aquatic education program, at Victor Harbor Primary School. The main consideration when using a facility is proximity to the school.

#### 4.5.5 Council On Line Consultation

Residents of both Councils were provided the opportunity to complete either a hard copy or on-line questionnaire.

Preliminary results from the Victor Harbor community engagement survey, based on 826 responses are:

Swimming lessons for children                      206

Swimming lessons for adults	69
Fitness centre - Personal use	262
Fitness centre - Group classes	186

## 4.6 SUMMARY

Overall, 13 facilities incorporating aquatics and/or health and fitness have been analysed and they range from as close as approximately 3 km up to almost 55 km from the proposed FRAC location. These distances represent approximate travel time from as little as approximately 5 minutes up to almost 45 minutes by car.

The competitor analysis identified the following potential aquatic competitors:

- There are 10 facilities that have some kind of pool and/or aquatics program. Of these, only 6 offer aquatics programs (such as learn to swim, aqua aerobics or lap swimming).
- Only 2 of the facilities deemed potential competitors have a standard size 25 metre or 50 metre pool (Strathalbyn Community Swimming Pool and Noarlunga Leisure Centre) and both are located 43 km and 48 km respectively from the proposed FRAC (or 36 and 42 minutes respectively by car)
- Based on programs offered, individual centre facilities and available times for community access, only 4 facilities are considered as realistic competitors from purely an aquatics point of view; Strathalbyn Community Swimming Pool, Sue Pryor Swim School, Noarlunga Leisure Centre and McLaren Vale Fitness Centre. Strengthening the case for the proposed FRAC to be successful is the fact all these facilities are located at least 43 km from the proposed FRAC or approximately 35 minutes by car.
- The 5 aquatic facilities not considered realistic competitors are listed below:
  - ✓ Victor Harbor R-7 School (Victor Harbor DECD Aquatic Centre) is in close proximity with the proposed FRAC - approximately 4 km. However, there are only very limited access times for public, the pool is undersized and not ideal for the 'swim-for-fitness' market.
  - ✓ The day spa business (Authenticity Spa) is close in proximity at only approximately 3 km from the proposed FRAC location. However, the pool and spa are domestic-style leisure pools with no allowance for 'general pool admission', rather are used as part of the day spa packages.
  - ✓ Two facilities are caravan parks (Hindmarsh Island Caravan Park and McLaren Vale Lakeside Caravan Park), both with domestic-style leisure pools available only to visitors of the respective park, both are non-heated and neither has structured programs.
  - ✓ Finally, H2Ozone Baby Swim is no longer in operation.

The Competitor Analysis identified the following potential health and fitness competitors:

- Six facilities incorporate health and fitness by way of gym and/or group fitness and associated programs, three also have wet area facilities. Facilities range from as close as approximately 4km up to 54km from the proposed FRAC location (or approximately 5 and 45 minutes respectively by car).
- There are two realistic primary health and fitness competitors based on industry accepted distances consumers would travel for health and fitness (up to approximately 6 km or 10 minutes by car). These are McCracken Country Club and Victor Harbor Fitness.
- A secondary/peripheral health and fitness competitor would be f.i.t. Goolwa Health & Fitness Centre; located approximately 12 km or 13 minutes by car from the proposed FRAC.

The community engagement program identified substantial support for the proposed FRAC. Although the number of groups which will use the facility may be moderate, there is a strong inference that it will be used by their individual members.

## 5 NEEDS ANALYSIS

In this section, implications of the research conducted during this study for proposed South Coast regional aquatic centre are assessed to determine the demand for, and likely markets of, a new aquatic facility.

### 5.1 SWIMMING DEMAND

An assessment of the magnitude of key markets and the compatibility with the proposed FRAC has been made based on census data and population projections for the anticipated catchment area.

- 1 The primary catchment (0-10 km) has been determined. The primary catchment of the proposed FRAC has been determined as resident and visitor populations of Victor Harbor, Goolwa, Port Elliot and Middleton. This primary catchment it deemed to cater to primarily the coastal areas up to approximately 10 – 15 km from the proposed FRAC location.
- 2 The total number of residents, by age as at the 2006 Census and estimated for 2026 were:

<b>Combined Age Groups</b>	<b>2011 Census</b>	<b>2026 Estimate</b>
0-14 years	5,105	5,695
15-24 years	2,967	3,516
25-44 years	6,090	7,371
45-64 years	9,266	9,062
65+ years	9,495	12,446
<b>Total</b>	<b>32,923</b>	<b>38,090</b>

- 3 Participation rates for swimming as an activity for each age category were determined from the Australian Sports Commission's 2010 Exercise, Recreation and Sport Survey (ERASS), total participation in specific activities by age. On average, 13% of the population participated in swimming during 2010.
- 4 Participation rates for swimming for children aged between 5 -14 were determined from the Australian Bureau of Statistics 2009 Survey of Children's Participation in Cultural and Leisure Activities. That survey found on average, 18.5% of children participated in swimming as an organised activity during 2009.

<b>Age</b>	<b>Participation rate</b>
5-14 years	18.5%
15-24 years	11.5%
25-34 years	15.0%
35-44 years	16.4%
45-54 years	15.6%
55-64 years	11.9%
65+ years	7.0%

- 5 To determine the potential market for participation in swimming within the primary catchment, the 2011 estimated population was matched against the age group of best fit for participation in swimming. Estimates of the market for swimmers were also derived for the 2026 and 2021 population estimates for the primary catchment area.

<b>Participation in swimming</b>	<b>2011 population</b>	<b>2026 estimate</b>
0-14 years	944	1,054
15-24 years	341	404
25-44 years	956	1,157
45-64 years	1,274	1,246
65+ years	665	871
<b>Total swimming participants</b>	<b>4,180</b>	<b>4,732</b>

- 6 This means that within the primary catchment there is in excess of 4,150 people who may have participated in swimming as a sport and recreation activity during 2010. This participation market is estimated to increase to more than 4,700 in 20216.
- 7 The total estimated number of swims per year for residents within the primary catchment for the FRAC has been estimated by multiplying the participation rate in swimming from the 2010 ERASS across the catchment population.

<b>Frequency of swimming</b>	<b>Swims per year</b>	<b>% of Population</b>	<b>Estimated Swimmers</b>	<b>Total Annual swims</b>
1 to 6 times per year	3.0	1.40%	461	1,383
7-12 time per year	9.0	1.90%	626	5,630
13-36 time per year	19.5	2.30%	757	14,766
27-52 times per year	39.5	3.20%	1,054	41,615
53-104 times per year	78.5	2.40%	790	62,027
More than 104 times	104.0	1.80%	593	61,632
<b>Total annual swims</b>				<b>187,052</b>

- 8 Given the nature of existing aquatic facilities within primary catchment, and the distance to other aquatic centres, leakage to competition is not expected to be great. However, it must be noted the market of swimmers also includes recreational swimming at other locations including domestic/home pools and beaches. It is considered that an achievable market share for the proposed aquatic facility would be 50% of swimmers within the primary catchment area for the FRAC.
- 9 A figure of 50% is nominated because the proposed aquatic centre is a warm water pool, available all year round, with virtually no direct competition.
- 10 This equates to an estimate of 93,526 attendances for the proposed facility for swimming and aquatic recreation based on the estimated 2011 population. With forecast population growth, this will increase to 108,204 by 2026.

<b>Swimming/aquatic recreation</b>	<b>2011 Estimate</b>	<b>2026 Estimate</b>
Number of swimming attendances	97,434	108,204

- 11 In addition to participation within the primary catchment, it is expected that FRAC will attract swimmers who live in the secondary catchment and visitors to the region. Conservatively, it is likely that an additional 5% to 10% of participants will fit into these two categories. Hence the projected swimming market is likely to be in the order of between 98,200 and 102,900, growing to a projected attendances of between 113,00 and 119,000 in 2026.

### 5.1.1 Learn to Swim

- 1 Estimates for the learn to swim market can primarily be derived from the 0-14 year age group.

- 2 Total number of swimmers in this age group is estimated to be 944. It is likely that demand for learn to swim classes to complement the school swimming program will be relatively high. Conservatively, 20% - 25% of children in this age group are likely to participate in learn to swim classes – ie 190 - 235.

### 5.1.2 Aquatic therapy use

- 1 No accurate data exists to determine the demand for aquatic therapy and aquatic therapy facilities.
- 2 Evidence suggests that therapeutic aquatic activities are increasingly being prescribed by medical specialists and other health therapists to assist in management of ailments associated with the elderly, obesity, pain management and injury rehabilitation. Therapeutic aquatic activities can be used to treat ailments such as asthma, cardiovascular disease, arthritis and osteoarthritis, musculoskeletal injuries and mental health.
- 3 There are a range of different aquatic therapies. The most popular include:
  - Rehabilitation – therapy that utilises the properties of water for therapeutic rehabilitation. It can involve partial or complete immersion in combination with the effects of movement. This form of therapy evokes short-term and long-term adaptational mechanisms to create beneficial biological and therapeutic effects.
  - Hydrotherapy – involves water-based therapy conducted by a number of professional specialties, including immersion in warm water, spa therapy and movement-based therapy in water. Hydrotherapy can be used to treat ailments of the musculoskeletal system and arthritis, as well as assisting in exercise and pain management during pregnancy.
  - Aquatic exercise – involves exercise in water which can include the following either in isolation or in combination:
    - Balance training
    - Strengthening and stabilising
    - Cardiovascular conditioning
    - Adapted swimming
    - Flexibility or exercises for range of movement.
- 4 In addition, the aquatic environment is ideal for cardiovascular training not only for sporting populations or basic musculoskeletal rehabilitation but also in chronic conditions as it is an exercise medium safe from falls or injury.
- 5 The Australian Bureau of Statistics National Health Survey 2007-08 was designed to obtain national benchmarks on a wide range of health issues, and enable changes in health to be monitored over time. The results found a high proportion of Australians suffer from asthma, cardiovascular disease, arthritis, and mental illness, all ailments that are increasingly being managed with the aid of aquatic therapy.

Health Condition	Age 0-64 years	Age 65 years and over
Three or more health conditions	7%	36%
Asthma	18%	13%
Cancer	2%	7%
Cardiovascular disease	21%	60%
Diabetes	5%	16%
Arthritis	24%	60%
Osteoporosis	3%	19%
Long-term injury condition	5%	19%

Health Condition	Age 0-64 years	Age 65 years and over
Bodily pain	16%	20%
Mental/behavioural problems	24%	21%

- 6 If these statistics are applied to the 2011 population estimate for the primary catchment for the FRAC, there are an estimated 29,388 people with a health condition such as asthma, cardiovascular disease and arthritis. As these are all conditions that could be managed with the aid of aquatic therapy this is considered as a conservative estimate of the potential market for aquatic therapy.

Health Condition	Age 0-64 years	Age 65 years and over
Asthma	4,217	1,234
Cardiovascular disease	4,920	5,697
Arthritis	5,623	5,697
<b>Total</b>	<b>14,760</b>	<b>12,628</b>

- 7 If 5% of this market were to utilise aquatic therapy facilities at the FRAC once per fortnight, this would equate to an estimate of 35,600 attendances for aquatic therapy per annum.

## 5.2 HEALTH AND FITNESS

- 1 Participation rates for aerobics/fitness and weight training activities for each age category were determined from the Australian Sports Commission's 2010 Exercise, Recreation and Sport Survey (ERASS), total participation in specific activities by age.

Age	Participation Rate	
	Aerobics/fitness	Weight Training
15-24 years	24.9%	3.5%
25-34 years	29.3%	4.6%
35-44 years	26.7%	3.2%
45-54 years	23.2%	2.5%
55-64 years	18.9%	2.3%
65+ years	16.6%	1.3%

- 2 Using population data from the 2011 Census and participation rates from the ERASS, the projected number of participants in aerobics/fitness and weight training is 5,971 and 682, respectively.

Age	Participants	
	Aerobics/fitness	Weight Training
15-24 years	739	104
25-44 years	1,705	238
45-64 years	1,950	217
65+ years	1,576	123
<b>Total</b>	<b>5,971</b>	<b>682</b>

- 3 According to the ERASS studies, the proportion of people who participate more than 52 times per year in aerobics/fitness is 67.7%, which represents the potential market of health and fitness club members. Using the analysis above, this equates to 4,042 members.
- 4 Existing membership of health and fitness competitors is unknown. It is likely to be in the order of 1,500 to 2,500. Hence the potential market for the FRAC is in the order of 1,500.

- 5 The level of membership will be heavily dependent upon the quality of management and the marketing program and customer service at the FRAC. It is reasonable to expect a membership of at least 500.

### 5.3 CONCLUSION

The analysis in this chapter has identified potential demand for:

- Total attendances in the aquatic centre of between 98,200 and 102,900, growing to a projected attendances of between 113,00 and 119,000 in 2026.
- Learn to swim classes of between 190 and 235
- Potentially 35,600 attendances in aquatic therapy programs.
- Health and fitness membership of at least 500.

## 6 OPERATING BUDGET

This chapter presents an indicative operating budget for the proposed facility. It includes revenues and expenditures for the aquatic and health and fitness components based on a set of assumption.

### 6.1 FINANCIAL ASSUMPTIONS

A series of assumptions have been adopted in preparing the financial analysis. No allowance has been made for increases in income or expenditure based on inflation. In other words all costs are based on February 2013 prices.

#### 6.1.1 Income Assumptions

- 1 All entry prices include GST which has been deducted in the profit and loss analysis.
- 2 The demand assessment assumed swimming attendances will be 100,000 in 2017.
- 3 The target attendance will be achieved in the fifth year of operation, with increases each year from 80% to 100%:

Year 1	Year 2	Year 3	Year 4	Year 5
80%	85%	90%	95%	100%

- 4 Entry prices will be similar to existing market prices in Adelaide:

Adults	\$6.00
Adult concession	\$5.00
Children	\$4.50
School swim	\$3.50

- 5 The in-house swim school will achieve a target of 6,400 lessons per annum or 200 students per term in the fourth year, with growth the same as above. Lessons will be conducted in 4 x 10 week blocks, and lessons will be priced at \$15.00.
- 6 The school swim program will achieve a target of 9 schools each with 100 students in the fourth year, with growth the same as above. Entry prices are slightly lower than normal child attendance.
- 7 The number of casual swims was calculated by deducting the number of swim school and school swim attendances from the target market share. The ratio of children to adults (45:55) is based on industry experiences at many indoor swimming pools and the ratio of adults to adult concession entry (50:50) is based on industry experience.

Adult	27.5%
Adult concession	27.5%
Child	45%

- 8 Kiosk sales are based on 12% of casual swim attendance revenue and health and fitness revenues. The percentage is based on industry experience. A profit margin of 40% is the minimum which should be achieved.
- 9 It is assumed that a health and fitness membership of 500 is readily achievable, and a significant number of people (125+) are likely to use the health and fitness facilities on a casual basis.
- 10 Achieving the target 500 memberships is assumed to occur in Year 3, with 90% and 95% of target achieved in Years 1 and 2, respectively.
- 11 The target number of casual users is assumed to be 25% of the total number of potential casual users. It is also assumed they will attend, on average, once a fortnight (ie 26

times per annum). [Note: Health and fitness centres are reliant on memberships, rather than casual usage as revenues from casual users is highly unreliable. It is likely that regular casual users will be converted to members. No estimates of this conversion have been made.]

12 Prices for the health and fitness centre are:

Weekly membership fee	\$13
Casual fee	\$15

### 6.1.2 Expenditure Assumptions

1 All costs are GST exclusive.

2 Staffing will include:

Manager	Full time	\$65,000
Sales Consultant	Part time (0.5)	\$22,500
H&F Coordinator	Part time (0.25)	\$11,250
Pool Coordinator	Part time (0.5)	\$22,500
Aquatic Program Coordinator	Part time (0.25)	\$11,250

3 Staffing hours will be:

Position	Weekdays	Weekends/Public Holidays	Staffing
Reception	5.30am – 8.30pm	6.30am – 6.30pm	One staff at all times; Two staff 3.00pm – 6.00pm weekdays and 1.00pm – 6.00pm weekends; Additional staff 35 hours per week for 12 weeks.
Lifeguard	5.30am – 7.00pm	6.30am – 6.30pm	One staff at all times; Two staff 14 hours per week for 30 weeks pa
Gym instructors	4.00pm – 7.00pm	9.00am – 12.00pm	One staff at these times with H&F Coordinator responsible for 12 hours per week

4 Rates of pay (casual rate) are based on industry standards:

Reception	\$23.00
Lifeguard - indoor pool	\$23.00
Swim teacher	\$23.00
Gym instructors	\$25.00
Group Fitness instructors	\$40.00

5 Swim school average class size of 5 children.

6 15 group fitness classes per week.

7 Operating costs are estimates based on industry knowledge, including:

Maintenance	Cleaning
Pool chemicals	Security
Utilities	Tele communications
Insurance	Advertising

Legal and accounting	General administration
Bank charges	Payroll and accounts
Management <sup>(1)</sup>	Staff Uniforms
Miscellaneous	

(1) Management includes supervision and profit margin

- 8 No allowance has been made for depreciation in the operating budget, and is included in the whole of life cost (refer to Table 4.1)
- 9 Fitness equipment to the value of \$125,000 is leased for 48 months with a residual payment of \$0, and book value of \$0. It is considered to be furniture and equipment and hence an operating cost and part of the operating budget rather than a capital item. It is assumed that after four years new equipment to the same value is leased under the same terms and conditions.

## 6.2 PROFIT AND LOSS PROJECTIONS

Based on the assumptions detailed above, five year projections have been prepared and summarised in Table 6.1 (Aquatic and Health and Fitness) and 6.2 (Combined Total).

This analysis indicates that:

- 1 The facility will operate at a loss in each of the five years. The loss will decrease from \$364,067 to \$241,876, which effectively means that the loss or subsidy incurred by Council will reduce.
- 2 The aquatic component will operate at a gradually decreasing loss ranging from \$412,587 in Year 1 to \$323,459 in Year 5.
- 3 The health and fitness component will operate at a profit of \$48,520 in Year 1 increasing to \$81,584 in Year 5.

These projections are conservative, and are likely to be surpassed with high quality management. More detailed market research is required to more accurately project income and expenditures.

## 6.3 SCENARIO ANALYSIS

To assess the potential implications of increases and decreases in attendances to the aquatic facilities and membership of the health and fitness, a scenario analysis was conducted. This analysis assumes the target attendance and membership will be achieved in Year 5 with the growth rates as assumed above. The Base Scenario is 100,000 aquatic centre attendances and 500 health and fitness members.

Table 6.1: 5 Year Revenue Statement (Aquatic and Health and Fitness)

	Aquatic					Health and Fitness				
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Income</b>										
<b>Casual swimmers</b>										
Adult	\$103,680	\$109,076	\$114,345	\$119,486	\$124,500	\$0	\$0	\$0	\$0	\$0
Adult concession	\$86,400	\$90,897	\$95,288	\$99,572	\$103,750	\$0	\$0	\$0	\$0	\$0
Child	\$127,244	\$133,866	\$140,333	\$146,642	\$152,795	\$0	\$0	\$0	\$0	\$0
Sub Total	\$317,324	\$333,839	\$349,965	\$365,700	\$381,045	\$0	\$0	\$0	\$0	\$0
Swim School	\$96,000	\$102,000	\$108,000	\$114,000	\$120,000	\$0	\$0	\$0	\$0	\$0
School Swim	\$22,909	\$24,341	\$25,773	\$27,205	\$28,636	\$0	\$0	\$0	\$0	\$0
<b>Total Aquatics Income</b>	<b>\$436,233</b>	<b>\$460,180</b>	<b>\$483,738</b>	<b>\$506,905</b>	<b>\$529,682</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
H&F memberships	\$0	\$0	\$0	\$0	\$0	\$276,545	\$291,909	\$307,273	\$307,273	\$307,273
H & F casual	\$0	\$0	\$0	\$0	\$0	\$9,972	\$10,526	\$11,080	\$11,080	\$11,080
<b>Total H&amp;F Income</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$286,517</b>	<b>\$302,435</b>	<b>\$318,352</b>	<b>\$318,352</b>	<b>\$318,352</b>
Kiosk	\$38,079	\$40,061	\$41,996	\$43,884	\$45,725	\$34,382	\$36,292	\$38,202	\$38,202	\$38,202
Cost of Goods Sold	\$22,847	\$24,036	\$25,197	\$26,330	\$27,435	\$20,629	\$21,775	\$22,921	\$22,921	\$22,921
<b>Kiosk gross profit</b>	<b>\$15,232</b>	<b>\$16,024</b>	<b>\$16,798</b>	<b>\$17,554</b>	<b>\$18,290</b>	<b>\$13,753</b>	<b>\$14,517</b>	<b>\$15,281</b>	<b>\$15,281</b>	<b>\$15,281</b>
<b>Allied Health Suite</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>TOTAL INCOME</b>	<b>\$451,464</b>	<b>\$476,205</b>	<b>\$500,536</b>	<b>\$524,459</b>	<b>\$547,972</b>	<b>\$300,270</b>	<b>\$316,952</b>	<b>\$333,633</b>	<b>\$333,633</b>	<b>\$333,633</b>
<b>Expenditure</b>										
<b>Staffing</b>										
Manager	\$56,550	\$56,550	\$56,550	\$56,550	\$56,550	\$8,450	\$8,450	\$8,450	\$8,450	\$8,450
Reception	\$134,964	\$134,964	\$134,964	\$134,964	\$134,964	\$0	\$0	\$0	\$0	\$0
Pool Coordinator	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$0	\$0	\$0	\$0	\$0
Aquatic Program Coord	\$11,250	\$11,250	\$11,250	\$11,250	\$11,250	\$0	\$0	\$0	\$0	\$0
LTS Instructors	\$24,000	\$25,500	\$27,000	\$28,500	\$30,000	\$0	\$0	\$0	\$0	\$0
H&F Coordinator	\$0	\$0	\$0	\$0	\$0	\$11,250	\$11,250	\$11,250	\$11,250	\$11,250
Sales Consultant	\$0	\$0	\$0	\$0	\$0	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500
Lifeguards	\$120,290	\$120,290	\$120,290	\$120,290	\$120,290	\$0	\$0	\$0	\$0	\$0
Gym instructors	\$0	\$0	\$0	\$0	\$0	\$40,950	\$40,950	\$40,950	\$40,950	\$40,950

	Aquatic					Health and Fitness				
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 1	Year 2	Year 3	Year 4	Year 5
Group fitness instructors	\$0	\$0	\$0	\$0	\$0	\$32,194	\$32,316	\$32,438	\$32,438	\$32,438
<b>Staffing sub total</b>	<b>\$369,554</b>	<b>\$371,054</b>	<b>\$372,554</b>	<b>\$374,054</b>	<b>\$375,554</b>	<b>\$115,344</b>	<b>\$115,466</b>	<b>\$115,588</b>	<b>\$115,588</b>	<b>\$115,588</b>
Staffing on costs	\$84,997	\$85,342	\$85,687	\$86,032	\$86,377	\$26,529	\$26,557	\$26,585	\$26,585	\$26,585
<b>Total staffing costs</b>	<b>\$454,551</b>	<b>\$456,396</b>	<b>\$458,241</b>	<b>\$460,086</b>	<b>\$461,931</b>	<b>\$141,873</b>	<b>\$142,023</b>	<b>\$142,173</b>	<b>\$142,173</b>	<b>\$142,173</b>
<b>General</b>										
Maintenance	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Cleaning	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Pool chemicals	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$0	\$0	\$0	\$0	\$0
Security	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$500	\$500	\$500	\$500	\$500
Utilities	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Tele communications	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Insurance	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Advertising	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Legal and accounting	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
General administration	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Bank charges	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Payroll and accounts	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Management	\$55,000	\$55,000	\$55,000	\$55,000	\$55,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Staff Uniforms	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Miscellaneous	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
H&F lease costs	\$0	\$0	\$0	\$0	\$0	\$36,377	\$36,377	\$36,377	\$36,377	\$36,377
<b>Total general costs</b>	<b>\$409,500</b>	<b>\$409,500</b>	<b>\$409,500</b>	<b>\$409,500</b>	<b>\$409,500</b>	<b>\$109,877</b>	<b>\$109,877</b>	<b>\$109,877</b>	<b>\$109,877</b>	<b>\$109,877</b>
<b>TOTAL EXPENDITURE</b>	<b>\$864,051</b>	<b>\$865,896</b>	<b>\$867,741</b>	<b>\$869,586</b>	<b>\$871,431</b>	<b>\$251,750</b>	<b>\$251,900</b>	<b>\$252,049</b>	<b>\$252,049</b>	<b>\$252,049</b>
<b>PROFIT/LOSS</b>	<b>-\$412,587</b>	<b>-\$389,692</b>	<b>-\$367,205</b>	<b>-\$345,128</b>	<b>-\$323,459</b>	<b>\$48,520</b>	<b>\$65,052</b>	<b>\$81,584</b>	<b>\$81,584</b>	<b>\$81,584</b>

Table 6.2: 5 Year Revenue Statement (Combined Total)

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Income</b>					
<b>Casual swimmers</b>					
Adult	\$103,680	\$109,076	\$114,345	\$119,486	\$124,500
Adult concession	\$86,400	\$90,897	\$95,288	\$99,572	\$103,750
Child	\$127,244	\$133,866	\$140,333	\$146,642	\$152,795
Sub Total	\$317,324	\$333,839	\$349,965	\$365,700	\$381,045
Swim School	\$96,000	\$102,000	\$108,000	\$114,000	\$120,000
School Swim	\$22,909	\$24,341	\$25,773	\$27,205	\$28,636
<b>Total Aquatics Income</b>	<b>\$436,233</b>	<b>\$460,180</b>	<b>\$483,738</b>	<b>\$506,905</b>	<b>\$529,682</b>
H&F memberships	\$276,545	\$291,909	\$307,273	\$307,273	\$307,273
H & F casual	\$9,972	\$10,526	\$11,080	\$11,080	\$11,080
<b>Total H&amp;F Income</b>	<b>\$286,517</b>	<b>\$302,435</b>	<b>\$318,352</b>	<b>\$318,352</b>	<b>\$318,352</b>
Kiosk	\$72,461	\$76,353	\$80,198	\$82,086	\$83,928
Cost of Goods Sold	\$43,477	\$45,812	\$48,119	\$49,252	\$50,357
<b>Kiosk gross profit</b>	<b>\$28,984</b>	<b>\$30,541</b>	<b>\$32,079</b>	<b>\$32,835</b>	<b>\$33,571</b>
<b>Allied Health Suite</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>TOTAL INCOME</b>	<b>\$751,734</b>	<b>\$793,156</b>	<b>\$834,169</b>	<b>\$858,092</b>	<b>\$881,605</b>
<b>Expenditure</b>					
<b>Staffing</b>					
Manager	\$65,000	\$65,000	\$65,000	\$65,000	\$65,000
Reception	\$134,964	\$134,964	\$134,964	\$134,964	\$134,964
Pool Coordinator	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500
Aquatic Program Coord	\$11,250	\$11,250	\$11,250	\$11,250	\$11,250
LTS Instructors	\$24,000	\$25,500	\$27,000	\$28,500	\$30,000
H&F Coordinator	\$11,250	\$11,250	\$11,250	\$11,250	\$11,250
Sales Consultant	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500
Lifeguards	\$120,290	\$120,290	\$120,290	\$120,290	\$120,290
Gym instructors	\$40,950	\$40,950	\$40,950	\$40,950	\$40,950
Group fitness instructors	\$32,194	\$32,316	\$32,438	\$32,438	\$32,438
<b>Staffing sub total</b>	<b>\$484,898</b>	<b>\$486,520</b>	<b>\$488,142</b>	<b>\$489,642</b>	<b>\$491,142</b>
Staffing on costs	\$111,526	\$111,900	\$112,273	\$112,618	\$112,963
<b>Total staffing costs</b>	<b>\$596,424</b>	<b>\$598,419</b>	<b>\$600,414</b>	<b>\$602,259</b>	<b>\$604,104</b>
<b>General</b>					
Maintenance	\$32,500	\$32,500	\$32,500	\$32,500	\$32,500
Cleaning	\$42,500	\$42,500	\$42,500	\$42,500	\$42,500
Pool chemicals	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Security	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Utilities	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000
Tele communications	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Insurance	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Advertising	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Legal and accounting	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
General administration	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Bank charges	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500
Payroll and accounts	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Management	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
depreciation	\$0	\$0	\$0	\$0	\$0
Staff Uniforms	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Miscellaneous	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000

	Year 1	Year 2	Year 3	Year 4	Year 5
H&F lease costs	\$36,377	\$36,377	\$36,377	\$36,377	\$36,377
<b>Total general costs</b>	<b>\$519,377</b>	<b>\$519,377</b>	<b>\$519,377</b>	<b>\$519,377</b>	<b>\$519,377</b>
<b>TOTAL EXPENDITURE</b>	<b>\$1,115,801</b>	<b>\$1,117,796</b>	<b>\$1,119,791</b>	<b>\$1,121,636</b>	<b>\$1,123,481</b>
<b>PROFIT/LOSS</b>	<b>-\$364,067</b>	<b>-\$324,640</b>	<b>-\$285,622</b>	<b>-\$263,544</b>	<b>-\$241,876</b>

Outcomes from the various scenarios are summarised in Table 6.3. The results indicate that:

- A decrease in aquatic attendances of 20% (to 80,000) will result in an increase in the annual operating loss in Year 5 of approximately \$95,000. Conversely an increase of 20% (to 120,000) will result in a reduction in the operating loss in Year 5 of approximately \$95,000.
- A decrease in health and fitness memberships of 20% (to 400) will result in a decrease in the annual operating profit in Year 5 of approximately \$64,000. Conversely an increase of 20% (to 600) will result in a increase in the operating profit in Year 5 of approximately \$64,000.

**Table 6.3: Scenario Analysis**

Target	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Aquatic Centre</b>					
Base Scenario	-\$412,587	-\$389,692	-\$367,205	-\$345,128	-\$323,459
Decrease 10%	-\$451,077	-\$430,588	-\$410,507	-\$390,835	-\$371,572
Decrease 20%	-\$489,568	-\$471,483	-\$453,808	-\$436,542	-\$419,685
Increase 10%	-\$374,097	-\$348,796	-\$323,904	-\$299,421	-\$275,347
Increase 20%	-\$335,607	-\$307,900	-\$280,602	-\$253,714	-\$227,234
<b>Health and Fitness</b>					
Base Scenario	\$48,520	\$65,052	\$81,584	\$81,584	\$81,584
Decrease 10%	\$19,538	\$34,460	\$49,382	\$49,382	\$49,382
Decrease 20%	-\$9,444	\$3,868	\$17,179	\$17,179	\$17,179
Increase 10%	\$77,502	\$95,644	\$113,786	\$113,786	\$113,786
Increase 20%	\$106,484	\$126,236	\$145,988	\$145,988	\$145,988

## 6.4 50 METRE POOL PROJECTIONS

If a 50 metre pool is constructed, it is projected that revenues will not change, as it has no impact on demand. However, expenditures will be increased due to the increase in the building size, and amount of water to be heated and cleaned and the air to be handled and heated. It has been assumed that there is a direct correlation between the increase in building size and volume of water and air and costs.

Item	% Increase
Maintenance	65%
Cleaning	65%
Pool chemicals	65%
Utilities	65%

The net result will be an operating loss in the first five years of:

Year 1	Year 2	Year 3	Year 4	Year 5
<b>-\$601,782</b>	<b>-\$574,075</b>	<b>-\$546,777</b>	<b>-\$519,889</b>	<b>-\$493,409</b>

Effectively a \$77,000 increase in the operating loss compared with a 25 metre pool, without calculating the additional build costs.

## 6.5 20 YEAR LIFE CYCLE COSTS

A 20 year, life cycle costing has been estimated using the following assumptions:

Capital Development Cost	\$21,000,000
Loan amount	\$13,000,000
Life of building	40
Annual depreciation	2.00%
Interest rate	6.00%
Annual Loan repayment	\$2,093,870
Loan period (years)	20
CPI (Years 6 - 20)	No allowance

	Year 1	Year 2	Year 3	Year 4	Year 5
Annual depreciation	\$525,000	\$525,000	\$525,000	\$525,000	\$525,000
Operating loss	\$364,067	\$324,640	\$285,622	\$263,544	\$241,876
Average annual interest	\$770,559	\$749,152	\$726,425	\$702,296	\$676,679
<b>Total</b>	<b>\$1,659,626</b>	<b>\$1,598,792</b>	<b>\$1,537,046</b>	<b>\$1,490,840</b>	<b>\$1,443,555</b>

	Year 6	Year 7	Year 8	Year 9	Year 10
Annual depreciation	\$525,000	\$525,000	\$525,000	\$525,000	\$525,000
Operating loss	\$241,876	\$241,876	\$241,876	\$241,876	\$241,876
Average annual interest	\$649,482	\$620,607	\$589,952	\$557,406	\$522,852
<b>Total</b>	<b>\$1,416,358</b>	<b>\$1,387,483</b>	<b>\$1,356,828</b>	<b>\$1,324,281</b>	<b>\$1,289,728</b>

	Year 11	Year 12	Year 13	Year 14	Year 15
Annual depreciation	\$525,000	\$525,000	\$525,000	\$525,000	\$525,000
Operating loss	\$241,876	\$241,876	\$241,876	\$241,876	\$241,876
Average annual interest	\$486,167	\$447,220	\$405,870	\$361,971	\$315,363
<b>Total</b>	<b>\$1,253,043</b>	<b>\$1,214,096</b>	<b>\$1,172,746</b>	<b>\$1,128,846</b>	<b>\$1,082,239</b>

	Year 16	Year 17	Year 18	Year 19	Year 20
Annual depreciation	\$525,000	\$525,000	\$525,000	\$525,000	\$525,000
Operating loss	\$241,876	\$241,876	\$241,876	\$241,876	\$241,876
Average annual interest	\$265,881	\$213,347	\$157,572	\$98,358	\$35,491
<b>Total</b>	<b>\$1,032,756</b>	<b>\$980,222</b>	<b>\$924,448</b>	<b>\$865,234</b>	<b>\$802,367</b>

## APPENDIX A: STAKEHOLDER INTERVIEWS

Organisation Name	Contact Name	Job Title	General Phone Number(s)	Contact email
Chiton Rocks Surf Life Saving Club	Aaron Lewis	President	8554 2047 0418 853 646	<a href="mailto:chitonrocks@gmail.com">chitonrocks@gmail.com</a>
<b>Questions:</b>				
1. Does your organisation currently use any pools?		Yes		
a. If yes, where, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>		Noarlunga or SA Aquatic & Leisure Centre - Generally only for annual certificates/assessment  Members for the club are vast and come from all over (generally) Currently no regular club organised pool sessions		
2. Do you anticipate your organisation will use the proposed aquatic centre?		Yes		
a. If yes, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>		Weekly squad training – at least 10 people (local members) 2-3 times per week - may take time to build up but confident members would make good use		
3. Do you anticipate your organisation would likely have any events/competitions hosted in the pool? If yes, details.		Yes, at least annual events (e.g. annual assessments as mentioned above) - would look to have ad-hoc usage during poor weather (e.g. nippers if weather is bad)		
4. What facilities would your organisation require from the proposed aquatic centre? <i>e.g. size of pool, water temperature, health &amp; fitness (such as group fitness, weights, and support facilities like a crèche)</i>		- Mainly to have access to a local pool during winter and periods of poor weather - A pool that is regulation size (not too fussed if it's 50m or 25m)		

Organisation Name	Contact Name	Job Title	General Phone Number(s)	Contact email
Helen Irvine Swimming	Helen Irvine	Instructor	8552 4049 0417 847 918	<a href="mailto:shirvine@bigpond.com">shirvine@bigpond.com</a>
<b>Questions:</b>				
1. Does your organisation currently use any pools?			Yes	
a. If yes, where, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>			<p>Victor Harbor Primary School pool</p> <ul style="list-style-type: none"> <li>- Runs learn to swim sessions (mainly 6mth to 5yr olds)</li> <li>- Stopped Mon &amp; Thu night sessions due to low attendance &amp; increasing pool fees (couldn't keep attendance up due to unusual pool size – not ideal for any market other than 'learn to swim')</li> <li>- Currently runs 1 hour morning sessions on Mon, Tue, Wed, Thu</li> <li>- 4-5hrs on Saturday mornings</li> <li>- All up, there are over 200 students</li> </ul> <p>Limited usable teaching space - the pool is too deep in places for learn to swim</p>	
2. Do you anticipate your organisation will use the proposed aquatic centre?			Yes, but would depend on the charges	
a. If yes, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>			<p>Would expect to easily generate 2-3hrs of structured programs at least 3-4 mornings per week</p> <p>Would also look at running masters squads – believes there is a market for it but not at current pool</p>	
3. Do you anticipate your organisation would likely have any events/competitions hosted in the pool? If yes, details.			Yes, provided I can develop a squad. Would look to have inter and intra club competitions	
4. What facilities would your organisation require from the proposed aquatic centre? <i>e.g. size of pool, water temperature, health &amp; fitness (such as group fitness, weights, and support facilities like a crèche)</i>			<ul style="list-style-type: none"> <li>- A separate pool for younger children – heated to 33 degrees Celsius (the kids need it warmer than lap swimmers)</li> <li>- A pool with at least a 1m wide shallow ledge for teaching</li> <li>- Crèche facility</li> </ul>	

Organisation Name	Contact Name	Job Title	General Phone Number(s)	Contact email
Port Elliot Surf Life Saving Club	Penny Smith	Nipper Coordinator	8554 3155 0426 828 120	<a href="mailto:peslsc01@bigpond.com">peslsc01@bigpond.com</a>
<b>Questions:</b>				
1. Does your organisation currently use any pools?			Yes	
a. If yes, where, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>			<p>The club will periodically hold bronze medallion training, generally during winter months – at Noarlunga or Strathalbyn pools</p> <p>There isn't anything else running from a club level as there isn't anything suitable close by</p> <p>General observations as a parent and nipper coordinator are that kids in the area are behind those in metropolitan areas (based on observations at carnivals etc...)</p> <p>On a personal level, I was using the Victor Harbor PS pool for my children but stopped – it wasn't suitable due to pool size (too small). Also, sometimes go to either Noarlunga or Strathalbyn pools but it's too far to do regularly</p>	
2. Do you anticipate your organisation will use the proposed aquatic centre?			Yes	
a. If yes, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>			<p>All our bronze training (especially during winter), would potentially look to establish squads (again, especially during winter). Learning to swim, specific squads for fitness (i.e. open water) run during summer on the beach but generally can't/don't continue formally during winter</p> <p>- Overall, the club would like to continue some activities year-round</p>	
3. Do you anticipate your organisation would likely have any events/competitions hosted in the pool? If yes, details.			<p>Yes</p> <p>Such as pool rescue, bronze training, inter and intra club activities</p> <p>- could depend on the size of the pool – really want a 50m pool so they can better hold state-level events</p>	
4. What facilities would your organisation require from the proposed aquatic centre? <i>e.g. size of pool, water temperature, health &amp; fitness (such as group fitness, weights, and support facilities like a crèche)</i>			Believes a 50m pool should be built to cater for future growth and facility flexibility with events/carnivals	

Organisation Name	Contact Name	Job Title	General Phone Number(s)	Contact email
Strathalbyn Swimming Club	Jane Pickering	Grants/sponsorship	0421 615 999	<a href="mailto:janepaul@adam.com.au">janepaul@adam.com.au</a>
<b>Questions:</b>				
1. Does your organisation currently use any pools?			Yes	
a. If yes, where, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>			Strathalbyn Pool (when it's open) - the club is the pool's main user group & have 68 'active' members - squad training 3 x mornings & 4 x evenings for majority of summer (generally up to 20-25 people swimming at once during training sessions) - generally 3 lanes for a session	
2. Do you anticipate your organisation will use the proposed aquatic centre?			Probably not if it's 25m	
a. If yes, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>			The club currently uses Mt Barker during winter This winter usage is done in collaboration with other clubs in the area – use a total of 3 lanes, 3-4 sessions per week.	
3. Do you anticipate your organisation would likely have any events/competitions hosted in the pool? If yes, details.			Not if it's a 25m pool If it's an 8 lane 50m pool then yes	
4. What facilities would your organisation require from the proposed aquatic centre? <i>e.g. size of pool, water temperature, health &amp; fitness (such as group fitness, weights, and support facilities like a crèche)</i>			8 lane 50m pool with min depth of 1.5m Open year 'round Diving blocks at both ends	

Organisation Name	Contact Name	Job Title	General Phone Number(s)	Contact email
Southern Fleurieu Health Service Hydrotherapy Classes	Tane Luckens	Physiotherapist	8552 0600 8551 0413 (direct)	<a href="mailto:chloe.linbert@health.sa.gov.au">chloe.linbert@health.sa.gov.au</a>
<b>Questions:</b>				
1. Does your organisation currently use any pools?			Yes	
a. If yes, where, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>			Victor Harbor PS pool - hydrotherapy sessions for two main groups: - Paediatric (0-5yr olds), during summer only (facility not suitable/available during winter), around 2-3 sessions per week, 1hr sessions, approx. 12-20ppl - Over 65s, 2-3 sessions per week, 1hr sessions, up to 30ppl Time of day can vary based on pool availability.	
2. Do you anticipate your organisation will use the proposed aquatic centre?			Yes, definitely if there is a hydrotherapy pool	
a. If yes, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>			If there is a properly set-up hydrotherapy pool: - 3-4 times per week (min)(is optimistic of having 5-10 sessions per week, year 'round - at least the same number of ppl as above but likely more	
3. Do you anticipate your organisation would likely have any events/competitions hosted in the pool? If yes, details.			No, not really. Perhaps only for training/professional development	
4. What facilities would your organisation require from the proposed aquatic centre? <i>e.g. size of pool, water temperature, health &amp; fitness (such as group fitness, weights, and support facilities like a crèche)</i>			Have a proper hydrotherapy pool meeting recognised standards, such as: - consistent depth; - water temp; - ramp access to pool; - hoists; - close-by change rooms (so injured/disabled don't have far to go)	

Organisation Name	Contact Name	Job Title	General Phone Number(s)	Contact email
Goolwa Surf Life Saving Club	John Hurst	Club President	0418 850 038	
<b>Questions:</b>				
1. Does your organisation currently use any pools?			Yes	
a. If yes, where, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>			Strathalbyn outdoor pool & Noarlunga Leisure Centre - use both on and off season (surf season) - generally use for proficiency (400m tests) - squad/lap swimming arranged by club, 1-2 times per month (during winter)  Want to increase regularity and usage but is difficult to arrange mainly due to distance required to travel	
2. Do you anticipate your organisation will use the proposed aquatic centre?			Yes	
a. If yes, what for, frequency, how many people, when (time of year)? <i>e.g. training space, how many lanes, what time of day, how many swimmers etc.</i>			Club is still in a building stage but would look to have weekly club sessions as a minimum (mainly lap swimming). Too difficult to know/guess/anticipate more specific details	
3. Do you anticipate your organisation would likely have any events/competitions hosted in the pool? If yes, details.			No, unless it's a 50m pool with greater depth in areas. i.e. to enable simulation of rescues etc...	
4. What facilities would your organisation require from the proposed aquatic centre? <i>e.g. size of pool, water temperature, health &amp; fitness (such as group fitness, weights, and support facilities like a crèche)</i>			- Ideally a 50m pool - one end to be much deeper - open all year 'round - increased public transport from Goolwa	