

## Ashfield Aquatic Centre Engagement Report

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June 2017

# Summary

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Inner West Council engaged centre users, clubs and the wider community during May and June 2017 to receive feedback on three possible options for the refurbishment of Ashfield Aquatic Centre. Engagement included a survey, submissions and direct stakeholder meetings.

Council wished to understand how well each of the three options would satisfy needs and which features and services were important when visiting a local aquatic centre.

Survey participants were also asked to select the top three things they liked to do when visiting an aquatic centre, how frequently they visited, and who they visited with, as well as whether they were a member of any club or program at the Centre. Open comments were also invited. Clubs and user groups were asked additional questions relating to facilities.

Engagement took place from 08/05/17–05/06/2017. The engagement program and number of responses is summarised in the table below.

Method	Response
Your Say Inner West project page	>1,500 visitors
Community survey – online and paper	>1,370 responses
User group and club survey	8 user groups and clubs
Key stakeholder meetings	4 meetings
Bastable Hall users consultation form	3 responses
Questions and Answers form	16 questions answered
Email submissions	9 people via email

# Promotion

The engagement program was promoted by:

- Media releases
- Social media
- Posters
- Four-page flyer distributed to 28,600 residences in the surrounding catchment including: Haberfield, Ashfield, Summer Hill, Dulwich Hill, Lewisham, Petersham and Leichhardt.
- English and Chinese simplified flyer and survey available at the Centre
- Display at Ashfield Aquatic Centre, in English and Chinese
- Council column in Inner West Courier
- E-newsletters
- Council's main website and Ashfield legacy website
- Project page on *Your Say Inner West*
- Emails to key stakeholder groups
- Emails to Centre members
- Emails to clubs
- Emails to enrolled swim school families
- Emails to Bastable Hall users

Engagement material provided to the community included architect drawings of each of the three options.

**Ashfield Aquatic Centre Refurbishment**

Inner West Council is planning the refurbishment of the much-loved Ashfield Aquatic Centre. Council wants to hear from the community to make sure the works planned for the Centre meet current and future needs of residents and users.

**Background**

The Ashfield Aquatic Centre has over 350,000 customers per year. It is also a highly successful swim school, which has an average of 16,000 visits per month.

In August 2014, the former Ashfield Council undertook initial community consultation and resolved to fund a \$14 million partial upgrade of the Centre through a special rate variation.

In May 2016 Inner West Council was formed through the amalgamation of Ashfield, Leichhardt and Manlyvalley Councils. Inner West Council sought tenders for the refurbishment in late 2016 but only received a single tender which was \$3m over the estimated \$20m cost of the project.

**What are the next steps?**

Inner West Council remains committed to the project and is reviewing the planning, logistics and budget to ensure that a first class facility can be delivered with the available funding. Council has developed three concept plans for the Centre. Community feedback is invited by 31 May 2017. The plan will be finalised by mid-year. Construction will commence in late 2017. In April 2018 and the refurbished Centre will reopen in time for summer 2019/20. Go to Council's website for updates.

**What will happen in the meantime with the pool?**

Ashfield Aquatic Centre will undergo enough maintenance works to remain open and fully operational until the refurbishment commences.

**Have your say**

Vote the three concept plans in this flyer. Then complete a survey to tell Council what features and services are important to you.

**Complete the survey by 5 June 2017 at:**

- [www.yoursayinnerwest.com.au](http://www.yoursayinnerwest.com.au) or
- the Ashfield Aquatic Centre.

本传单附有 Ashfield 水上活动中心的三个概念图。请勾选您喜欢的方案，并填写问卷，告诉内西区议会您的意见。问卷将于 6 月 5 日截止。您可以通过 [www.yoursayinnerwest.com.au](http://www.yoursayinnerwest.com.au) 或在 Ashfield 水上活动中心索取问卷。

**Ashfield Aquatic Centre refurbishment - Have Your Say**

Council is asking residents for feedback on three different options for the refurbishment of Ashfield Aquatic Centre.

- **Option 1** is the original tender design of refurbished entrance, café, change rooms, administration area, and new 50m pool, water polo pool, indoor pool and pool hall adjoining the existing pool hall. Activities in the existing community hall would be transferred to a new crèche and meeting room.
- **Option 2** includes a new two-storey entrance building with a health and fitness centre, crèche and community meeting rooms as well as improved public domain on Elizabeth Street, plus new 50 metre pool and new indoor 25 metre pool. Option 2 has more community-based facilities: leisure area, splash pad, green space and barbecue.
- **Option 3** includes a new two-storey entrance building with a health and fitness centre, crèche and community meeting rooms as well as improved public domain on Elizabeth Street. Option 3 has a separate water polo pool but no indoor pool and a leisure area with a splash pad, green space and barbecue.

For each option are on Council's website. Construction will reopen in time for summer 2019/20. Please comment, and email [feedback@innerwest.com.au](mailto:feedback@innerwest.com.au) or call 02 9550 1111 by 31 May, survey closes.

**INNER WEST COUNCIL**

**Ashfield 水上活动中心翻修工程 - 意见征询**

请就以下三个方案表达您的意见。告诉我们哪些设施和服务对您而言比较重要，以便帮助市议会实施该项目的建设愿景。

**Q1. 在本地水上活动中心，下面哪些设施和服务对您而言比较重要？**

50 米泳池	可供野营/休闲的公共休憩绿地
休闲更衣室	烧烤设施
游泳池专用池	咖啡座
水球专用池	更衣室
水疗/水底按摩池	社区空间和会议室
水上活动学习池	客户服务
全天候看台和步道上座梯	自行车停放架
健身房	停车场
运动健身的活动室	公共交通

**Q2. 您和家人在水上活动中心最常参加的三项活动是什么？请勾选三项。**

游泳	水上运动
游泳训练	运动健身班，如瑜伽、重量训练等
水上有氧运动	使用健身设施
水疗、热水水中漫步	社交，例如与亲朋好友去小聚
休闲游泳	庆祝活动，如寿筵寿礼、水上电影等
	其他（请说明）

**Q3. 请查看 Ashfield 水上活动中心的三个建设方案，然后告诉我们每种方案在多大程度上让您满意。**

方案 1	方案 2	方案 3	一点都不满意	有点满意	比较满意	非常满意	极其满意

**Q4. 您对三种方案有何评论？**

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# Detailed engagement activities

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## Key stakeholder meetings

Four key stakeholder meetings were held with:

- UNSW Wests Waterpolo Club
- UTS Balmain Waterpolo Club
- NSW Waterpolo
- Ashfield Amateur Swimming Club

## Face to face engagement - Ashfield Aquatic Centre

Promotional material was prominently displayed at the Centre in English and Chinese simplified, in the main noticeboard and around the walls of the facility.

Surveys were available to complete in English and Chinese simplified. Staff conducted intercept surveys and encouraged participation of attendees.

More than one third of the responses were paper surveys collected at the Centre.

The Ashfield Aquatic Services Coordinator was available to answer community questions and respond to direct enquiries.

## Online engagement - Your Say Inner West

Community members could read further information and complete a survey online at Council's online engagement hub, *Your Say Inner West* along with engagement material.

Nearly two thirds of the responses were online at *Your Say Inner West*.

A Q&A tool was implemented for community members to ask questions and obtain answers from Council. In total 9 questions were answered.

### Ashfield Aquatic Centre Refurbishment

25 days ago



**OPEN FOR COMMENT - CLOSING 5 JUNE 2017**

The much-loved Ashfield Aquatic Centre is getting a refurbishment. We want to hear from you to make sure it will meet your needs - now and in the future. [Read more and fill in a survey](#)

Your Say Inner West home page news



**your say Inner West**

INNER WEST COUNCIL

Your Say Inner West Home Archived Projects Council Website Sign In

Home > Ashfield Aquatic Centre Refurbishment

### Ashfield Aquatic Centre Refurbishment

The much-loved Ashfield Aquatic Centre is getting a refurbishment. We want to hear from you to make sure it will meet your needs - now and in the future.

**Background**

The Ashfield Aquatic Centre has over 300,000 customers a year. It is also hosts a highly successful swim school which has an average of 15,000 visits each month.

In August 2014, the former Ashfield Council undertook initial community consultation and resolved to fund a \$14million partial upgrade of the Centre through a special rate variation.

In May 2016 Inner West Council was formed through the amalgamation of Ashfield, Leichhardt and Marrickville Councils. Inner West Council sought tenders for the refurbishment in late 2016 but only received a single tender which was \$8m over the estimated \$20m cost of the project.

**What's happening now?**

Inner West Council remains committed to the project and is reviewing the planning, logistics and budget to ensure that a first class facility can be delivered with the available funding. Council has developed three concept plans for the Centre on which you are invited to give us feedback.

**Have your say**

View the three concept plans in the flyer.

Then complete the survey to tell us which features and services are important to you.

Feedback closes on 5 June 2017

**User Groups and Clubs**

One formal response is invited from User Groups or Clubs. Only one response from each User Group or Club please. People who are members of User Groups or Clubs should complete the survey for individuals in the link above. Please click here if you are responding on behalf of a User Group or Club.

**Read further information**

Business Case - refurbishment options - analysis of the three options by consultants, G Leisure Pty Ltd, including research into current and future trends in leisure and modelling of visitation, costs and returns.

Background information and FAQs (links to Council's main website)

**Got a question?**

Do you have a question about the Ashfield Aquatic Centre refurbishment? [Ask us here](#).

**What happens next?**

Following analysis of community feedback, the plan will be finalised mid-2017. The final plan will be posted on this project page and available to view at Ashfield Aquatic Centre. Construction will commence in April 2018 and the refurbished Centre will reopen in time for summer 2019/20.

**Key Dates**

- Survey opens: 08 May 2017
- Survey closes: 05 June 2017

**Document Library**

- Ashfield Aquatic Centre Refurbishment - Flyer - English (1.83 MB) (pdf)
- Business Case - refurbishment options Stage 2 (440 KB) (pdf)
- Download a paper survey-English (118 KB) (pdf)
- Download a paper survey-Chinese (121 KB) (pdf)
- more...

**Life Cycle**

- Open for comment
- Under review
- Final report

**More information**

- Background and FAQs

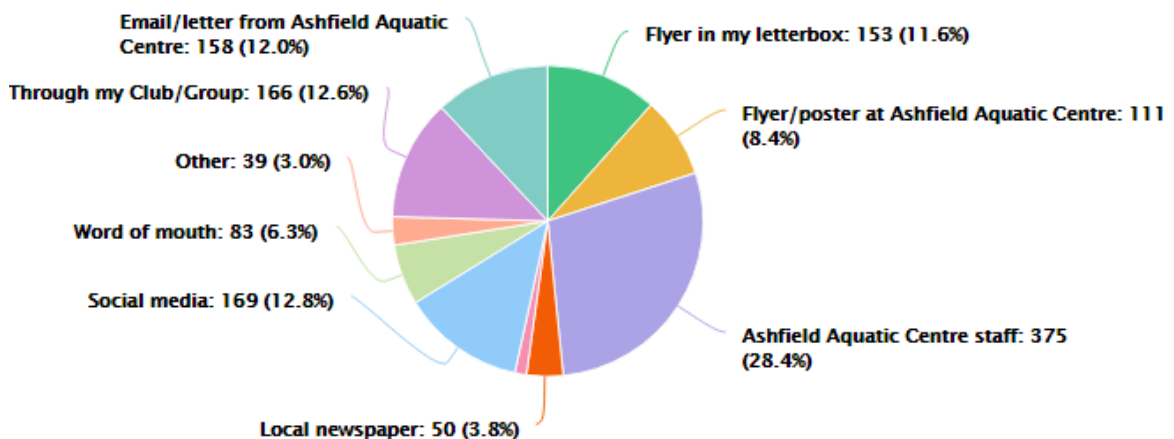
**Who's listening**

Darren Thorne  
 Role: Aquatic Services Coordinator  
 Organisation: Inner West Council  
 Phone: 9797 8420  
 Email: [Darren.Thorne@innerwest.nsw.gov.au](mailto:Darren.Thorne@innerwest.nsw.gov.au)

Survey Ashfield Aquatic Centre... User Group and Clubs - Ashfield... Q & A

Your Say Inner West project page

Respondents to the community survey were asked how they heard about the survey.



User groups and clubs were invited to make one submission per organisation via a separate online form.

## Bastable Hall users

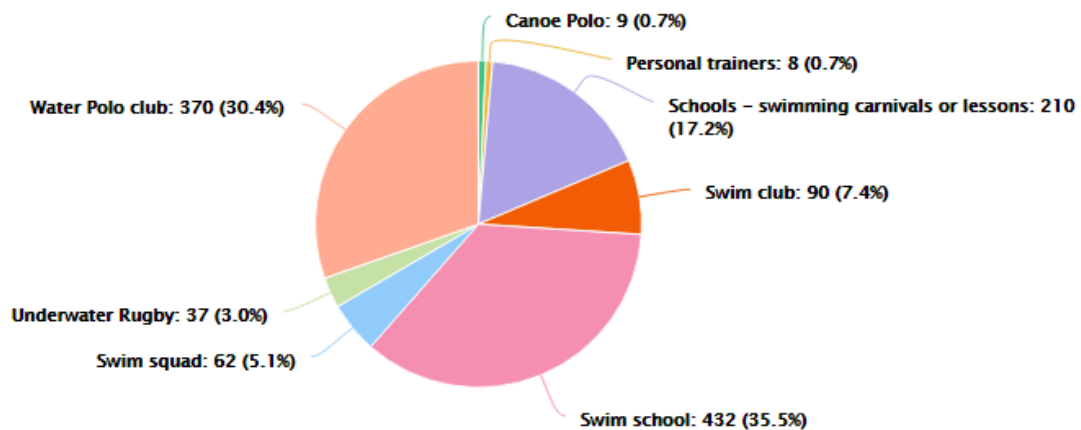
Council engaged users of the Bastable Hall which is proposed to be demolished and replaced with meeting space within the refurbished centre. Users made a submission via a consultation form and responded via the survey.

# Response analysis

Respondents were asked about their affiliation to groups or clubs at the Centre. Members of water polo clubs, swim school parents and school swimming carnival participants responded most strongly to the survey.

**Are you a member of any of the following groups or clubs that use the Centre? (please tick all that apply to you)**

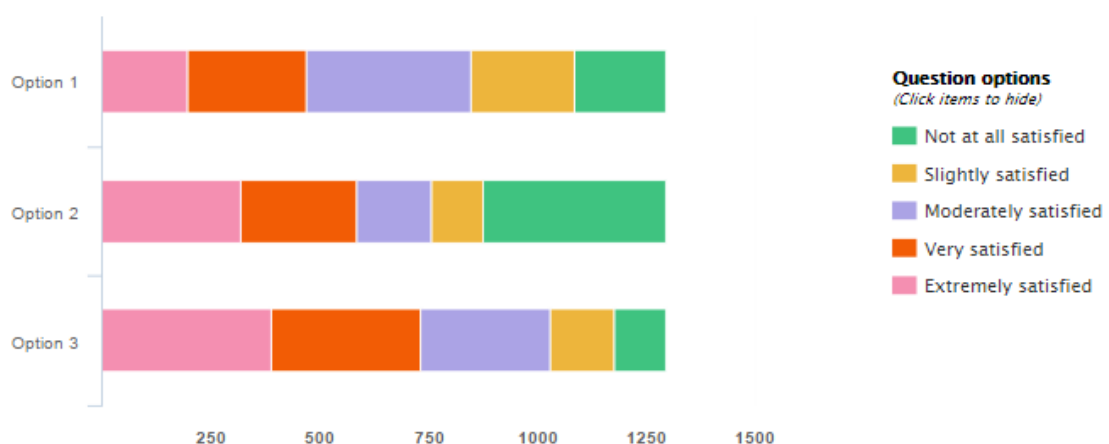
*Optional question*



Across all community survey respondents (1,377 responses), option three, followed by option two, was most likely to satisfy needs. Option one (the original tender option) was least likely to satisfy needs.

**Please view the three options for Ashfield Aquatic Centre and tell us how well each option satisfies the needs of you/your family.**

*Optional question*



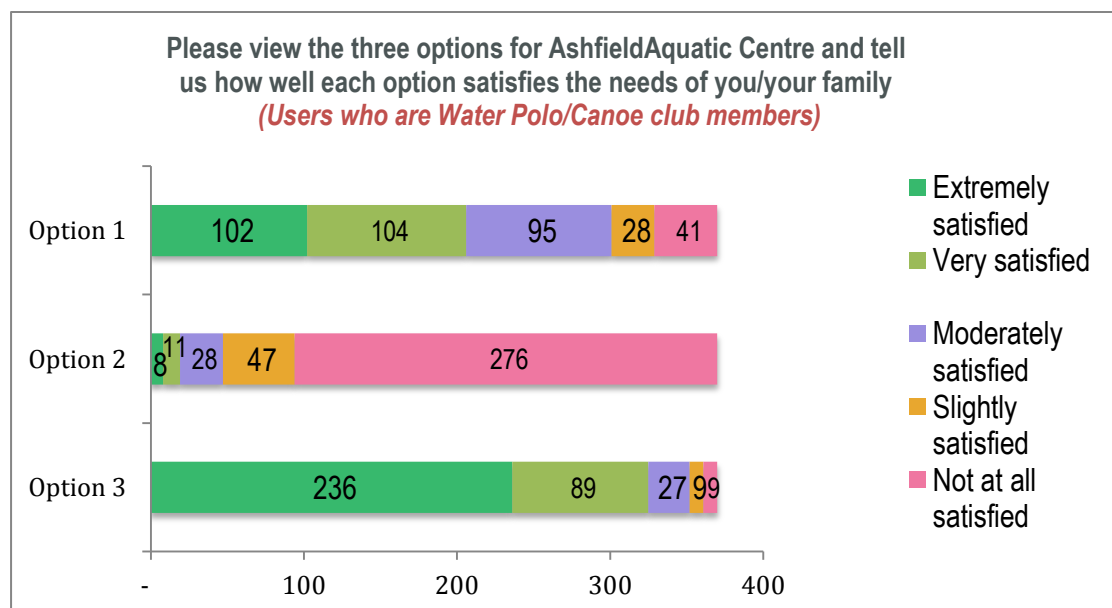
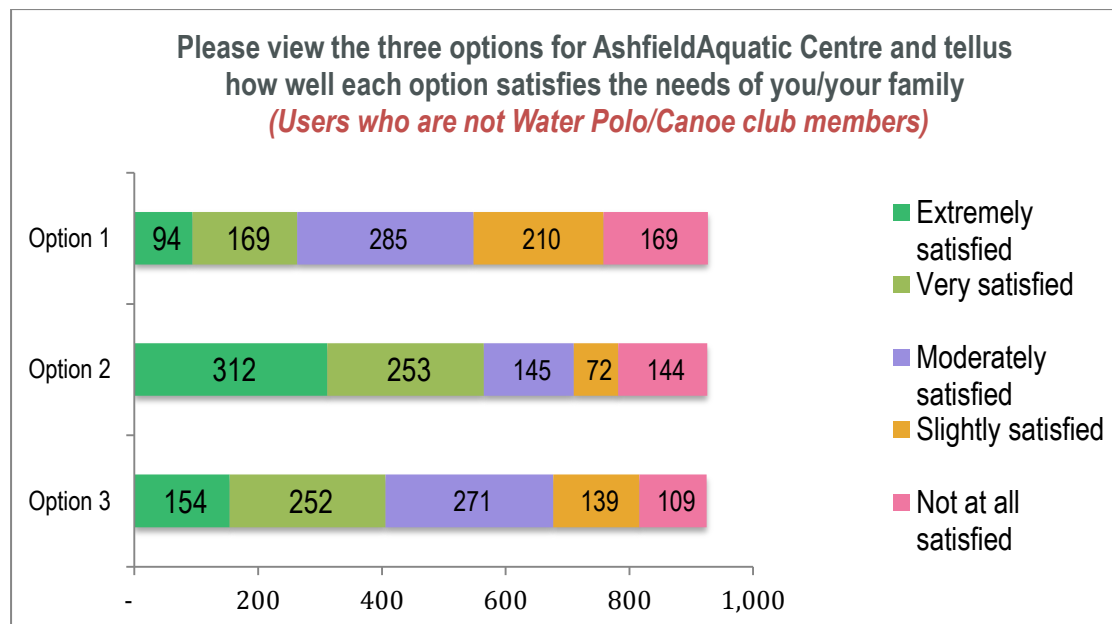
The key difference between responses to options two and three is the polarisation between water polo, canoe polo and underwater rugby players, along with some lap swimmers who prefer a separate water polo pool, (with varying requests for pool depth ranging from 2-5m), compared to family and leisure users who prefer the additional recreation facilities and open space of option two.

*"My main interest is water polo at the centre, I think that retaining a sole, 30m polo pool is absolutely essential."*

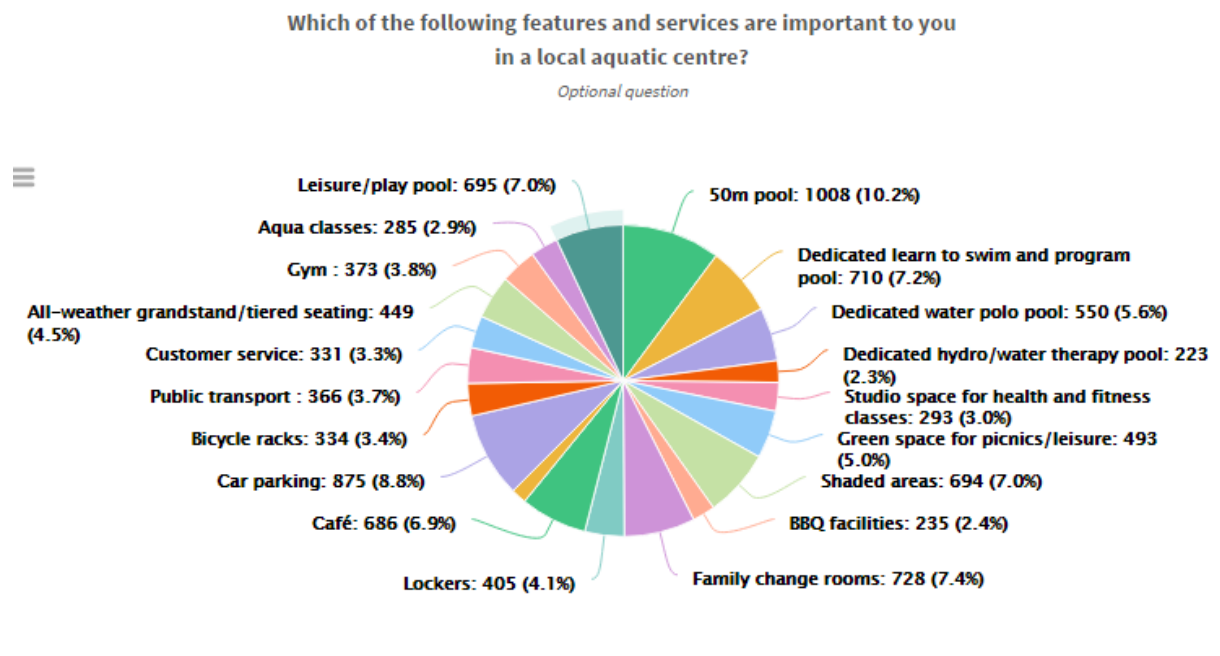
*"Would very much welcome the family oriented areas, outdoor play and shade, new creche and gym/fitness facilities."*

Meetings with three water polo clubs confirmed preference for a separate water polo pool for these users, along with concerns about loss of the grandstand. Club users also commented on the affordability of the water polo program at Ashfield Aquatic Centre in comparison to other facilities.

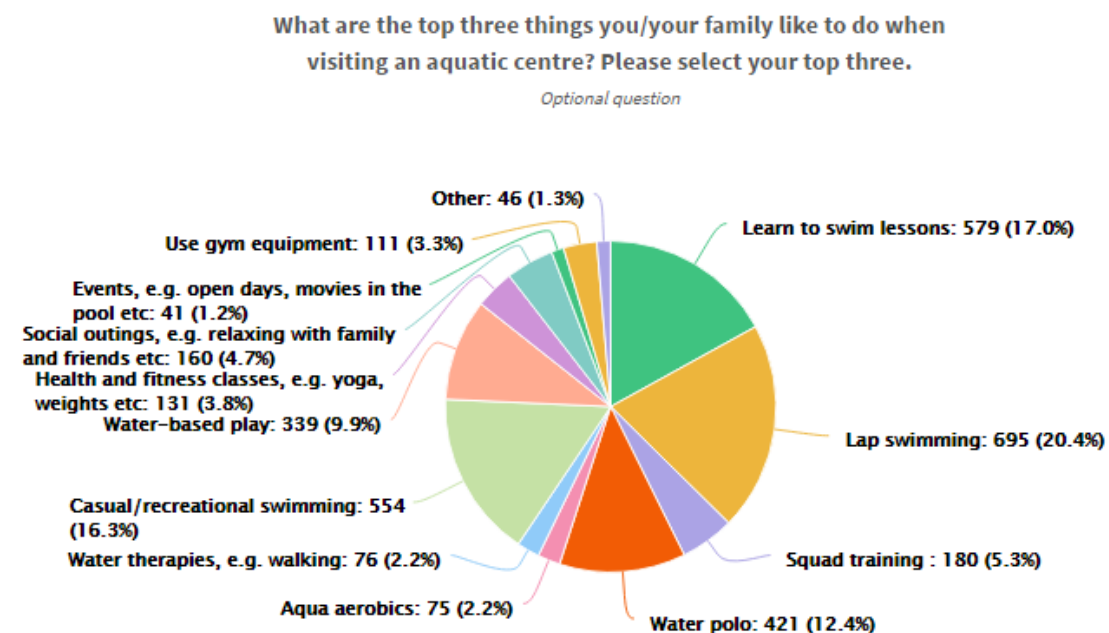
Comparison of satisfaction levels for each option, filtered to compare water and canoe polo members against non-members demonstrates this clear polarisation of views.



Respondents were asked which features and services were important, and to pick the top three things they like to do when visiting. The results demonstrate the community highly values the learn-to-swim and program pool, the 50m and the water polo pool. The results also clearly show that recreational swimming and associated features including family change rooms, shade, green space, a café and a play pool are highly valued.



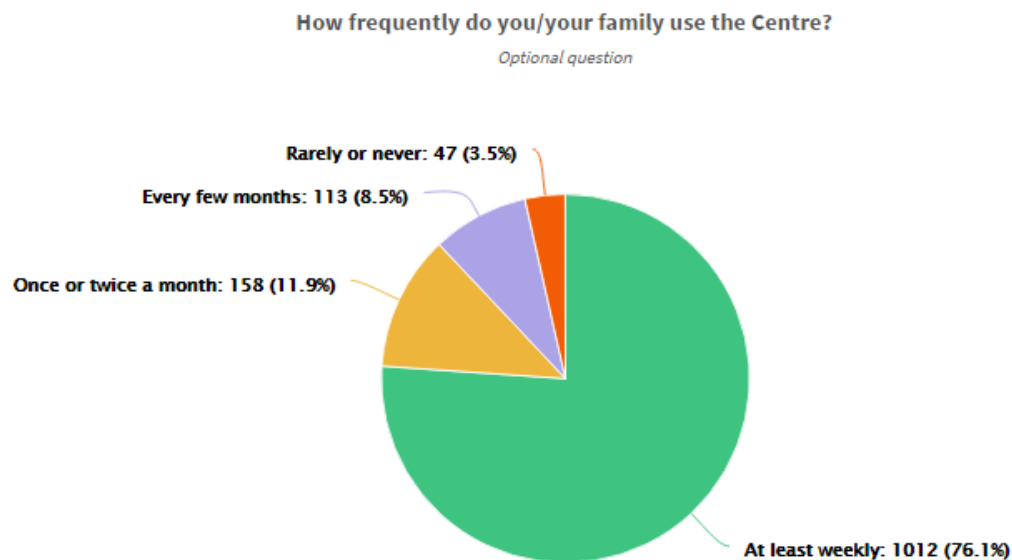
Respondents' most popular things to do when visiting an aquatic centre are lap swimming, learn to swim, casual/recreational swimming, water polo and water-based play.



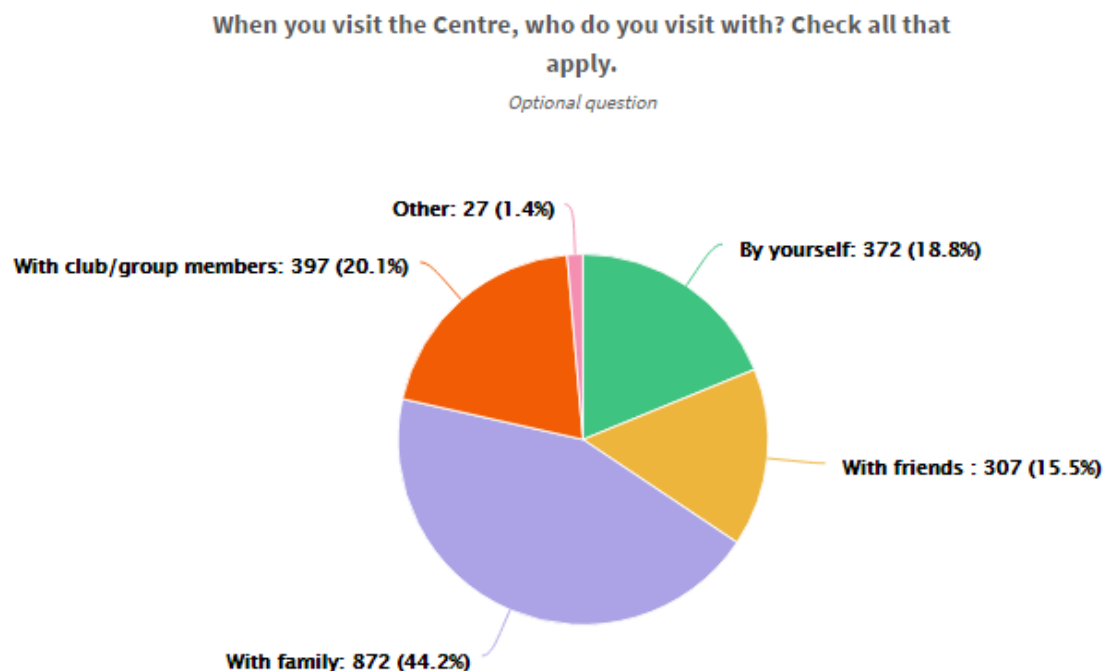


In the 'other' category, there were 46 responses. These predominantly included underwater rugby (20) with other comments including high diving, school holiday program, swimming club, school carnivals and watching water polo.

The majority of survey respondents used the pool at least weekly.



Respondents were most likely to visit with family with the range including club/group members, by themselves or with friends.



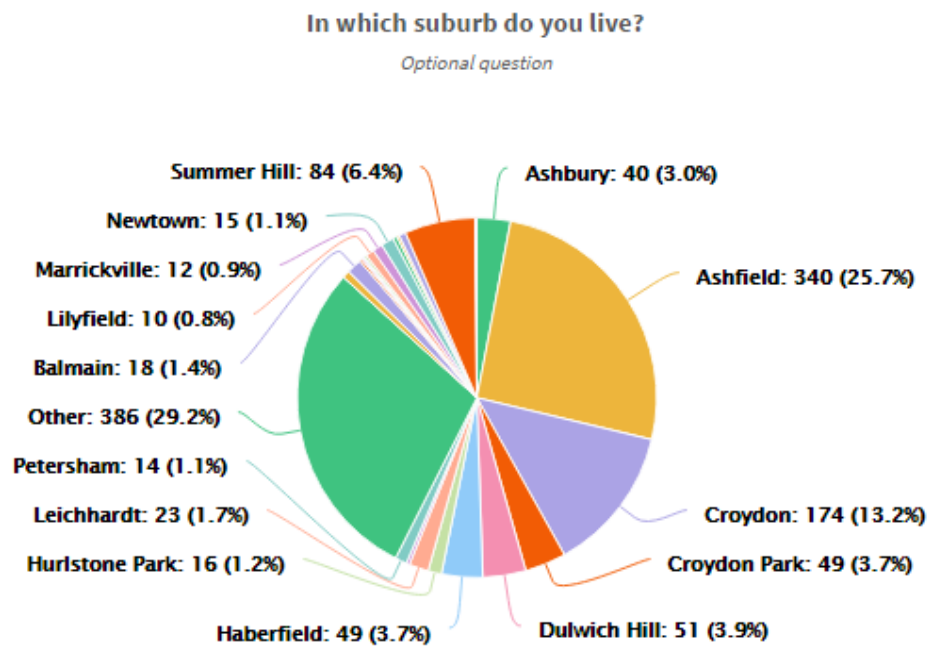
Others predominantly visited with school groups.

Eight key themes emerged from analysis of the 470 open comments in the community survey. The themes are listed below with a breakdown of topics included within each theme, and number of mentions.

Theme	Topics included in theme:	Number of mentions
Contemporary mix of facilities	Children's pool & play areas (58) Café (28) Support for health and fitness centre (44) Opposition to health and fitness centre (27) Additional features requested (54) Indoor facilities & amenities (49) Upgrade indoor pool hall (12) Support internal green space (23) Creche (9)	304
Pool provision	Support for dedicated and separate water polo pool (184) Opposition to dedicated water polo pool (25) Extra indoor pool (35) Add a 25m pool (26)	270
Costs	General comments on costs (53) Option two best on cost (64) Option three best on cost (42)	159
Design	Entrance, landscaping and green space (48) Layout and design (28)	76
Grandstand/shade	Retain grandstand and/or ensure shaded seating	57
Opposition to changes	Repairs and maintenance only requested (17) General opposition to the refurbishment (9) Local aquatic facility only (9)	35
Transport and parking	Public transport and parking	17
Access	Mobility and access requirements	12
Other	Positive feedback on changes/general comments (60) Feedback on community engagement (3)	63

All comments and detailed Council responses are contained in *Ashfield Aquatic Centre Refurbishment – Council Response to Community Comments Report (Attachment 2)*.

The majority of survey respondents are locals with one third from outside the Inner West local government area. Most of these are Sydney metropolitan but respondents travel from the ACT, Wagga, Central Coast and Orange to visit the Centre.



## Clubs and User Groups

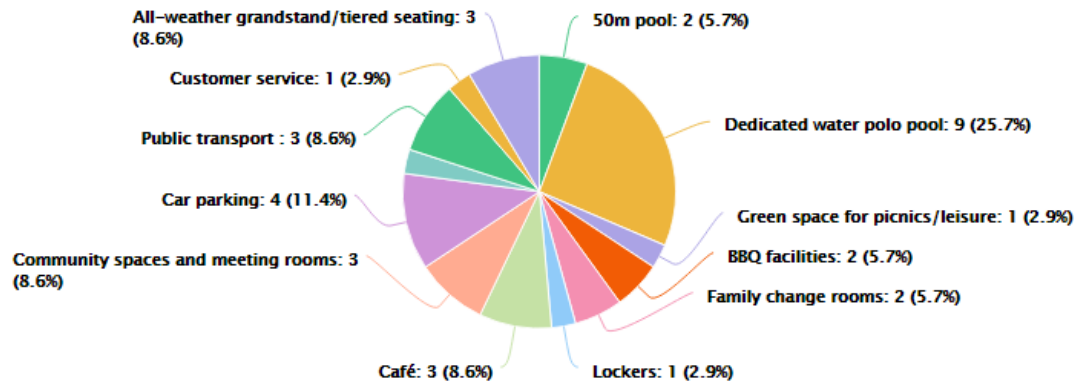
Eight clubs and user groups responded to the User Group and Club survey.

- North Western Metropolitan High School Sports Association
- Sydney Stingers Waterpolo
- Wests Water Polo
- University of New South Wales Underwater Rugby Club/ UNSW Whales (4 separate submissions)
- Ashfield amateur Swim Club
- Balmain Water Polo Club
- Lane 4 daily morning swimming
- Haberfield Public School

The key feature that was important to this group was the dedicated water polo pool with all eight nominating this.

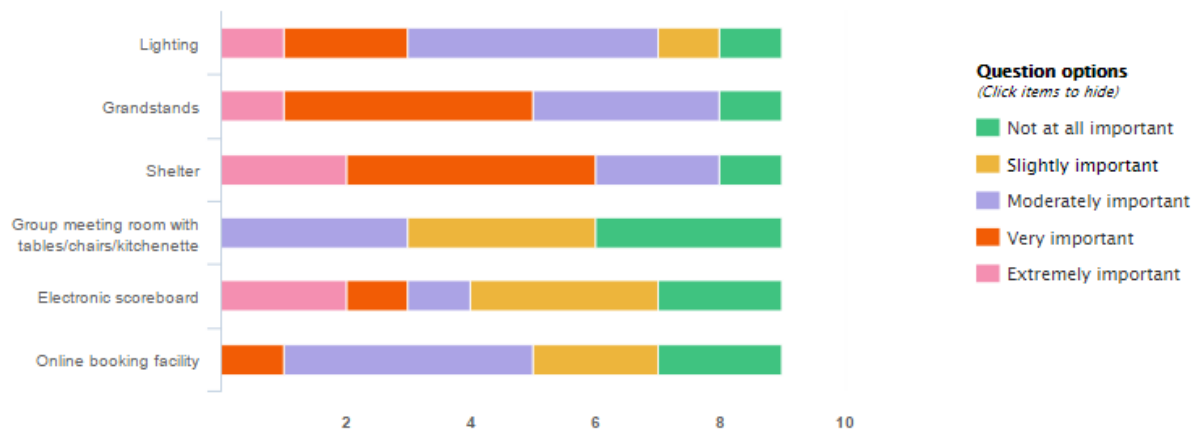
Which of the following features and services are important to your User Group or Club in a local aquatic centre?

Optional question



Clubs and User Groups were asked an additional question about features.

How important are the following features for your User Group or Club?



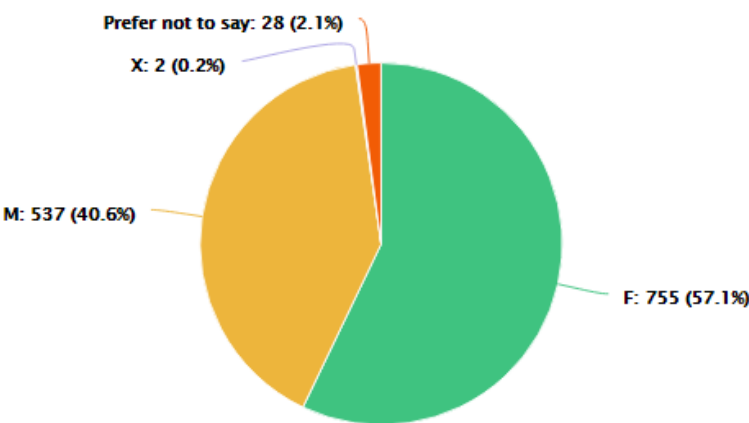
Open comments from Clubs and User Groups discussed requirements for a separate and dedicated water polo, a deep pool suitable for underwater rugby, concern about potential loss of the grandstand and a preference for a dedicated learn to swim pool.

# Demographic analysis

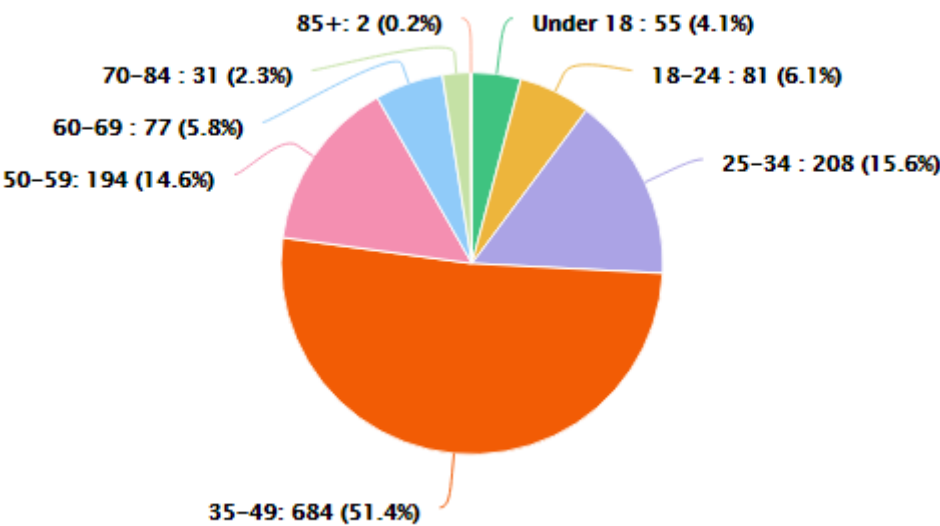
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The community survey requested demographic data from respondents. The demographic questions were optional and not all people have completed all questions. An analysis of responses is as follows:

## Gender



## Age





## Language spoken at home other than English

