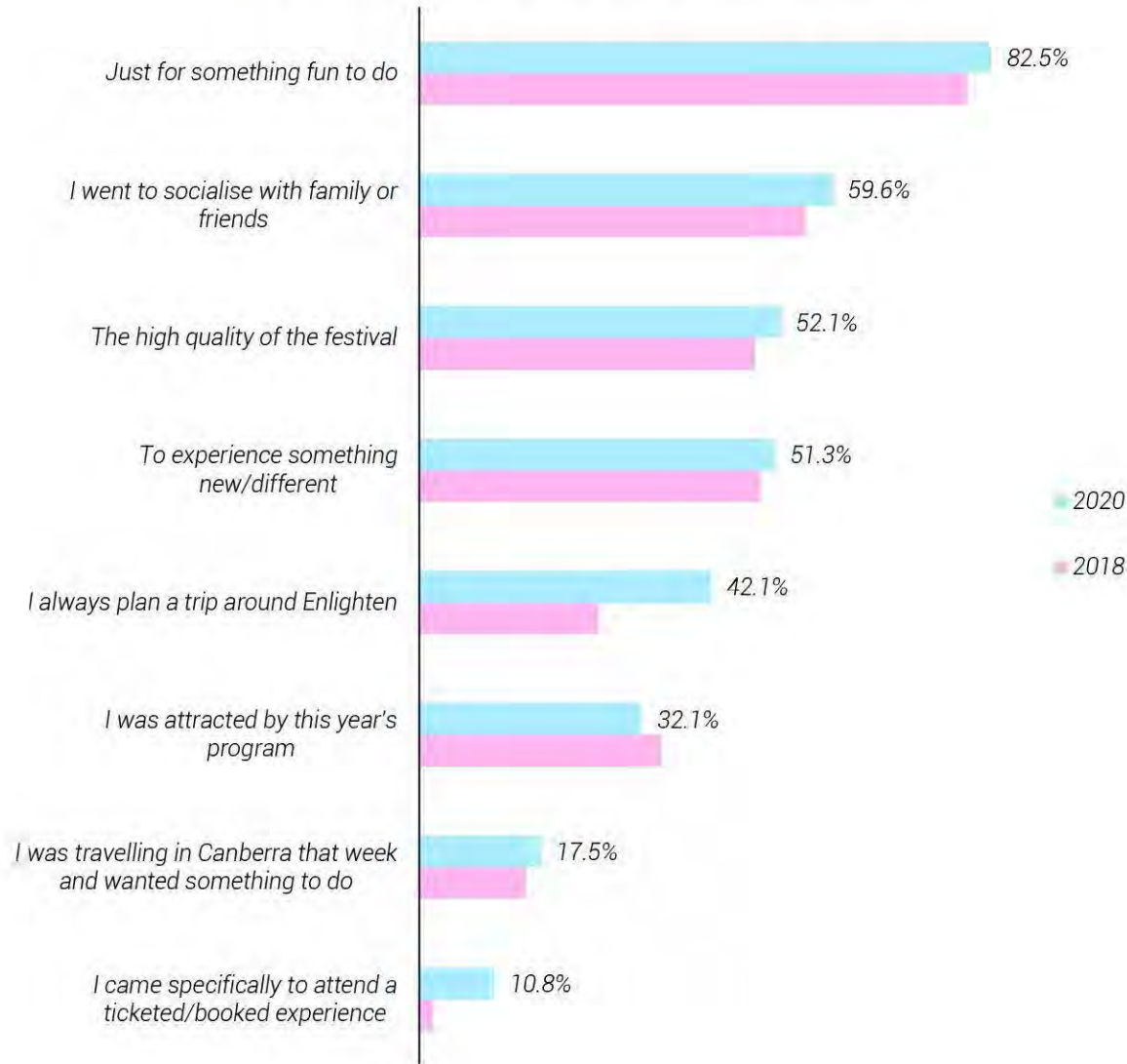


# MOTIVATIONS FOR ATTENDANCE

## MOTIVATION TO ATTEND EVENT – TO A GOOD/GREAT EXTENT



Motivations to attend were similar to what was seen in 2018.

Attending 'just for something fun' was the top motivator for attendees rising to 82.5% in 2020.

The next highest rating motivation was the social component of family and friends with 59.6%.

Note that compared to 2018, the core offerings of the Canberra Balloon Spectacular were not assessed as key motivations for attendance.

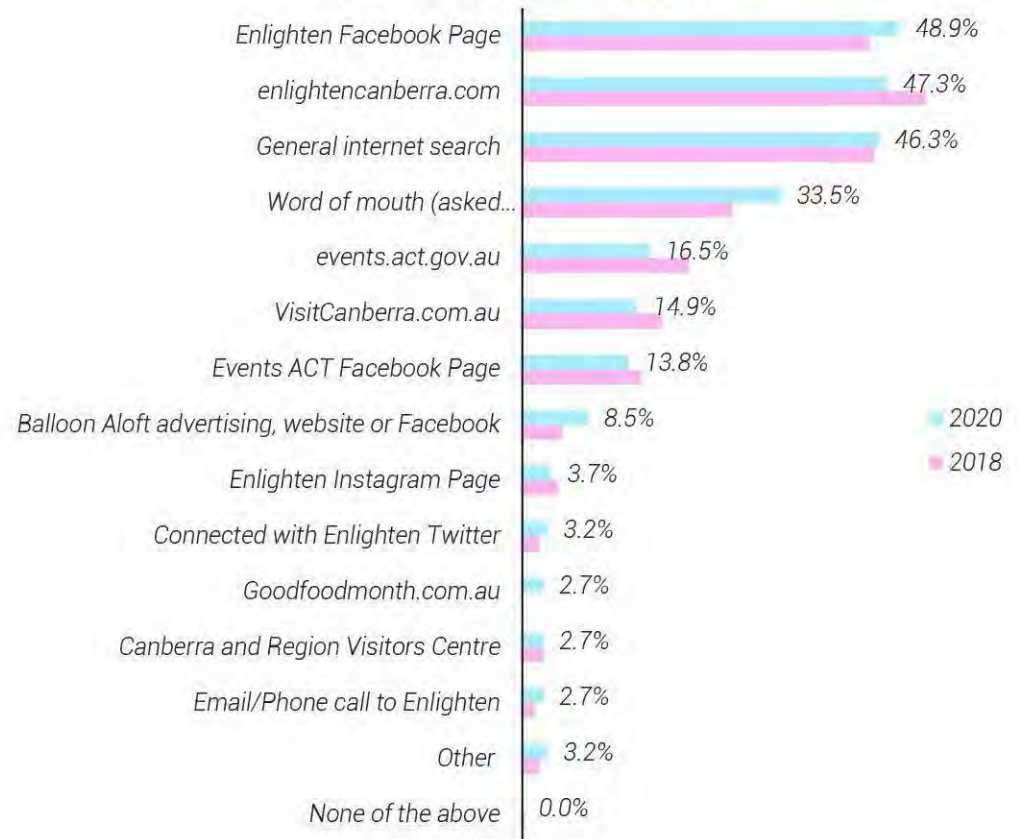
# SOURCES OF INFORMATION

## INFORMATION SEARCH



Actively searched for information on Canberra Balloon Spectacular this year (71.6% in 2018)

## SOURCES OF INFORMATION SEARCH



More than 72% of attendees actively searched for information on Canberra Balloon Spectacular this year. This number was up from 71.6% in 2018. Both Canberra locals and visitors and as well as first-time and return attendees showed similar likelihood of searching for information which was above 70%.

The source most frequently accessed to search for event information was the Enlighten Facebook page (48.9%), followed by the Enlighten Canberra website (47.3%) and general internet search (46.3%). These were the same top three as 2018. However, in 2020 there were slightly less people engaging with the Enlighten Canberra website and more activity on the Enlighten Facebook page. This could link to the notion that social media platforms are more accessible and what comes to attendees minds when wanting event information. Facebook can present more opportunities to be able to engage audiences ahead of next year's event.

Q2. Did you actively search for information on Canberra Balloon Spectacular this year? (n=262)

Q2a. In which of the following places did you actively search for information about Enlighten this year? (n=188)

▲ Significantly higher than other groups  
▼ Significantly lower than other groups

# APPENDIX 1

## KEY PERFORMANCE MEASURES BY SEGMENT

### CUSTOMER EXPECTATIONS BY SEGMENT

	Variety Seekers	Family Memory Makers	Discoverers & Learners	Event Seekers	Family Visitors	Rechargers
Exceeded my expectations	18.3%	13.2%	36.4%	26.7%	39.1%	17.9%
Met my expectations	70.7%	79.2%	57.6%	66.7%	60.9%	75.0%
Fell below my expectations	11.0%	7.5%	6.1%	6.7%	0.0%	7.1%

### OVERALL SATISFACTION BY SEGMENT

	Variety Seekers	Family Memory Makers	Discoverers & Learners	Event Seekers	Family Visitors	Rechargers
Very Poor	2.0%	1.9%	3.0%	0.0%	0.0%	0.0%
Poor	3.0%	1.9%	0.0%	0.0%	0.0%	3.6%
Average	14.1%	11.3%	3.0%	13.3%	0.0%	7.1%
Good	37.4%	45.3%	45.5%	40.0%	39.1%	42.9%
Very Good	43.4%	39.6%	48.5%	46.7%	60.9%	46.4%
Average/5	4.2	4.2	4.4	4.3	4.6	4.3

Q26. Having attended Canberra Balloon Spectacular, did the experience exceed, meet or fall below your expectations? (n=234)

Q12. Overall, how satisfied were you with the experience you had whilst attending Canberra Balloon Spectacular this year? (Where 1 = Very Poor and 5 = Excellent) (n=251)

## KEY PERFORMANCE MEASURES BY SEGMENT

### LIKELY FUTURE ATTENDANCE BY SEGMENT – LIKELY/VERY LIKELY

	Variety Seekers	Family Memory Makers	Discoverers & Learners	Event Seekers	Family Visitors	Rechargers
Canberra Balloon Spectacular	80.0%	84.9%	69.7%	80.0%	82.6%	100.0%

### NPS BY SEGMENT

	Variety Seekers	Family Memory Makers	Discoverers & Learners	Event Seekers	Family Visitors	Rechargers
Detractor	12.3%	13.2%	3.0%	14.3%	0.0%	7.1%
Passive	33.3%	32.1%	27.3%	28.6%	21.7%	25.0%
Promoter	54.3%	54.7%	69.7%	57.1%	78.3%	67.9%
NPS	+42.0	+41.5	+66.7	+42.8	+78.3	+60.8

Q28. How likely are you to attend the following Enlighten Festival events next year? (n=211-231)

Q27. How likely is it that you would recommend attending Canberra Balloon Spectacular to family, friends or colleagues? (Where 0 = Not at all likely and 10 = Extremely likely) (n=232)

## KEY PERFORMANCE MEASURES BY SEGMENT

### MOTIVATION TO ATTEND BY SEGMENT – TO A GOOD/GREAT EXTENT

	Variety Seekers	Family Memory Makers	Discoverers & Learners	Event Seekers	Family Visitors	Rechargers
Just for something fun to do	79.5%	88.7%	81.8%	93.3%	65.2%	89.3%
I went to socialise with family or friends	59.1%	60.4%	42.4%	80.0%	65.2%	64.3%
The high quality of the festival	48.9%	52.8%	60.6%	33.3%	56.5%	57.1%
To experience something new/different	48.9%	52.8%	54.5%	26.7%	56.5%	60.7%
I always plan a trip around Enlighten	36.4%	37.7%	51.5%	53.3%	39.1%	53.6%
I was attracted by this year's program	34.1%	20.8%	51.5%	20.0%	17.4%	42.9%
I was travelling in Canberra that week and wanted something to do	23.9%	11.3%	15.2%	6.7%	17.4%	17.9%
I came specifically to attend a ticketed/booked experience	18.2%	1.9%	6.1%	6.7%	8.7%	14.3%

## **APPENDIX 2**

## DEMOGRAPHIC PROFILE OF ATTENDEES

### AGE

	Canberra Balloon Spectacular	Canberra Balloon Spectacular
	2020	2018
Under 25	9.2%	6.1%
25 – 34	22.3%	18.5%
35 - 44	27.2%	26.1%
45 – 54	20.1%	23.8%
55 - 64	15.8%	15.9%
65+	5.4%	9.6%

### GENDER

	Canberra Balloon Spectacular	Canberra Balloon Spectacular
	2020	2018
Male	24.5%	32.5%
Female	73.4%	66.8%
Other	0.0%	0.3%
I'd rather not say	2.2%	0.5%

Q35. Are you...? (n=184)

Q34. Which of the following age groups do you belong to? (n=184)



# DEMOGRAPHIC PROFILE OF ATTENDEES

## HOUSEHOLD COMPOSITION

	Canberra Balloon Spectacular
Family with mainly primary school aged children	20.1%
Family with mainly young children yet to attend school	16.3%
Couple / Single, all children left home	14.7%
Couple, never had children	12.0%
Family with adult children still at home	10.3%
Solo household, never had children	7.1%
Family with mainly high school aged children	6.0%
Shared household	4.3%
Other/I'd rather not say	9.2%

## HOUSEHOLD INCOME

	Canberra Balloon Spectacular
Under \$40,000	5.4%
\$40,000 - \$59,999	4.9%
\$60,000 - \$79,999	7.1%
\$80,000 - \$99,999	6.5%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	15.2%
\$200,000 - \$249,999	9.2%
\$250,000 +	6.0%
I'd rather not say	24.5%

Q36. Which of the following best describes your household? (n=184)

Q37. Approximately what would be your total HOUSEHOLD income per annum before tax. Including any payments from superannuation, pensions or other government payments (e.g. Centrelink?) (n=184)

# DEMOGRAPHIC PROFILE OF ATTENDEES

## EMPLOYMENT

	Canberra Balloon Spectacular
Employed full-time (35+ hours per week)	48.4%
Employed part time (up to 35 hours per week)	17.4%
Unemployed	1.6%
Home duties	7.1%
Retired	14.1%
Student	7.1%
Other	0.5%
Prefer not to answer	3.8%

## PERCEPTIONS OF CANBERRA

### DESIRE TO SEE MORE OF CANBERRA

Definitely not	2.4%
Probably not	7.1%
Unsure	11.9%
Probably	35.7%
Definitely	42.9%

### PERCEPTION OF CANBERRA

Yes, for the better	52.4%
No, it has remained unchanged	45.2%
Yes, for the worse	2.4%

### USE OF TAXPAYER FUNDS

Yes	80.5%
No	3.7%
Unsure	15.8%

### IMPORTANCE OF HOSTING ENLIGHTEN

Not at all important	0.0%
Unimportant	0.0%
Neither	3.2%
Important	18.9%
Very important	77.9%

## LOCAL RESIDENT AGREEMENT STATEMENTS

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	
They help make Canberra a more enjoyable place to live	0.5%	0.0%	5.3%	41.5%	52.7%	94.1%
They help enhance community spirit, pride and enjoyment	0.5%	0.0%	5.3%	48.9%	45.2%	94.1%
These festivals are well-liked and positively embraced by the people of Canberra/ACT	0.5%	0.0%	5.3%	46.8%	47.3%	94.1%
Holding these festivals in Canberra creates a real buzz in the city	1.1%	1.6%	9.6%	47.9%	39.9%	87.8%
I look forward to going to these festivals every year	0.5%	1.6%	11.2%	40.4%	46.3%	86.7%
Having these festivals run each year is worth any inconvenience caused by staging them	2.1%	1.1%	10.1%	43.6%	43.1%	86.7%
Attending these festivals is a way of life for local Canberrans	0.5%	1.6%	14.4%	43.6%	39.9%	83.5%
These festivals make me proud to be from Canberra	1.6%	1.1%	20.2%	37.2%	39.9%	77.1%
These festivals signal the start of spring for Canberra	20.7%	18.6%	29.8%	15.4%	15.4%	30.9%

Q29. Has your experience of visiting Canberra and attending Canberra Balloon Spectacular made you want to come back to see more of Canberra? (n=42)

Q30. Has the overall experience of your visit to Canberra changed your perception of Canberra? (n=42)

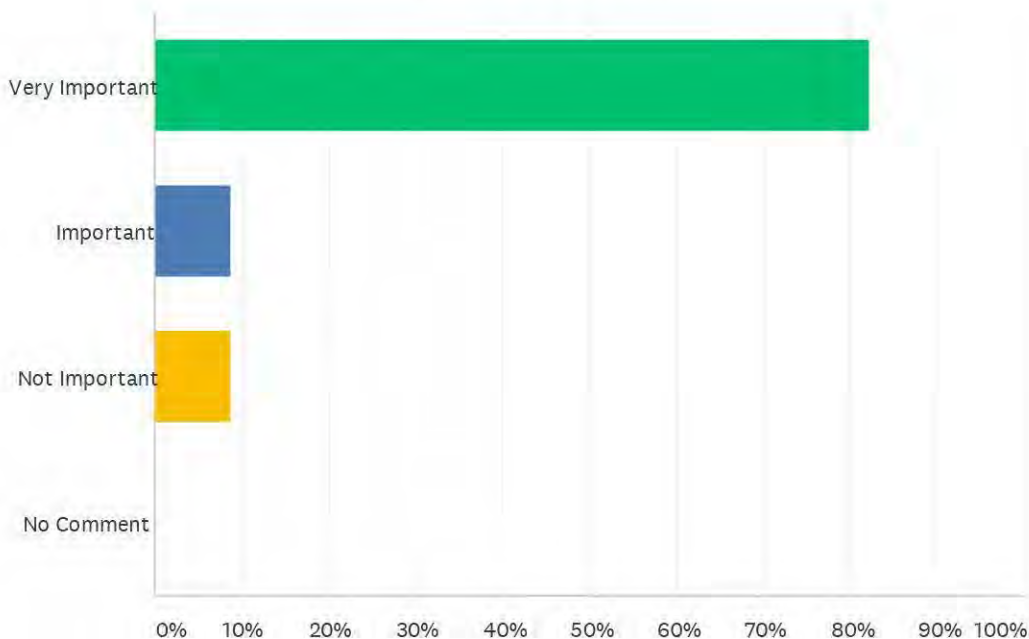
Q32. Do you think using taxpayer money to stage the Canberra Balloon Spectacular in Canberra is reasonable? (n=190)

Q31. To what extent do you believe it is important for Canberra to host Canberra Balloon Spectacular each year? (n=190)

Q33. Please indicate your agreement with the following statements regarding festivals in Canberra such as Enlighten. (n=188)

# Q1 To what extent do you believe it is important for Canberra to host community engagement activities for Reconciliation Day?

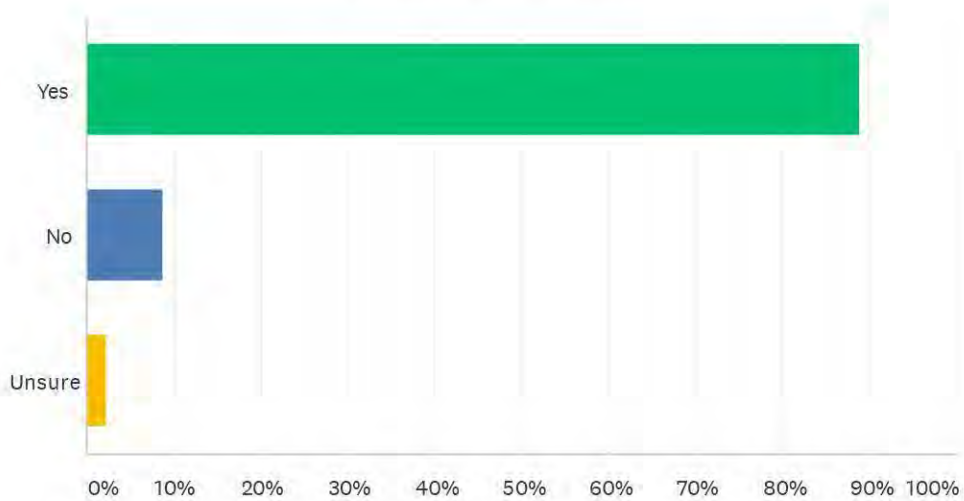
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Important	82.22%	37
Important	8.89%	4
Not Important	8.89%	4
No Comment	0.00%	0
<b>TOTAL</b>		<b>45</b>

## Q2 Do you think using taxpayer money to develop community engagement activities on Reconciliation Day in Canberra is reasonable?

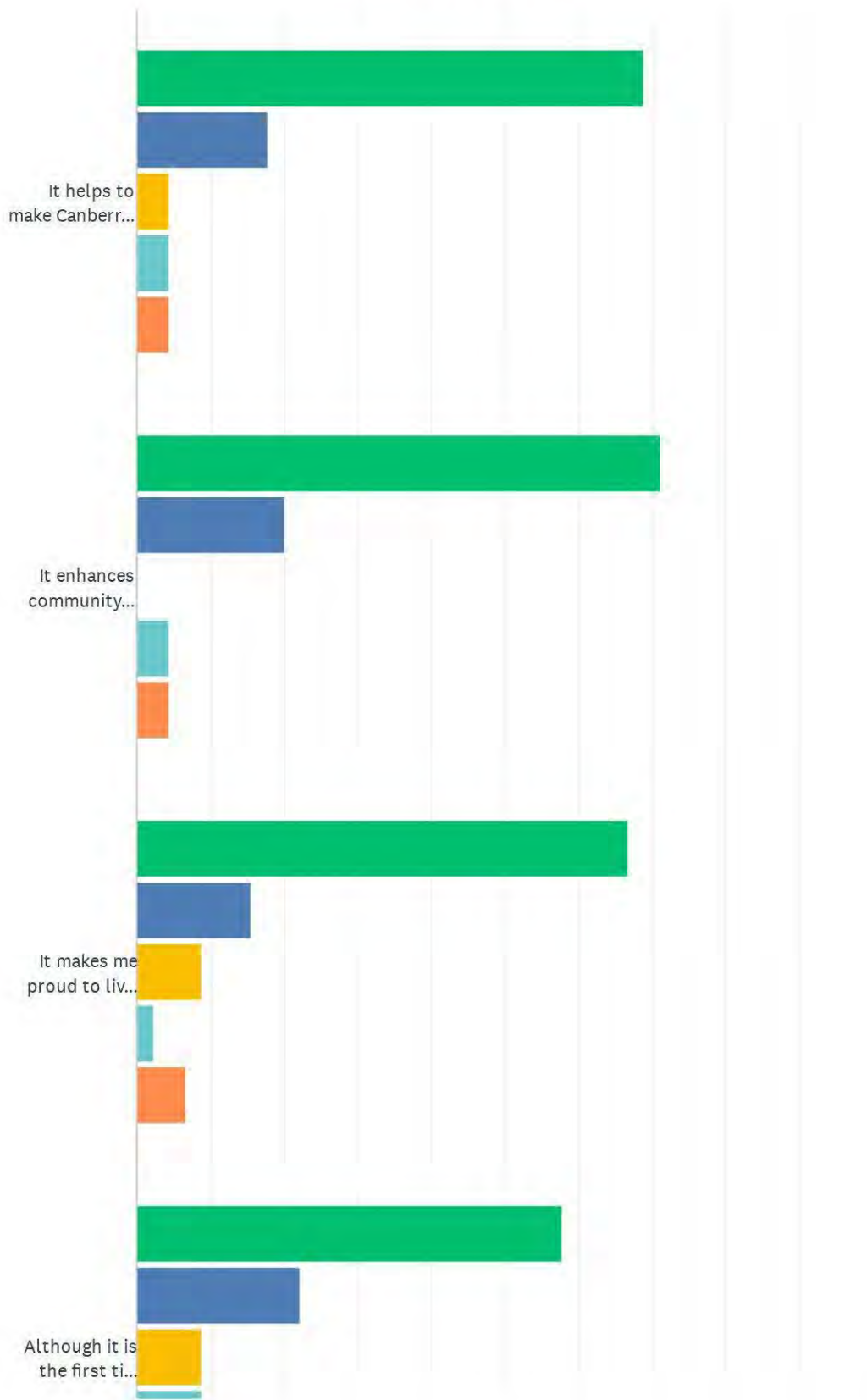
Answered: 45 Skipped: 0



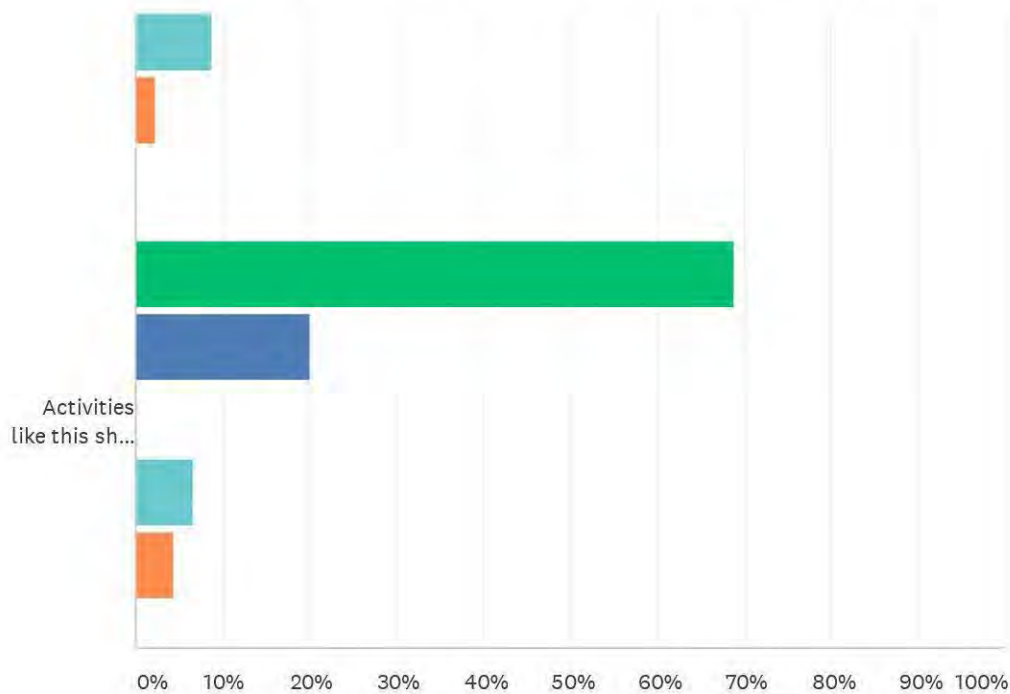
ANSWER CHOICES	RESPONSES	
Yes	88.89%	40
No	8.89%	4
Unsure	2.22%	1
Total Respondents: 45		

### Q3 Please indicate your agreement with the following statements regarding Reconciliation Day 2020 - Together in your home.

Answered: 45 Skipped: 0



## Community Event Questionnaire: Reconciliation Day 2020

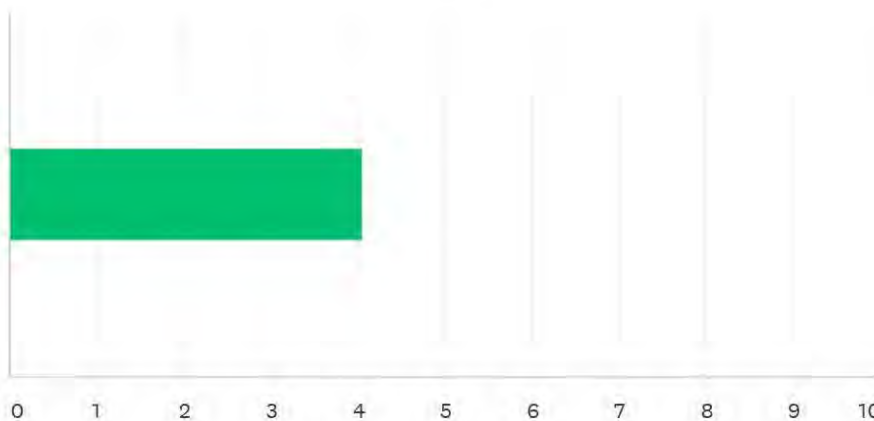


■ Strongly Agree   
 ■ Agree   
 ■ Neither Agree or Disagree   
 ■ Disagree  
■ Strongly Disagree

	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
It helps to make Canberra a more enjoyable place to live	68.89% 31	17.78% 8	4.44% 2	4.44% 2	4.44% 2	45
It enhances community spirit, pride and enjoyment	71.11% 32	20.00% 9	0.00% 0	4.44% 2	4.44% 2	45
It makes me proud to live in Canberra	66.67% 30	15.56% 7	8.89% 4	2.22% 1	6.67% 3	45
Although it is the first time I have seen this type of activity take place for Reconciliation Day, I would enjoy doing this again every year	57.78% 26	22.22% 10	8.89% 4	8.89% 4	2.22% 1	45
Activities like this show that Canberra supports and includes all who live here	68.89% 31	20.00% 9	0.00% 0	6.67% 3	4.44% 2	45

Q4 Overall, how satisfied have you been with the experience that you had with the activities brought to you for Reconciliation Day? Where 1 = Very poor and 5 = Excellent

Answered: 45 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	183	45
Total Respondents: 45			



## Community Event Questionnaire: Reconciliation Day 2020

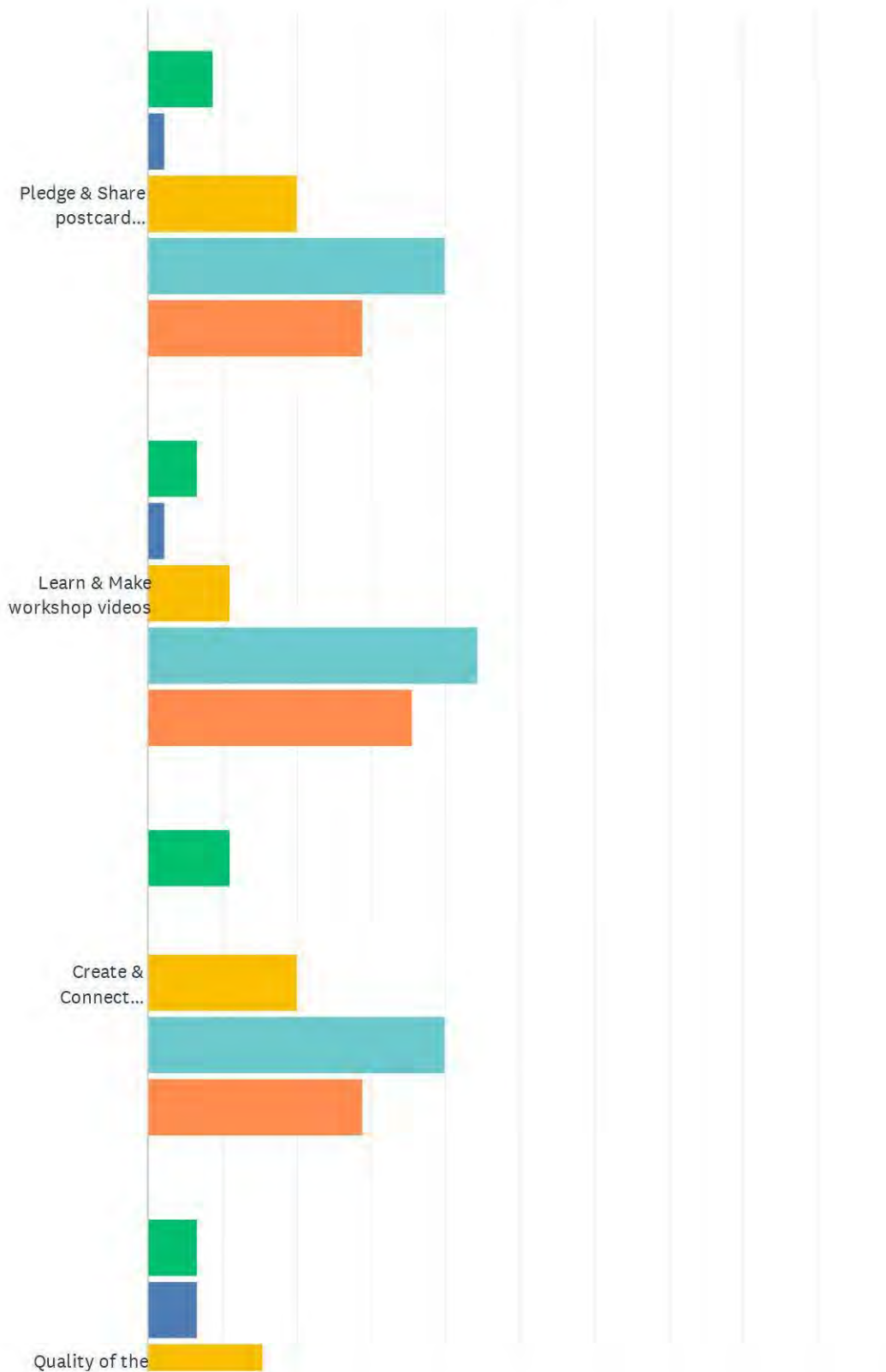
#		DATE
1	4	6/10/2020 2:07 AM
2	5	6/6/2020 8:58 AM
3	4	6/5/2020 11:18 PM
4	5	6/5/2020 5:51 PM
5	4	6/5/2020 4:41 PM
6	3	6/5/2020 4:22 PM
7	1	6/5/2020 2:30 PM
8	3	6/5/2020 1:32 PM
9	4	6/3/2020 3:36 PM
10	3	6/3/2020 1:47 PM
11	0	6/1/2020 7:31 PM
12	4	6/1/2020 6:50 PM
13	4	6/1/2020 6:28 PM
14	5	6/1/2020 4:43 PM
15	4	6/1/2020 4:28 PM
16	5	6/1/2020 4:21 PM
17	4	6/1/2020 3:00 PM
18	3	6/1/2020 3:00 PM
19	5	6/1/2020 2:56 PM
20	4	6/1/2020 2:50 PM
21	5	6/1/2020 1:28 PM
22	2	6/1/2020 1:13 PM
23	4	6/1/2020 1:10 PM
24	5	6/1/2020 12:47 PM
25	5	6/1/2020 12:38 PM
26	5	6/1/2020 12:17 PM
27	5	6/1/2020 11:38 AM
28	4	6/1/2020 10:25 AM
29	4	6/1/2020 10:23 AM
30	1	6/1/2020 9:52 AM
31	4	6/1/2020 9:43 AM
32	5	6/1/2020 9:33 AM
33	5	6/1/2020 8:37 AM
34	4	6/1/2020 8:05 AM
35	5	6/1/2020 7:51 AM
36	5	6/1/2020 6:35 AM
37	4	6/1/2020 6:28 AM

# Community Event Questionnaire: Reconciliation Day 2020

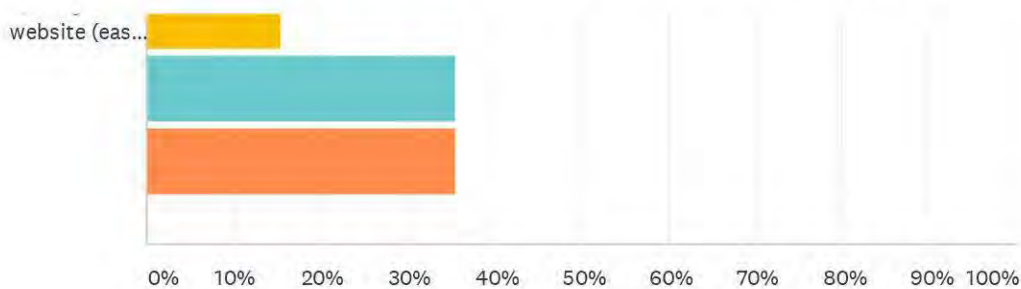
38	4	6/1/2020 3:47 AM
39	5	5/31/2020 10:02 PM
40	5	5/31/2020 4:07 PM
41	4	5/31/2020 2:55 PM
42	5	5/30/2020 5:35 PM
43	5	5/30/2020 1:17 PM
44	5	5/30/2020 3:53 AM
45	4	5/29/2020 11:46 PM

### Q5 Now thinking about specific elements of your experience, how would you rate Reconciliation Day activities Where 1 = Very poor and 5 = Excellent

Answered: 45 Skipped: 0



## Community Event Questionnaire: Reconciliation Day 2020

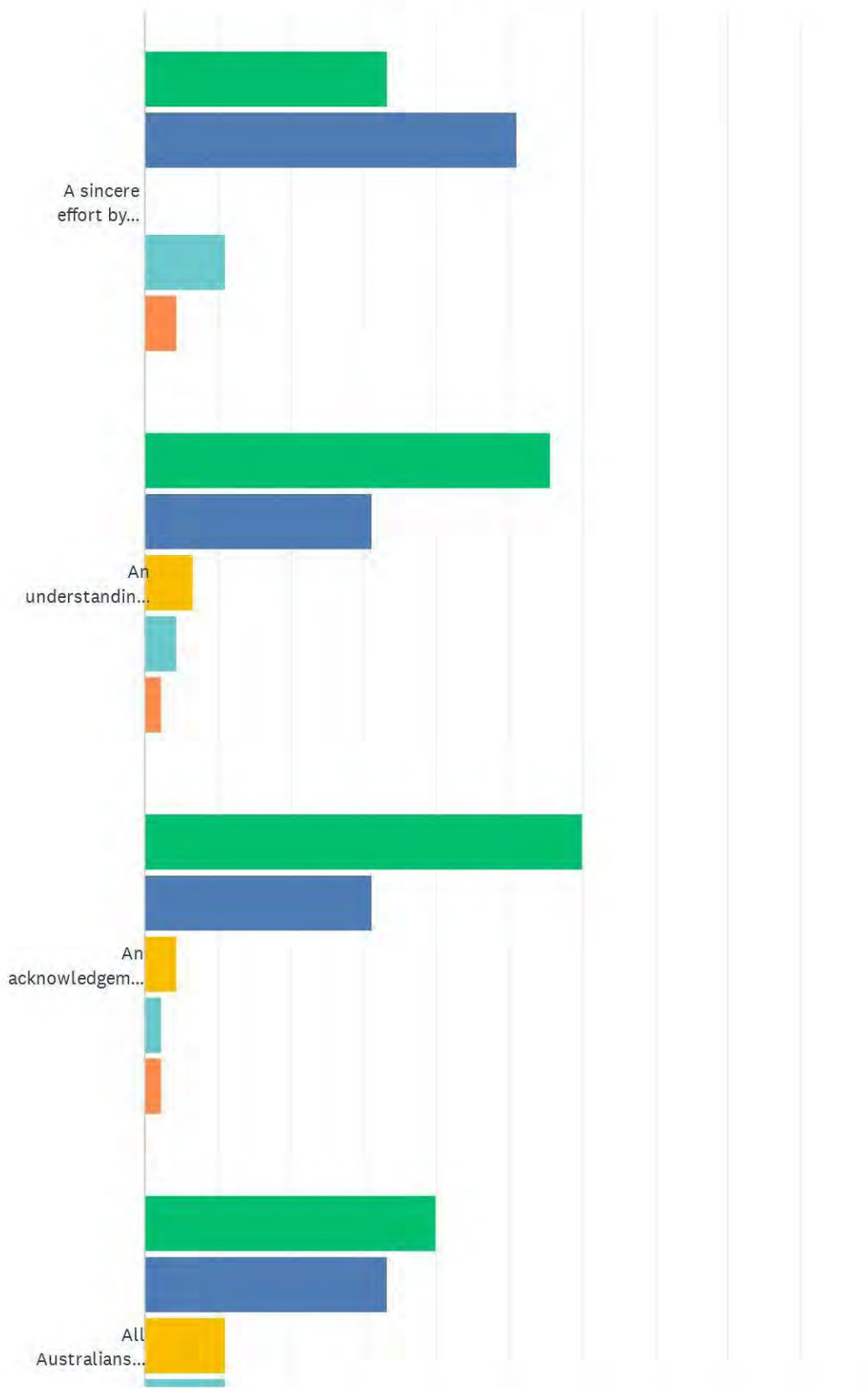


■ 1 Very Poor   
 ■ 2   
 ■ 3   
 ■ 4   
 ■ 5 Excellent

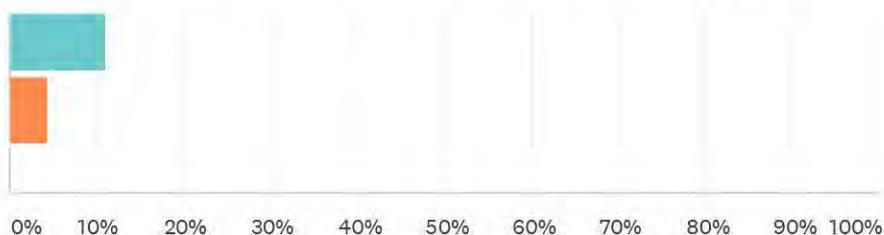
	1 VERY POOR	2	3	4	5 EXCELLENT	TOTAL	WEIGHTED AVERAGE
Pledge & Share postcard activity	8.89% 4	2.22% 1	20.00% 9	40.00% 18	28.89% 13	45	3.78
Learn & Make workshop videos	6.67% 3	2.22% 1	11.11% 5	44.44% 20	35.56% 16	45	4.00
Create & Connect reflection submissions	11.11% 5	0.00% 0	20.00% 9	40.00% 18	28.89% 13	45	3.76
Quality of the website (ease of finding out more information on each of the activities)	6.67% 3	6.67% 3	15.56% 7	35.56% 16	35.56% 16	45	3.87

### Q6 How much do you agree or disagree that Reconciliation Day/Week reflects

Answered: 45 Skipped: 0



## Community Event Questionnaire: Reconciliation Day 2020

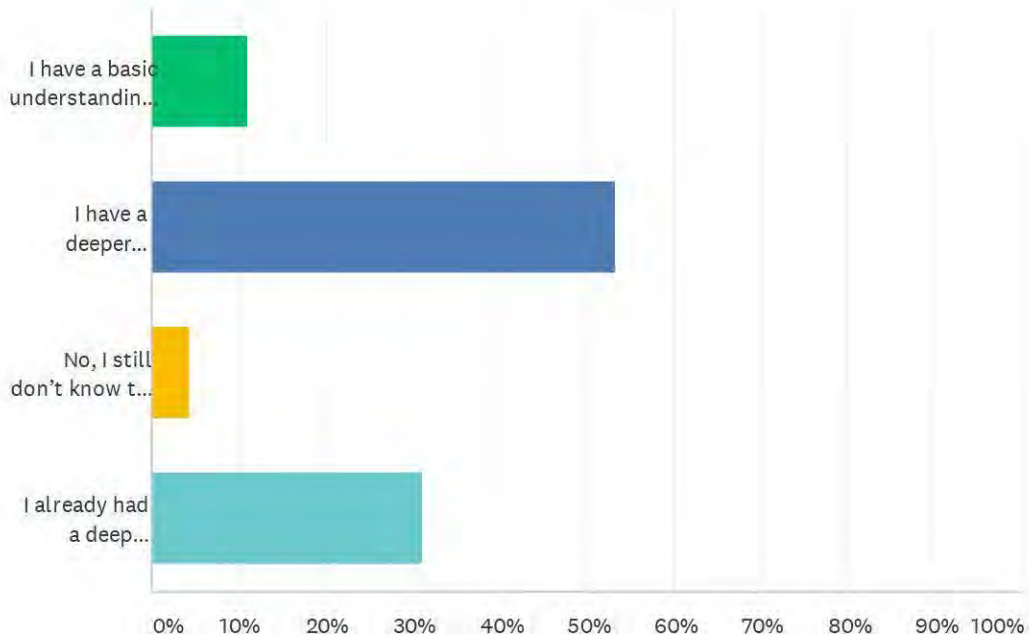


■ Strongly Agree   
 ■ Agree   
 ■ Neither Agree or Disagree   
 ■ Disagree  
■ Strongly Disagree

	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
A sincere effort by Australians to try and make restitution for past injustices to the Aboriginal people	33.33% 15	51.11% 23	0.00% 0	11.11% 5	4.44% 2	45	2.02
An understanding that all Australians should respectfully live together	55.56% 25	31.11% 14	6.67% 3	4.44% 2	2.22% 1	45	1.67
An acknowledgement of our Indigenous history	60.00% 27	31.11% 14	4.44% 2	2.22% 1	2.22% 1	45	1.56
All Australians understand and value Aboriginal and Torres Strait Islander and non-Indigenous cultures	40.00% 18	33.33% 15	11.11% 5	11.11% 5	4.44% 2	45	2.07

### Q7 Has attending this year's activities provided you with a basic or deeper understanding of why we acknowledge reconciliation and its relevance?

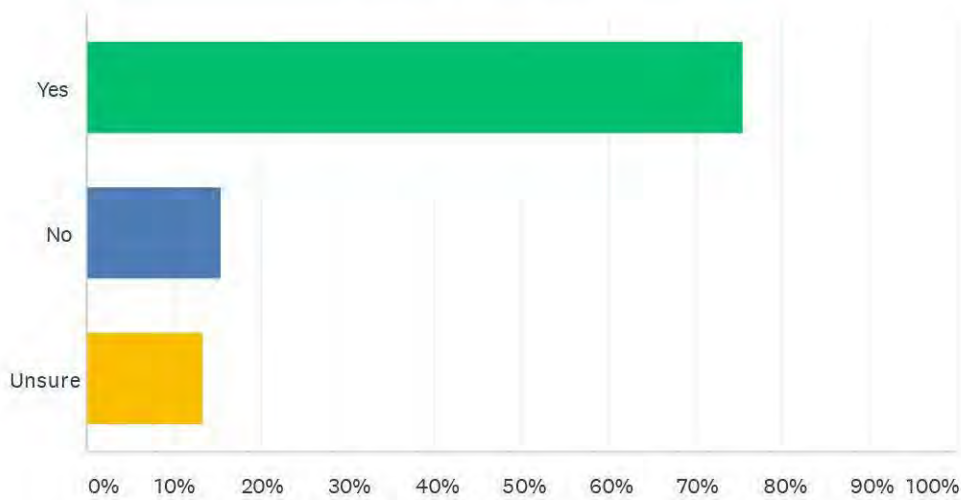
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
I have a basic understanding now	11.11%	5
I have a deeper understanding now	53.33%	24
No, I still don't know the full meaning behind reconciliation	4.44%	2
I already had a deep understanding	31.11%	14
<b>TOTAL</b>		<b>45</b>

## Q8 Are you interested in learning more about reconciliation?

Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	75.56%	34
No	15.56%	7
Unsure	13.33%	6
Total Respondents: 45		



**Q9 IF YES: Please provide your first name, last name and email address. Your details will not be added to any other mailing lists and they will not be provided to any third parties.**

Answered: 28 Skipped: 17

ANSWER CHOICES	RESPONSES	
First Name	100.00%	28
Last Name	100.00%	28
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	28
Phone Number	0.00%	0

Community Event Questionnaire: Reconciliation Day 2020

#	FIRST NAME	DATE
1		6/10/2020 2:07 AM
2		6/6/2020 8:58 AM
3		6/5/2020 5:51 PM
4		6/5/2020 4:41 PM
5		6/5/2020 1:32 PM
6		6/3/2020 3:36 PM
7		6/1/2020 4:43 PM
8		6/1/2020 4:28 PM
9		6/1/2020 4:21 PM
10		6/1/2020 3:00 PM
11		6/1/2020 1:28 PM
12		6/1/2020 1:13 PM
13		6/1/2020 1:10 PM
14		6/1/2020 12:38 PM
15		6/1/2020 12:17 PM
16		6/1/2020 9:43 AM
17		6/1/2020 9:33 AM
18		6/1/2020 8:37 AM
19		6/1/2020 8:05 AM
20		6/1/2020 6:28 AM
21		6/1/2020 3:47 AM
22		5/31/2020 10:02 PM
23		5/31/2020 4:07 PM
24		5/31/2020 2:55 PM
25		5/30/2020 5:35 PM
26		5/30/2020 1:17 PM
27		5/30/2020 3:53 AM
28		5/29/2020 11:46 PM

Community Event Questionnaire: Reconciliation Day 2020

#	LAST NAME	DATE
1		6/10/2020 2:07 AM
2		6/6/2020 8:58 AM
3		6/5/2020 5:51 PM
4		6/5/2020 4:41 PM
5		6/5/2020 1:32 PM
6		6/3/2020 3:36 PM
7		6/1/2020 4:43 PM
8		6/1/2020 4:28 PM
9		6/1/2020 4:21 PM
10		6/1/2020 3:00 PM
11		6/1/2020 1:28 PM
12		6/1/2020 1:13 PM
13		6/1/2020 1:10 PM
14		6/1/2020 12:38 PM
15		6/1/2020 12:17 PM
16		6/1/2020 9:43 AM
17		6/1/2020 9:33 AM
18		6/1/2020 8:37 AM
19		6/1/2020 8:05 AM
20		6/1/2020 6:28 AM
21		6/1/2020 3:47 AM
22		5/31/2020 10:02 PM
23		5/31/2020 4:07 PM
24		5/31/2020 2:55 PM
25		5/30/2020 5:35 PM
26		5/30/2020 1:17 PM
27		5/30/2020 3:53 AM
28		5/29/2020 11:46 PM

#	ADDRESS	DATE
	There are no responses.	

#	ADDRESS 2	DATE
	There are no responses.	

#	CITY/TOWN	DATE
	There are no responses.	

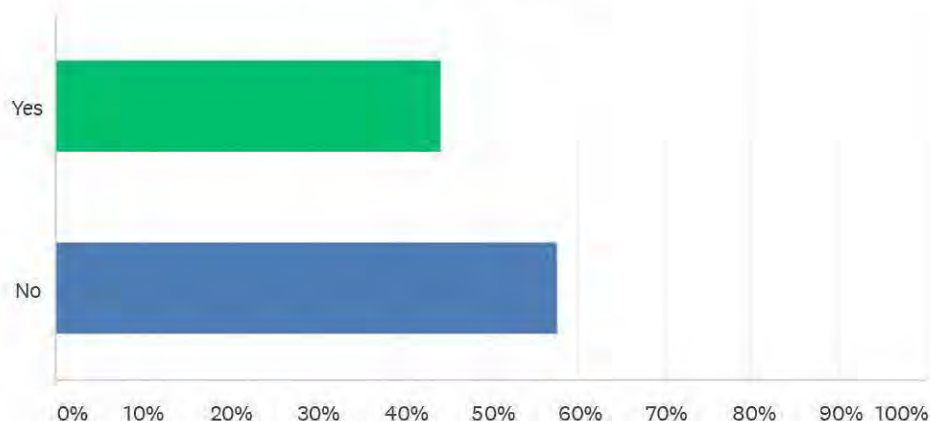
#	STATE/PROVINCE	DATE
	There are no responses.	

Community Event Questionnaire: Reconciliation Day 2020

#	ZIP/POSTAL CODE	DATE
	There are no responses.	
#	COUNTRY	DATE
	There are no responses.	
#	EMAIL ADDRESS	DATE
1		6/10/2020 2:07 AM
2		6/6/2020 8:58 AM
3		6/5/2020 5:51 PM
4		6/5/2020 4:41 PM
5		6/5/2020 1:32 PM
6		6/3/2020 3:36 PM
7		6/1/2020 4:43 PM
8		6/1/2020 4:28 PM
9		6/1/2020 4:21 PM
10		6/1/2020 3:00 PM
11		6/1/2020 1:28 PM
12		6/1/2020 1:13 PM
13		6/1/2020 1:10 PM
14		6/1/2020 12:38 PM
15		6/1/2020 12:17 PM
16		6/1/2020 9:43 AM
17		6/1/2020 9:33 AM
18		6/1/2020 8:37 AM
19		6/1/2020 8:05 AM
20		6/1/2020 6:28 AM
21		6/1/2020 3:47 AM
22		5/31/2020 10:02 PM
23		5/31/2020 4:07 PM
24		5/31/2020 2:55 PM
25		5/30/2020 5:35 PM
26		5/30/2020 1:17 PM
27		5/30/2020 3:53 AM
28		5/29/2020 11:46 PM
#	PHONE NUMBER	DATE
	There are no responses.	

Q10 One last initiative before we go for today! The ACT Government has launched a service called the YourSay Community Panel that allows Canberrans to provide feedback and views by completing short online surveys or participating in online discussion forums or focus groups. In exchange for your time, you will be entered into regular prize draws to win great prizes. Would you like us to send you an email explaining how you can register to become a member of the YourSay Community Panel?

Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	44.44%	20
No	57.78%	26
Total Respondents: 45		

**Q11 IF YES: Please provide your first name, last name and email address. Your details will not be added to any other mailing lists and they will not be provided to any third parties**

Answered: 18 Skipped: 27

ANSWER CHOICES	RESPONSES	
First Name	100.00%	18
Last Name	100.00%	18
Email Address	100.00%	18
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	0.00%	0
Phone Number	0.00%	0

#	FIRST NAME	DATE
1		6/10/2020 2:07 AM
2		6/5/2020 5:51 PM
3		6/3/2020 3:36 PM
4		6/1/2020 7:31 PM
5		6/1/2020 6:28 PM
6		6/1/2020 4:43 PM
7		6/1/2020 4:28 PM
8		6/1/2020 1:28 PM
9		6/1/2020 12:38 PM
10		6/1/2020 12:17 PM
11		6/1/2020 9:52 AM
12		6/1/2020 9:43 AM
13		6/1/2020 9:33 AM
14		6/1/2020 8:37 AM
15		5/31/2020 4:07 PM
16		5/31/2020 2:55 PM
17		5/30/2020 5:35 PM
18		5/29/2020 11:46 PM

Community Event Questionnaire: Reconciliation Day 2020

#	LAST NAME	DATE
1		6/10/2020 2:07 AM
2		6/5/2020 5:51 PM
3		6/3/2020 3:36 PM
4		6/1/2020 7:31 PM
5		6/1/2020 6:28 PM
6		6/1/2020 4:43 PM
7		6/1/2020 4:28 PM
8		6/1/2020 1:28 PM
9		6/1/2020 12:38 PM
10		6/1/2020 12:17 PM
11		6/1/2020 9:52 AM
12		6/1/2020 9:43 AM
13		6/1/2020 9:33 AM
14		6/1/2020 8:37 AM
15		5/31/2020 4:07 PM
16		5/31/2020 2:55 PM
17		5/30/2020 5:35 PM
18		5/29/2020 11:46 PM

#	EMAIL ADDRESS	DATE
1		6/10/2020 2:07 AM
2		6/5/2020 5:51 PM
3		6/3/2020 3:36 PM
4		6/1/2020 7:31 PM
5		6/1/2020 6:28 PM
6		6/1/2020 4:43 PM
7		6/1/2020 4:28 PM
8		6/1/2020 1:28 PM
9		6/1/2020 12:38 PM
10		6/1/2020 12:17 PM
11		6/1/2020 9:52 AM
12		6/1/2020 9:43 AM
13		6/1/2020 9:33 AM
14		6/1/2020 8:37 AM
15		5/31/2020 4:07 PM
16		5/31/2020 2:55 PM
17		5/30/2020 5:35 PM
18		5/29/2020 11:46 PM

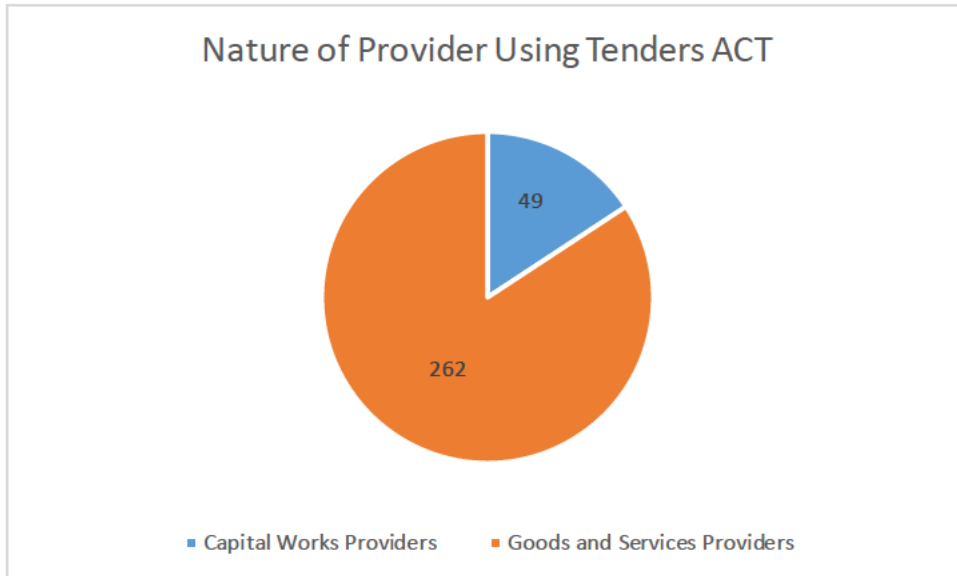
## Community Event Questionnaire: Reconciliation Day 2020

#	<b>ADDRESS 2</b>	DATE
	There are no responses.	
#	<b>CITY/TOWN</b>	DATE
	There are no responses.	
#	<b>STATE/PROVINCE</b>	DATE
	There are no responses.	
#	<b>ZIP/POSTAL CODE</b>	DATE
	There are no responses.	
#	<b>COUNTRY</b>	DATE
	There are no responses.	
#	<b>EMAIL ADDRESS</b>	DATE
	There are no responses.	
#	<b>PHONE NUMBER</b>	DATE
	There are no responses.	

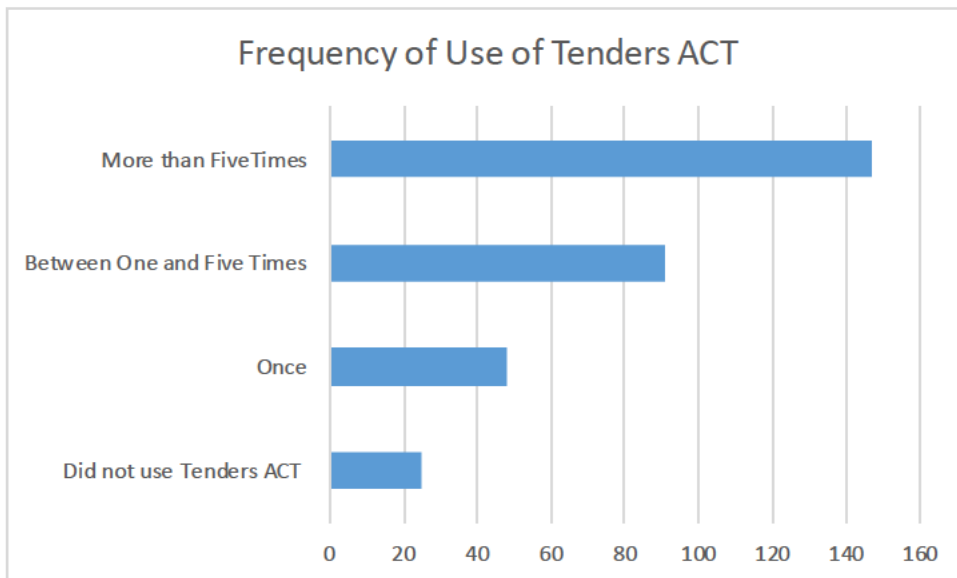


### Accountability Indicator 8.2c - Survey Results

Total Number of responses received was 311 of these responses that majority identified as a Goods and Services Provider.

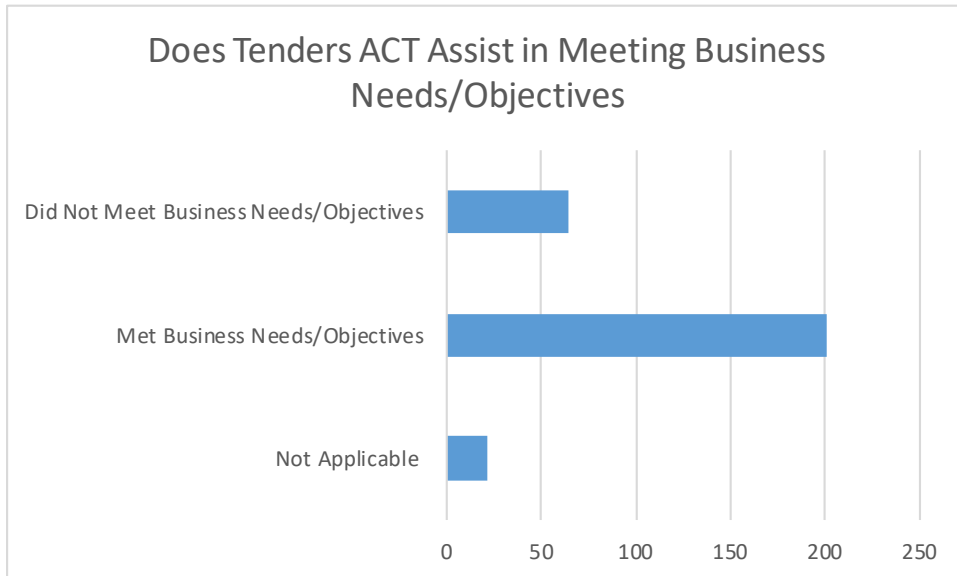


Respondents were asked how many times during the reporting period did they use Tenders ACT. Of the respondents the majority had used Tenders ACT more than 5 times.

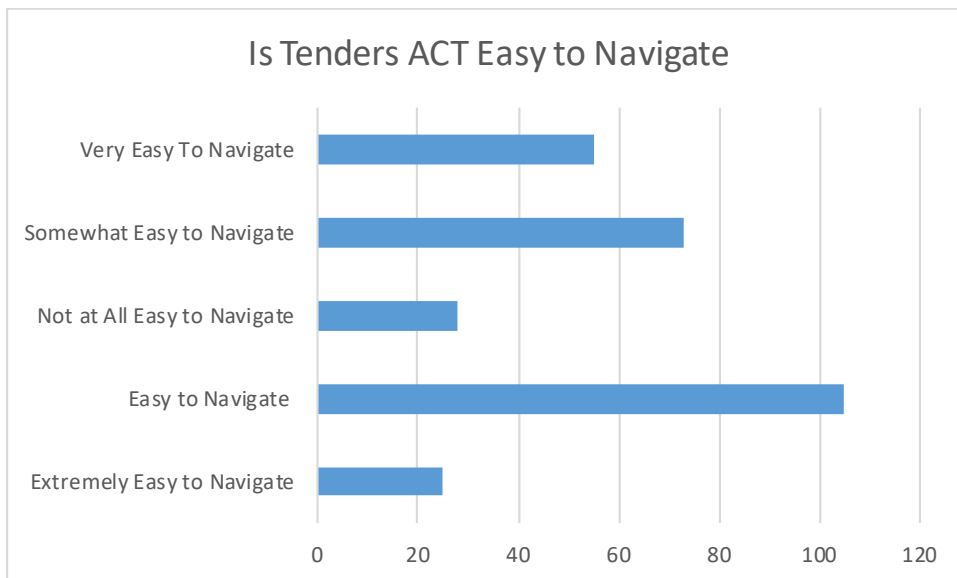


As 25 respondents did not use Tenders ACT during the reporting period their responses were not included in the analyses of the questions that relate to experience using Tenders ACT. This meant that responses were reduced to 286.

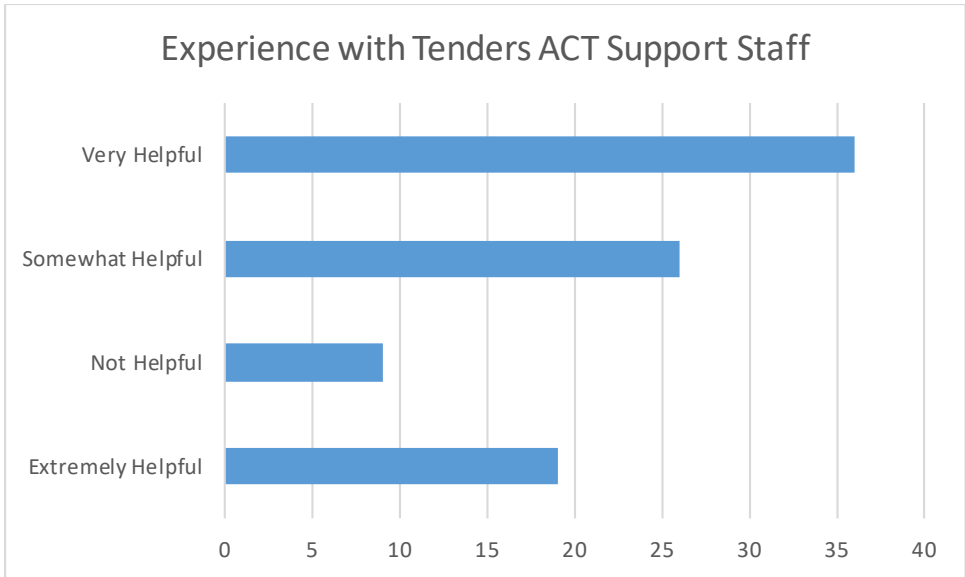
Respondents were asked if Tenders ACT assisted in meeting their business needs/objectives. The 75% of respondents agreed that Tenders ACT did provide this assistance.



Respondents were asked if they found Tenders ACT easy to navigate. 90% of users found Tenders ACT easy to navigate.



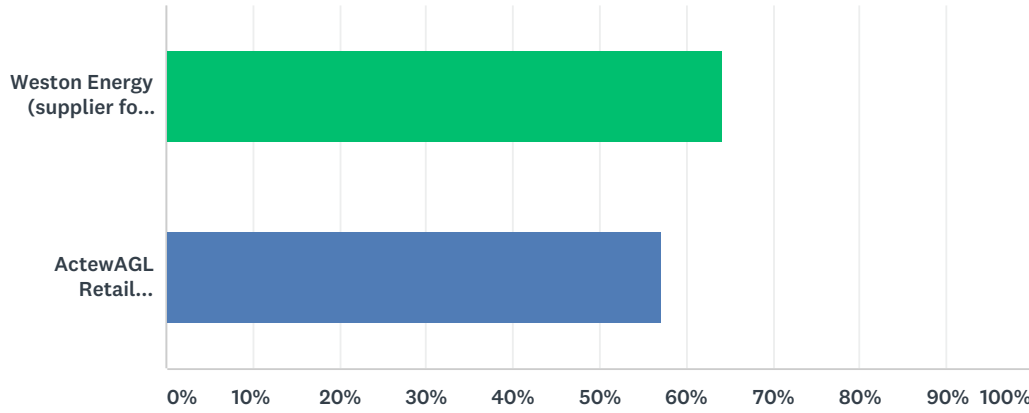
Respondents were asked about their experience dealing with the Tenders ACT Support Staff. 90 % of those who had dealt with the support staff found them to be helpful. However, 196 respondents noted that they did not make contact with the Tenders ACT Support Staff and therefore these responses were not used to inform the table below or the result.



To determine the final result against the Accountability Indicator the results of the questions relating to user satisfaction were averaged to determine the overall result. For the 2019/20 year the end of year result was 85% satisfaction.

## Q1 Which gas supply contract do you access?

Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES
Weston Energy (supplier for large sites)	64.29% 9
ActewAGL Retail (supplier for small sites)	57.14% 8
Total Respondents: 14	

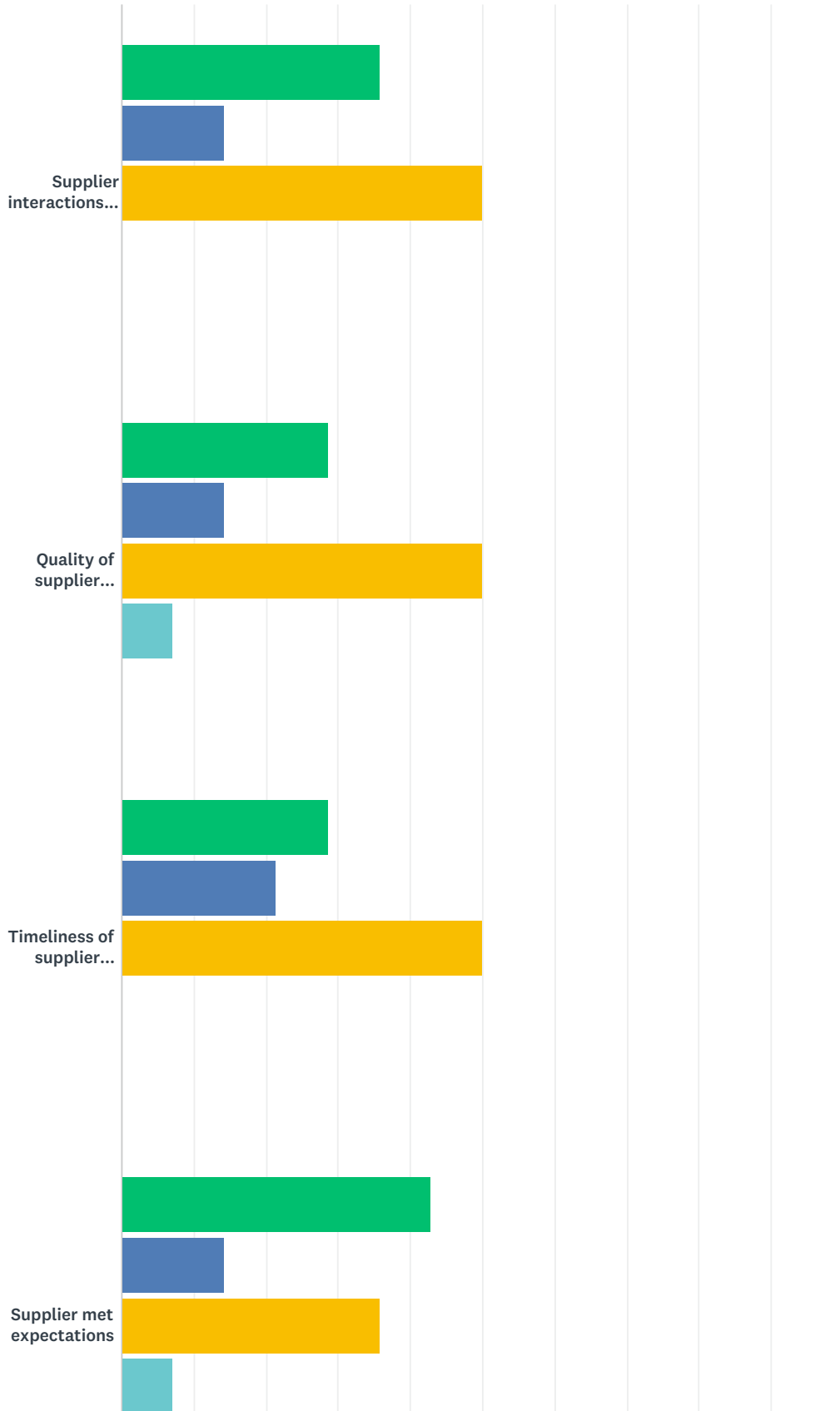
## Q2 What Directorate or Agency do you work in?

Answered: 13 Skipped: 1

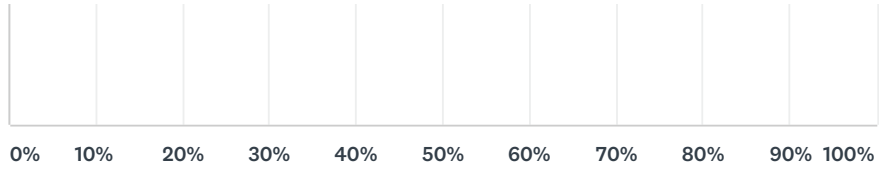
#	RESPONSES	DATE
1	CMTEDD	9/17/2019 12:15 AM
2	Education	9/10/2019 6:39 PM
3	TCCS	9/10/2019 1:28 AM
4	Canberra Health Services	9/9/2019 11:55 PM
5	CMTEDD	9/9/2019 11:21 PM
6	TCCS	9/5/2019 11:18 PM
7	TCCS- Yarralumla Nursery	9/4/2019 8:07 PM
8	Housing ACT	9/3/2019 12:53 AM
9	Education	9/2/2019 10:22 PM
10	Canberra Health Services	9/2/2019 10:18 PM
11	TCCS	9/2/2019 10:01 PM
12	TCCS	9/2/2019 9:37 PM
13	Canberra Institute of Technology	9/2/2019 9:31 PM

### Q3 Please answer the following questions about panel suppliers.

Answered: 14 Skipped: 0



## Gas contract survey



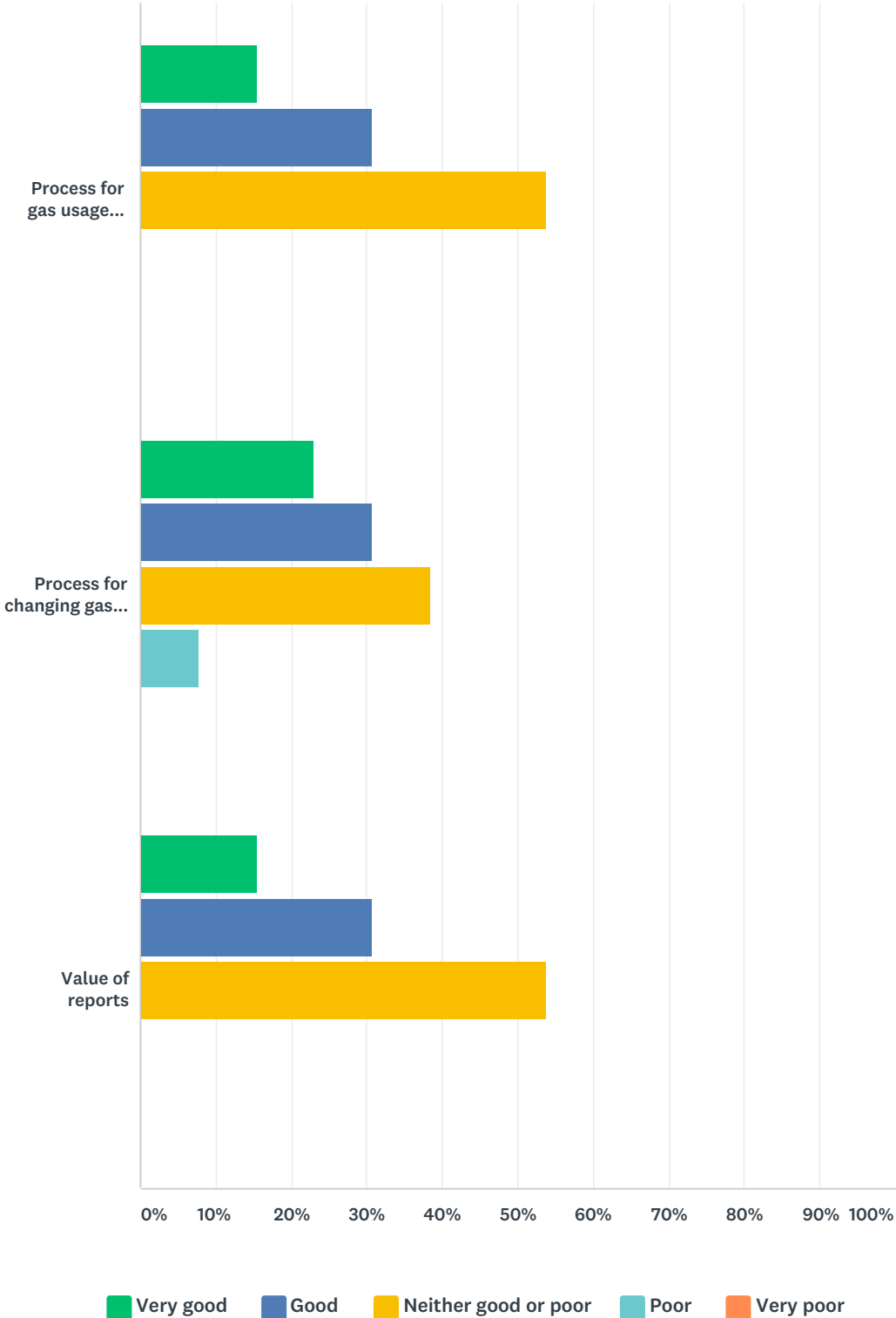
■ Very good   
 ■ Good   
 ■ Neither good or poor   
 ■ Poor   
 ■ Very poor

	VERY GOOD	GOOD	NEITHER GOOD OR POOR	POOR	VERY POOR	TOTAL	WEIGHTED AVERAGE
Supplier interactions (professional, understand needs, solve problems)	35.71% 5	14.29% 2	50.00% 7	0.00% 0	0.00% 0	14	3.86
Quality of supplier response	28.57% 4	14.29% 2	50.00% 7	7.14% 1	0.00% 0	14	3.64
Timeliness of supplier response	28.57% 4	21.43% 3	50.00% 7	0.00% 0	0.00% 0	14	3.79
Supplier met expectations	42.86% 6	14.29% 2	35.71% 5	7.14% 1	0.00% 0	14	3.93

#	COMMENTS (OPTIONAL)	DATE
1	Supplier needs to actually read the meter and not provide estimates as these make budgeting impossible. In some cases the meter has not been read for 6 months and then a bill for all six months issued. Estimated bills do not make sense and are not based on previous consumption. Sometimes estimates are zero.	9/10/2019 6:39 PM
2	There is little to no interaction with ACTEWAGL, Housing ACT simply pays on invoice.	9/3/2019 12:53 AM

### Q4 Please answer the following questions about reporting.

Answered: 13 Skipped: 1



	VERY GOOD	GOOD	NEITHER GOOD OR POOR	POOR	VERY POOR	TOTAL	WEIGHTED AVERAGE
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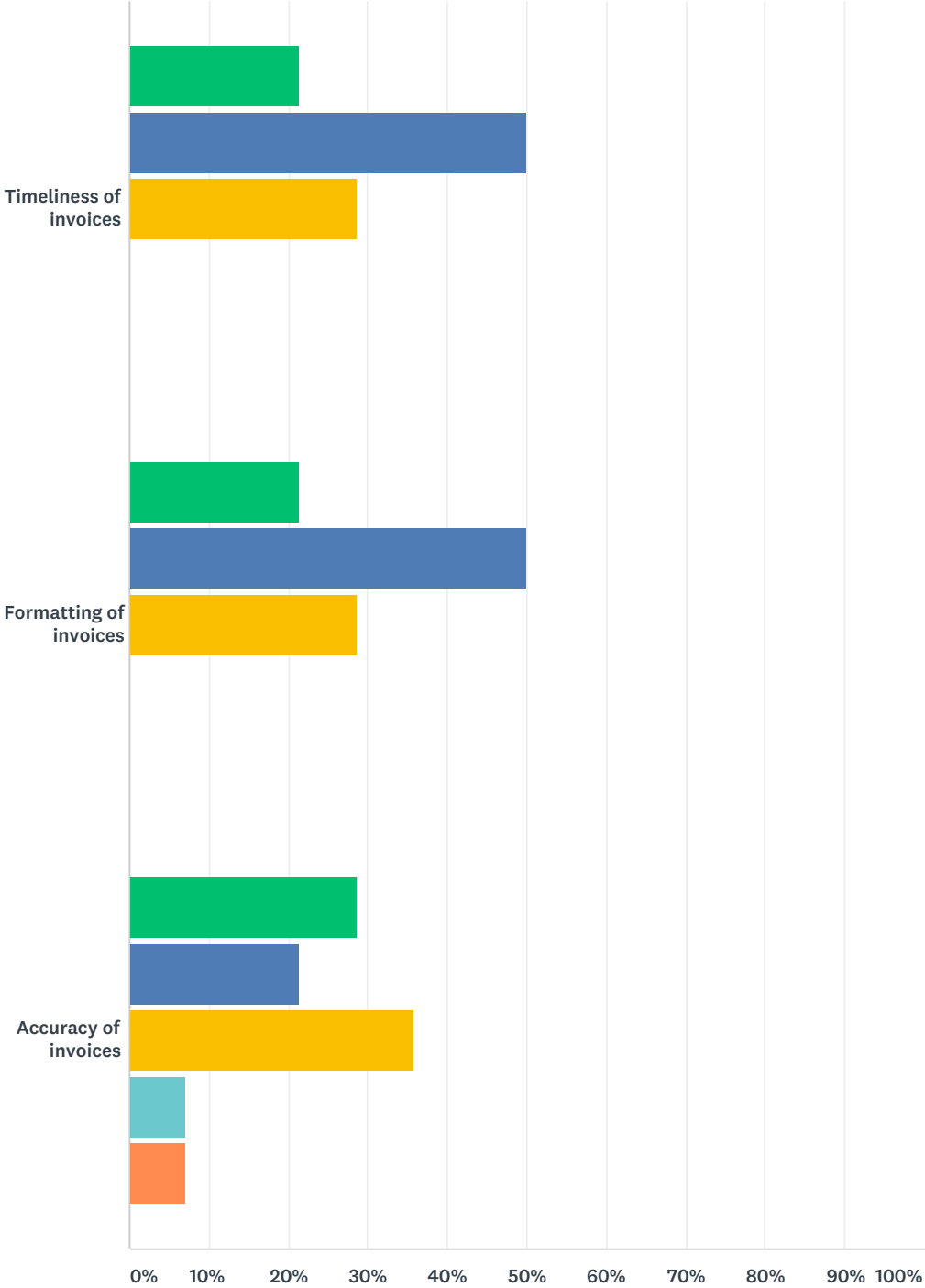
### Gas contract survey

Process for gas usage nominations	15.38%	30.77%	53.85%	0.00%	0.00%		
	2	4	7	0	0	13	3.62
Process for changing gas usage nominations	23.08%	30.77%	38.46%	7.69%	0.00%		
	3	4	5	1	0	13	3.69
Value of reports	15.38%	30.77%	53.85%	0.00%	0.00%		
	2	4	7	0	0	13	3.62

#	PLEASE DESCRIBE ANY IMPROVEMENTS YOU WOULD LIKE TO SEE TO THE REPORT AND/OR THE REPORTING PROCESS.	DATE
1	Not relevant to small market.	9/10/2019 6:39 PM
2	I would like to see the reconciliation report explained. As it currently stands it is hard to follow the charges that are incurred in the period.	9/5/2019 11:18 PM
3	There is no reporting from ACTEWAGL at the moment.	9/3/2019 12:53 AM
4	Regular update of nominations requires two spreadsheets to be issued when near the end of the current month, one for each month. It would be easier to have a method whereby only a single spreadsheet it to be sent.	9/2/2019 10:18 PM
5	Some restriction regarding changing gas nominations attributed to higher costs towards our business which varies gas usage.	9/2/2019 9:31 PM

### Q5 Please answer the following questions about invoicing.

Answered: 14 Skipped: 0



Very good Good Neither good or poor Poor Very poor

	VERY GOOD	GOOD	NEITHER GOOD OR POOR	POOR	VERY POOR	TOTAL	WEIGHTED AVERAGE
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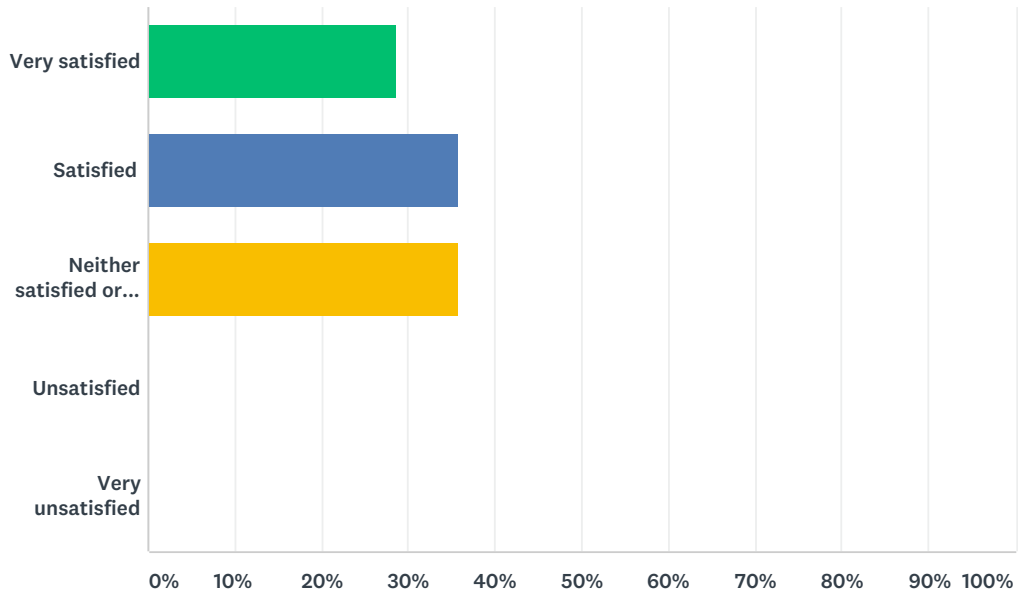
### Gas contract survey

Timeliness of invoices	21.43% 3	50.00% 7	28.57% 4	0.00% 0	0.00% 0	14	3.93
Formatting of invoices	21.43% 3	50.00% 7	28.57% 4	0.00% 0	0.00% 0	14	3.93
Accuracy of invoices	28.57% 4	21.43% 3	35.71% 5	7.14% 1	7.14% 1	14	3.57

#	PLEASE DESCRIBE ANY IMPROVEMENTS YOU WOULD LIKE TO SEE TO THE INVOICING PROCESS.	DATE
1	Some invoices are quarterly, most are monthly (across all the EDU sites). EDU requires monthly bills. Estimates are an issue as they make it impossible to track consumption compared to previous periods and do not allow monitoring of consumption trends.	9/10/2019 6:39 PM
2	In 2019 receive estimated usage which has been proven to be wildly exaggerated. Currently with ActewAGL for a review and refund,	9/2/2019 10:01 PM
3	Invoices come through property so unable to comment	9/2/2019 9:37 PM
4	I do not receive invoices (they go to my Supervisor) however I have never heard any problems about invoices over the course of the contract	9/2/2019 9:31 PM

## Q6 Please provide your overall level of satisfaction with the current gas arrangements.

Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	28.57%	4
Satisfied	35.71%	5
Neither satisfied or unsatisfied	35.71%	5
Unsatisfied	0.00%	0
Very unsatisfied	0.00%	0
<b>TOTAL</b>		<b>14</b>

#	COMMENT (OPTIONAL)	DATE
1	Agencies had little input into the current arrangements. We can only assume the VFM obligations of the procurement were met and the contracts are providing VFM.	9/10/2019 1:28 AM
2	I would like to have someone explain how this works as I am new to the system.	9/2/2019 10:22 PM

## Q7 Are there any services or changes within your Directorate/Agency that you would like us to consider in future contracts?

Answered: 10 Skipped: 4

#	RESPONSES	DATE
1	A push for more granular data (15-30 minute) from gas meters, possibly linked in with the Smart City Network. ACT Government as a whole may be able to push retailers/Jemena into improving the service outcomes, and/or reduce costs through lower meter reading labour.	9/17/2019 12:15 AM
2	Monthly not quarterly bills. Bills to be actual reads and not estimates. Smart meters would allow better management of gas use as required by the ACT Zero Emission Government targets.	9/10/2019 6:39 PM
3	No	9/10/2019 1:28 AM
4	none	9/9/2019 11:55 PM
5	No, gas consumption is only a minor expenditure for Housing ACT.	9/3/2019 12:53 AM
6	Change of staff to ensure everyone knows whats going on.	9/2/2019 10:22 PM
7	Centralising the forecasting and nomination process for large market for those agencies that want that service.	9/2/2019 10:18 PM
8	No	9/2/2019 10:01 PM
9	no	9/2/2019 9:37 PM
10	more updates and meetings please. only brief meetings required.	9/2/2019 9:31 PM

## Q8 Please provide any other feedback you have regarding the gas arrangements for the Territory.

Answered: 6 Skipped: 8

#	RESPONSES	DATE
1	N/A.	9/17/2019 12:15 AM
2	Meter agent (Jemena) is very difficult to work with. EDU have had ongoing issues installing loggers to allow measurement of gas. It would be preferred that smart meters be installed under any new gas contract.	9/10/2019 6:39 PM
3	Weston Energy send in their monthly Gas invoice to APINVOICES@act.gov.au on time every month no issues. When ACTEW/AGL send their invoices for electricity & gas to APINVOICES@act.gov.au we receive the majority of them however there have been several occasions whereby we do not receive their invoice and then they try to charge us Late Fees of \$15 which is unacceptable this is an ongoing issue ?? I raised this issue many times with ACTEW/AGL !	9/9/2019 11:55 PM
4	n/a	9/3/2019 12:53 AM
5	Nil	9/2/2019 10:01 PM
6	very happy with the pricing and service on this contract	9/2/2019 9:37 PM



**ACT**  
Government



**NATIONAL  
ARBORETUM  
CANBERRA**

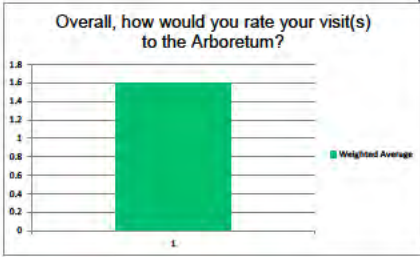
**National Arboretum Canberra  
Visitors Survey Results - Website & Ipad**

8/8/2019 - 8/7/2020

Please contact National Arboretum Canberra for free form comments if required.

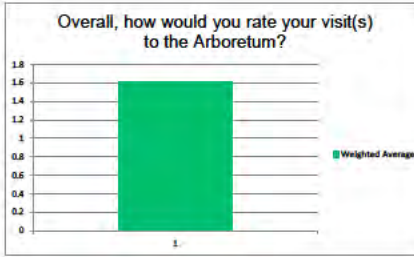
National Arboretum Canberra - Website Survey  
Overall, how would you rate your visit(s) to the Arboretum?

	Excellent	Good	Average	Poor	Terrible	Total	Weighted Average
1	55.00% 11	30.00% 6	15.00% 3	0.00% 0	0.00% 0	20	1.6
						13	
						Answered	20
						Skipped	0



National Arboretum Canberra - Ipad Visitors Survey  
Overall, how would you rate your visit(s) to the Arboretum?

	Excellent	Good	Average	Poor	Terrible	Total	Weighted Average
1	63.41% 227	24.56% 88	5.31% 19	1.40% 5	5.31% 19	358	1.61
						0	
						Answered	358
						Skipped	7



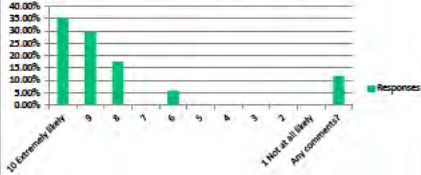


**National Arboretum Canberra - Website Survey**

On a scale from 1-10, how likely is it that you would recommend the Arboretum to a family member, friend or colleague?

Answer Choices	Responses	Count
10 Extremely likely	35.29%	6
9	29.41%	5
8	17.65%	3
7	0.00%	0
6	5.88%	1
5	0.00%	0
4	0.00%	0
3	0.00%	0
2	0.00%	0
1 Not at all likely	0.00%	0
Any comments?	11.76%	2
	Answered	17
	Skipped	3

On a scale from 1-10, how likely is it that you would recommend the Arboretum to a family member, friend or colleague?

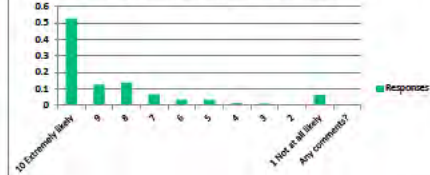


**National Arboretum Canberra - Ipad Visitors Survey**

On a scale from 1-10, how likely is it that you would recommend the Arboretum to a family member, friend or colleague?

Answer Choices	Responses	Count
10 Extremely likely	52.54%	186
9	12.43%	44
8	13.56%	48
7	6.50%	23
6	3.11%	11
5	3.11%	11
4	1.13%	4
3	0.85%	3
2	0.56%	2
1 Not at all likely	6.21%	22
Any comments?	0.00%	0
	Answered	354
	Skipped	11

On a scale from 1-10, how likely is it that you would recommend the Arboretum to a family member, friend or colleague?

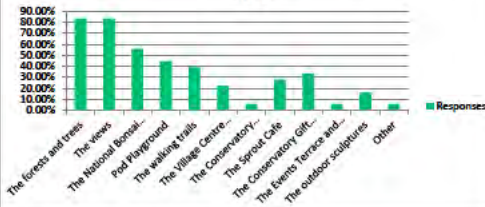


### National Arboretum Canberra - Website Survey

What did you like most about your visit(s) to the Arboretum? Please tick all that apply.

Answer Choices	Responses	
The forests and trees	83.33%	15
The views	83.33%	15
The National Bonsai and Penjing Collection	55.56%	10
Pod Playground	44.44%	8
The walking trails	38.89%	7
The Village Centre and/or Margaret Whitlam Pavilion	22.22%	4
The Conservatory Restaurant	5.56%	1
The Sprout Cafe	27.78%	5
The Conservatory Gift Shop	33.33%	6
The Events Terrace and Gallery of Gardens	5.56%	1
The outdoor sculptures	16.67%	3
Other	5.56%	1
Other (please specify), or comments...		2
	<b>Answered</b>	<b>18</b>
	<b>Skipped</b>	<b>2</b>

What did you like most about your visit(s) to the Arboretum? Please tick all that apply.

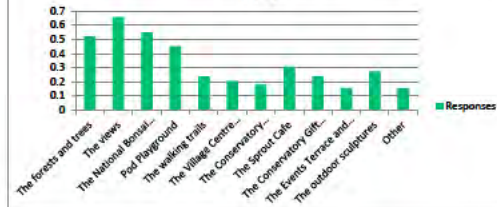


### National Arboretum Canberra - Ipad Visitors Survey

What did you like most about your visit(s) to the Arboretum? Please tick all that apply.

Answer Choices	Responses	
The forests and trees	52.19%	179
The views	65.89%	228
The National Bonsai and Penjing Collection	55.10%	189
Pod Playground	45.19%	155
The walking trails	23.91%	82
The Village Centre and/or Margaret Whitlam Pavilion	20.70%	71
The Conservatory Restaurant	18.08%	62
The Sprout Cafe	30.90%	106
The Conservatory Gift Shop	23.91%	82
The Events Terrace and Gallery of Gardens	15.74%	54
The outdoor sculptures	27.41%	94
Other	15.45%	53
Other (please specify), or comments...		0
	<b>Answered</b>	<b>343</b>
	<b>Skipped</b>	<b>22</b>

What did you like most about your visit(s) to the Arboretum? Please tick all that apply.



**National Arboretum Canberra - Website Survey**

**How can we improve the Arboretum?**

**Answered 10**  
**Skipped 10**

**National Arboretum Canberra - Ipad Visitors Survey**

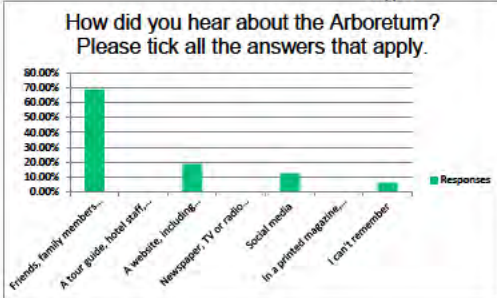
**How can we improve the Arboretum?**

**Answered 141**  
**Skipped 224**

### National Arboretum Canberra - Website Survey

How did you hear about the Arboretum? Please tick all the answers that apply.

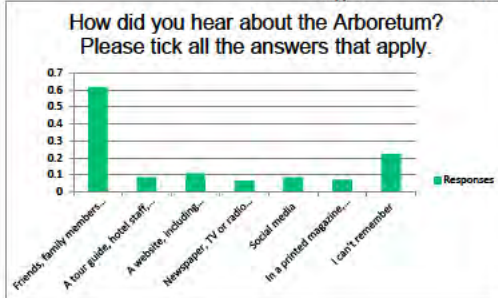
Answer Choices	Responses	Percentage
Friends, family members or colleagues	11	88.75%
A tour guide, hotel staff, driver or travel agent	0	0.00%
A website, including TripAdvisor, Visit Canberra etc.	3	18.75%
Newspaper, TV or radio story	0	0.00%
Social media	2	12.50%
In a printed magazine, brochure, tourist guide or map.	0	0.00%
I can't remember	1	6.25%
Other, please specify or comment...	2	
<b>Answered</b>	<b>16</b>	
<b>Skipped</b>	<b>4</b>	



### National Arboretum Canberra - Ipad Visitors Survey

How did you hear about the Arboretum? Please tick all the answers that apply.

Answer Choices	Responses	Percentage
Friends, family members or colleagues	194	61.78%
A tour guide, hotel staff, driver or travel agent	27	8.80%
A website, including TripAdvisor, Visit Canberra etc.	34	10.83%
Newspaper, TV or radio story	21	6.89%
Social media	27	8.80%
In a printed magazine, brochure, tourist guide or map.	23	7.32%
I can't remember	70	22.29%
Other, please specify or comment...	0	
<b>Answered</b>	<b>314</b>	
<b>Skipped</b>	<b>51</b>	



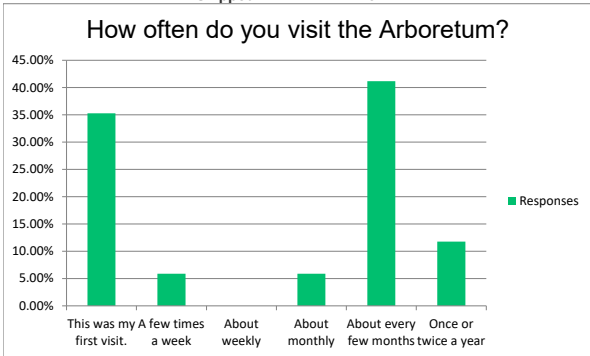
National Arboretum Canberra - Website Survey

How often do you visit the Arboretum?

Answer Choices	Responses	Count
This was my first visit.	35.29%	6
A few times a week	5.88%	1
About weekly	0.00%	0
About monthly	5.88%	1
About every few months	41.18%	7
Once or twice a year	11.76%	2
Other, please specify:		0
<b>Answered</b>		<b>17</b>
<b>Skipped</b>		<b>3</b>

National Arboretum Canberra - Ipad Visitors Survey

Question not included in Ipad Survey.

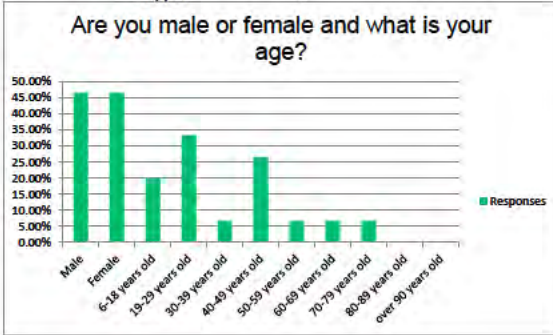




### National Arboretum Canberra - Website Survey

Are you male or female and what is your age?

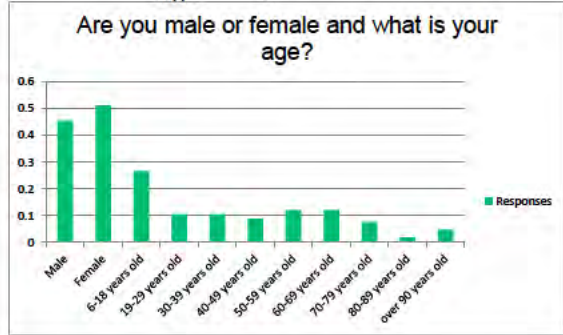
Answer Choices	Responses	Count
Male	46.67%	7
Female	46.67%	7
6-18 years old	20.00%	3
19-29 years old	33.33%	5
30-39 years old	6.67%	1
40-49 years old	26.67%	4
50-59 years old	6.67%	1
60-69 years old	6.67%	1
70-79 years old	6.67%	1
80-89 years old	0.00%	0
over 90 years old	0.00%	0
Answered		15
Skipped		5



### National Arboretum Canberra - Ipad Visitors Survey

Are you male or female and what is your age?

Answer Choices	Responses	Count
Male	45.54%	143
Female	51.27%	161
6-18 years old	26.75%	84
19-29 years old	10.51%	33
30-39 years old	10.51%	33
40-49 years old	8.92%	28
50-59 years old	12.10%	38
60-69 years old	12.10%	38
70-79 years old	7.64%	24
80-89 years old	1.91%	6
over 90 years old	4.78%	15
Answered		314
Skipped		51



**National Arboretum Canberra - Website Survey**

Which country do you live in?

Answer Choices	Responses	
Name:	0.00%	0
Company:	0.00%	0
Address 1:	0.00%	0
Address 2:	0.00%	0
XXXX:	0.00%	0
XXXX:	0.00%	0
If you live in Australia, what is your post code?:	92.86%	13
If country other than Australia, which country do you live in?:	14.29%	2
Which country were you born in, if different from the country you live in...:	0.00%	0
Phone Number:	0.00%	0
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>6</b>

**National Arboretum Canberra - Ipad Visitors Survey**

Which country do you live in?

Answer Choices	Responses	
Name:	0.00%	0
Company:	0.00%	0
Address 1:	0.00%	0
Address 2:	0.00%	0
XXXX:	0.00%	0
XXXX:	0.00%	0
If you live in Australia, what is your post code?:	90.00%	234
If country other than Australia, which country do you live in?:	18.46%	48
Which country were you born in, if different from the country you live in...:	0.00%	0
Phone Number:	0.00%	0
	<b>Answered</b>	<b>260</b>
	<b>Skipped</b>	<b>105</b>



National Arboretum Canberra - Website Survey

Would you like to make any other comments or suggestions about the Arboretum?

Answered	2
Skipped	18

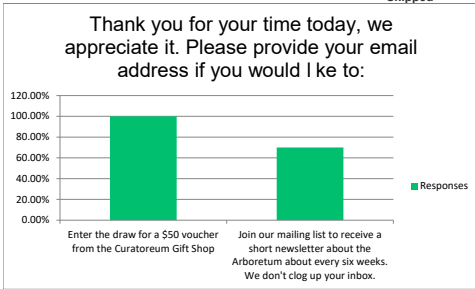
National Arboretum Canberra - Ipad Visitors Survey

Question not included in Ipad Survey.

### National Arboretum Canberra - Website Survey

Thank you for your time today, we appreciate it. Please provide your email address if you would like to:

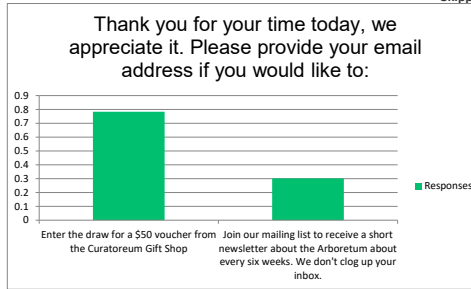
Answer Choices	Responses	
Enter the draw for a \$50 voucher from the Curatoreum Gift Shop	100.00%	10
Join our mailing list to receive a short newsletter about the Arboretum	70.00%	7
Your email address:		10
	<b>Answered</b>	<b>10</b>
	<b>Skipped</b>	<b>10</b>



### National Arboretum Canberra - Ipad Visitors Survey

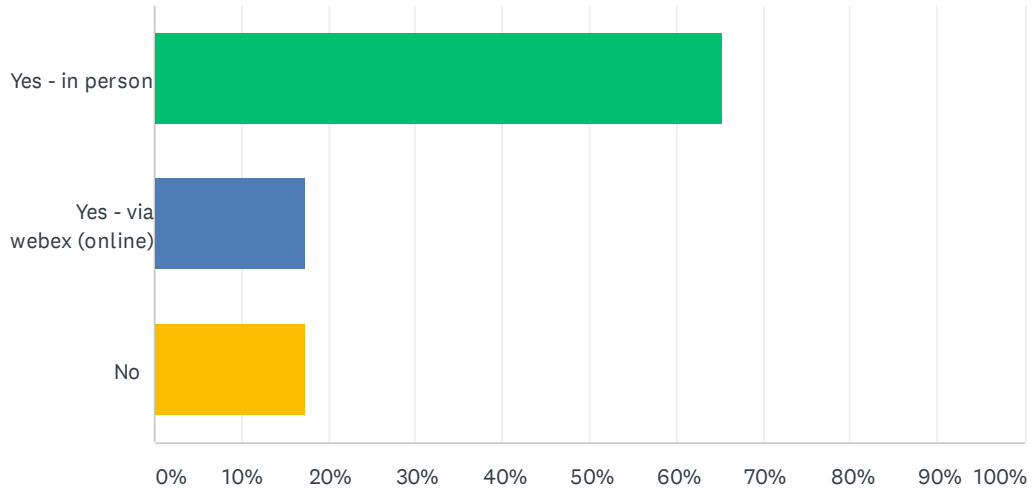
Thank you for your time today, we appreciate it. Please provide your email address if you would like to:

Answer Choices	Responses	
Enter the draw for a \$50 voucher from the Curatoreum Gift Shop	78.30%	83
Join our mailing list to receive a short newsletter about the Arboretum about ev	30.19%	32
Your email address:		95
	<b>Answered</b>	<b>106</b>
	<b>Skipped</b>	<b>259</b>



## Q1 Did you attend the Supplier Forum?

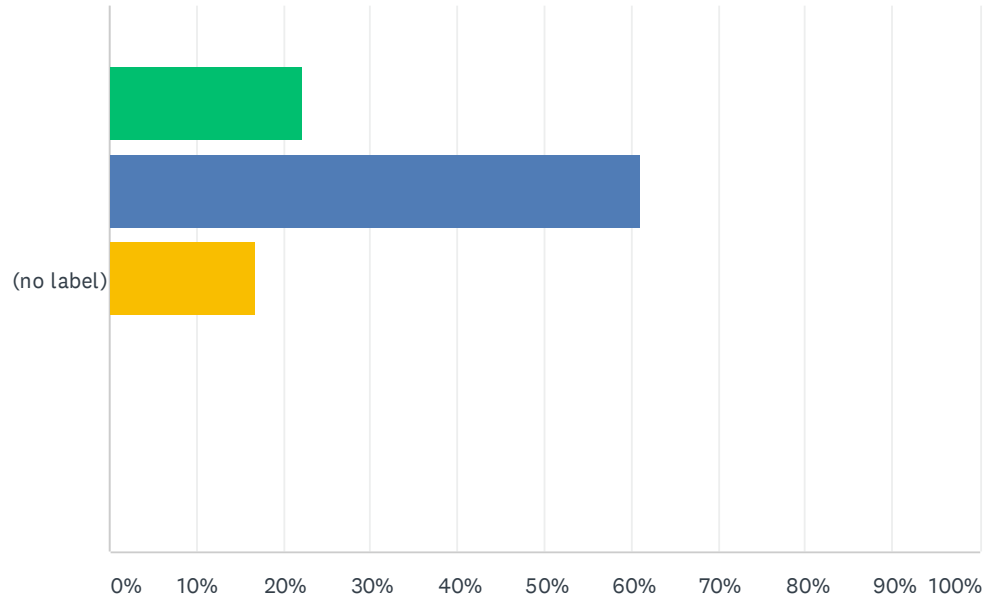
Answered: 23 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes - in person	65.22%	15
Yes - via webex (online)	17.39%	4
No	17.39%	4
TOTAL		23

## Q2 How satisfied were you with the Supplier Forum?

Answered: 18 Skipped: 6

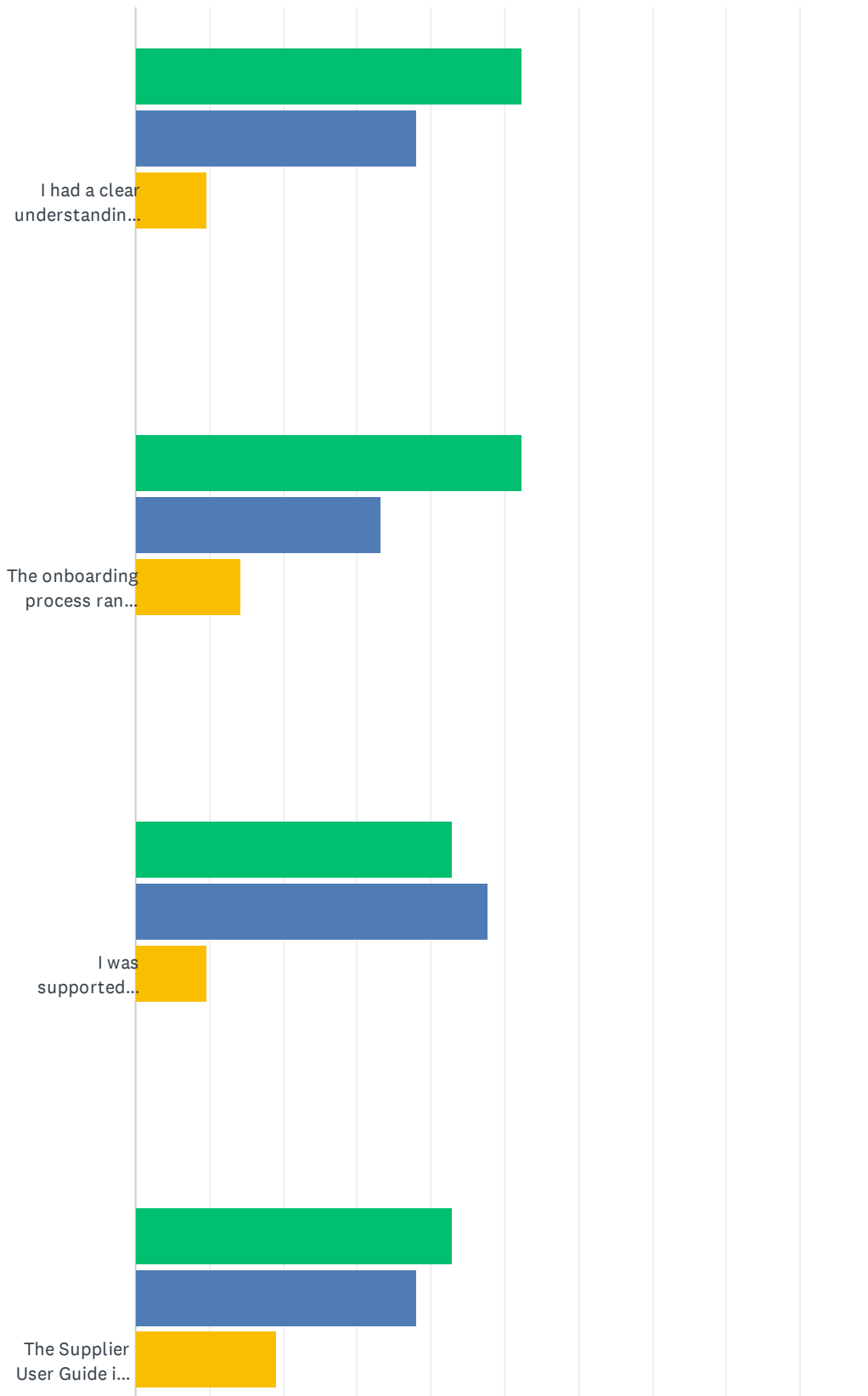


■ Very satisfied  
 ■ Satisfied  
 ■ Neither satisfied or unsatisfied  
 ■ Unsatisfied  
■ Very unsatisfied

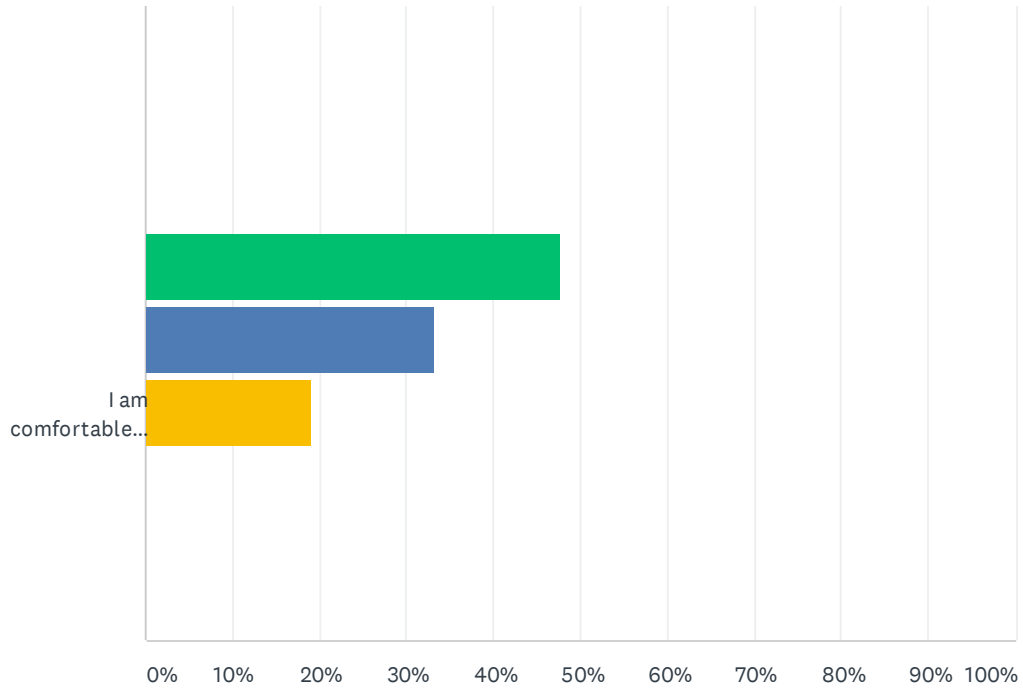
	VERY SATISFIED	SATISFIED	NEITHER SATISFIED OR UNSATISFIED	UNSATISFIED	VERY UNSATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	22.22% 4	61.11% 11	16.67% 3	0.00% 0	0.00% 0	18	4.06

### Q3 Please rate your level of satisfaction with the following elements of the onboarding process.

Answered: 21 Skipped: 3



## Professional and Consulting Services Supplier Survey



■ Very satisfied   
 ■ Satisfied   
 ■ Neither satisfied or unsatisfied   
 ■ Unsatisfied   
 ■ Very unsatisfied

	VERY SATISFIED	SATISFIED	NEITHER SATISFIED OR UNSATISFIED	UNSATISFIED	VERY UNSATISFIED	TOTAL	WEIGHTED AVERAGE
I had a clear understanding of requirements.	52.38% 11	38.10% 8	9.52% 2	0.00% 0	0.00% 0	21	4.43
The onboarding process ran smoothly.	52.38% 11	33.33% 7	14.29% 3	0.00% 0	0.00% 0	21	4.38
I was supported through the onboarding process.	42.86% 9	47.62% 10	9.52% 2	0.00% 0	0.00% 0	21	4.33
The Supplier User Guide is comprehensive and useful.	42.86% 9	38.10% 8	19.05% 4	0.00% 0	0.00% 0	21	4.24
I am comfortable responding to requests in VendorPanel.	47.62% 10	33.33% 7	19.05% 4	0.00% 0	0.00% 0	21	4.29

**Q4 Do you have any general feedback or suggested improvements regarding the supplier onboarding process?**

Answered: 8 Skipped: 16



Nine suppliers responded to the survey:

2.2(a)(xi)



Services successfully quoted for through the Scheme:

Categories		Services	Total No.
Established Property	Commercial	Industrial sites	4
		Office sites	5
		Retail sites	3
	Other	Deed variations	2
		Government Premises	5
		Plant and Equipment	2
		Portfolio valuation of multiple properties	4
		Pre-purchase and pre sale valuations (establishing	5
		Rental Assessments	3
	Residential	Reports for arbitration and determinations, ACAT	2
		Community title	1
		High density	2
		Medium density	3
	Vacant Land	Commercial	Standard dwellings
Industrial sites			4
Office sites			4
Englobo		Retail sites	4
		Commercial sites	2
		Industrial sites	3
		Residential sites	4
Other		Retail sites	2
		Government Land	0
		National parks, conservation areas, forest reserve	0
		Protected trees, tree stands, forest plantations,	1
		Rural Leasehold Land	4
		Unleased Territory Land for licensing purposes	1
Residential		Multi-unit sites	4
	Multi-unit sites – including commercial	5	
	Standard Dwelling Sites	4	

Other potential Services considered relevant to the Territory:

- Feasibility
- Financial Reporting
- Life Cycle Analysis





### RFQ Feedback

- 2 suppliers advised that they did not receive an appropriate level of feedback following unsuccessful RFQs:
  - The reply "not best value for the Territory" is inadequate. As tenderers we put a significant amount of consideration into a quote, I expect a fully developed reason as to why I did not get the job
  - Ranking with reference to weighted criteria. Other tendering entities do not have to be known but such feedback would demonstrate each criteria against all other participants. Unfortunately, many purchasers will not provide this feedback.

### Valuation services provided outside of the Scheme

- 3 suppliers advised they have been approached a total of approximately 20 times outside of VendorPanel and the Scheme to provide a quote for valuation services from the following Directorates:
  - CSD
  - JACS
  - Education

### VendorPanel portal

- Sufficient information is provided in the 'Request for Quote'  
2 x Average
- Time given to respond to a 'Request for Quote'  
8 x Good to Excellent
- Opportunity to clarify information with the Territory buyer  
8 x Good to Excellent
- Functionality of the VendorPanel portal  
2 x Average, 1 x Unsatisfactory

### Members of any other arrangements for the provision of valuation services

- 4 suppliers are members of the following arrangements:
  - National Capital Authority (Contracts)
  - Department Foreign Affairs and Trade (Contracts)
  - Australian National Audit Office (Panel)
  - Dept Treasury and Finance PAS NSW Roads
  - Maritime Valuation Panel Camden Council Valuation (Panel)
  - ATO
  - Too many to list here (Liquid Pacific)

### Improvements / Feedback / Comments

- The vendor panel does not allow us to form a relationship with the ACT Govt directorates. Having direct contact allows us to advise of any documents that may be necessary for a valuation until we have been requested, this has happened twice in the last two weeks
- Can we be contact by someone to see why no invites have been sent to us (Hill PDA)
- User friendly and easy to use. Main user is SLA. Limited requests from other departments. Not too sure whether other departments are aware of Vendor Panel.
- We have been advised that quotes are sought on a rotational basis, which makes no sense
- More Information in RFQs, good for small jobs, vastly insufficient for major valuations
- Greater flexibility for company registration and key contacts

CERM PI

BENCHMARKING FOR PERFORMANCE EXCELLENCE



University of  
South Australia Business



# SERVICE QUALITY AT CANBERRA OLYMPIC POOL

2020



## CUSTOMER SERVICE SNAPSHOT 2020 CANBERRA OLYMPIC POOL

Customer **service indicators** include Customer advocacy & loyalty; Customer service quality (CSQ); and customer benefits.

Customer service indicator	2020
Overall satisfaction (out of 7)	6.0
Overall satisfaction (%)	93%
Willingness to recommend centre	92%
Problem experienced	20%

Survey respondent profile	2020
Number of respondents	189

Main activities undertaken	
Lap swimming	36%
Swimming lessons	15%
Squad swimming	12%
Recreational swimming	11%

Survey respondent profile		2020
Gender		
Male		50%
Female		50%
Other		1%
Age		
15-19 years		16%
20-29 years		16%
30-39 years		21%
40-49 years		17%
50-59 years		12%
60-69 years		14%
70 years and over		4%

# INTRODUCTION AND METHODOLOGY

## INTRODUCTION

In choosing CERM PI as a research partner you have secured the application of stringently tested, secure and industry specific methods of evaluating your centre's performance. CERM PI manages the only national benchmarks for public sports and leisure facilities, run annually to ensure currency and evaluated regularly in partnership with industry to ensure relevance.

This report incorporates results from these benchmarking exercises with your centre's results. Compare your results against last year's survey, and the CERM PI benchmarks for a quick and reliable check of your centre's performance over time, and compared to industry. CERM PI protocols, developed to meet strict UniSA ethics standards, allow the opportunity to compare with external industry benchmarks, whilst ensuring the security and privacy of sensitive information.

This report uses three separate sets of performance indicators (PIs) developed for sports and leisure centre management. These PIs were derived from industry input including focus groups

- |  |  |   |
|--|--|---|
| <p>1. <b>CUSTOMER SERVICE QUALITY</b> (CSQ) indicators for public aquatic and leisure centres, include the following process dimensions of service quality: facility presentation, staffing, organisation, and secondary services.</p> | <p>2. <b>CUSTOMER BENEFITS</b> are desired goals or positive outcomes for aquatic centre customers, and include health &amp; fitness, relaxation, personal accomplishment, social, success in competition, and enjoyment benefits.</p> | <p>3. <b>OPERATIONAL MANAGEMENT</b> performance indicators have been grouped to cover six major aspects of centre operation: services, marketing, staff, facilities, utilities and finance.</p> |
|--|--|---|

## METHODOLOGY

Data for this review was collected using the CERM CSQ and Operational management questionnaires under the guidance of the appropriate protocols issued by CERM PI®, UniSA. Copies of the questionnaires and protocols have been provided to you previously. If you require additional copies please contact us.

Customers of the centre were asked to complete self-administered online questionnaires during 2020. The times chosen to administer the questionnaire were nominated by centre staff in order to produce a representative sample of customers. Completed online questionnaires from 189 respondents were used in this analysis.

## ANALYSIS

In this report CERM PI has made some linkages between your centre's CSQ and operational management performance indicator results. As a CERM PI partner you have also received access to CERM PI benchmarks for CSQ and Operational management PIs. **The CERM CSQ PI benchmarks for each variable represent the median of the means from all centres that contributed reliable data to the CERM PI reviews, and are updated annually.**

The data provided in this report is best analysed by the centre's management staff who should have an in-depth understanding of the wider environmental context in which the centre operates (e.g. council policies, age of buildings, socio-demographic backgrounds of customer groups, facility design constraints). Accordingly, special circumstances of the centre must be considered in interpreting the data provided in this report. This report provides important customer feedback that can be considered alongside other information on which management decisions are based.

## CONFIDENTIALITY

The information contained in the report is the property of the client and CERM PI, and may not be reproduced or transmitted in any form without their consent. CERM PI may utilise information gathered for further research and education and is committed to do so whilst protecting the confidentiality of the client. Outcomes of research efforts are usually reported in professional forums.

# CUSTOMER RELATIONS 1.1

## CUSTOMER SATISFACTION 1.1.1

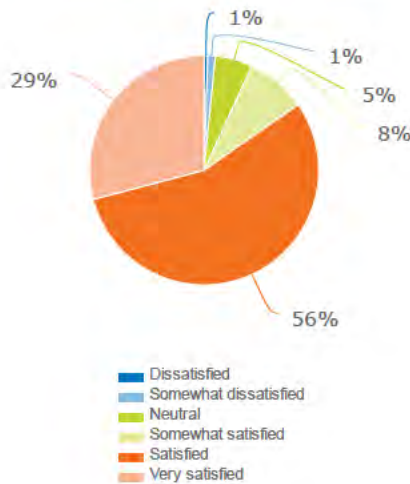
This section of the report presents some key indicators of the centre's relationship with customers, including respondents' levels of satisfaction, loyalty and advocacy for the centre.

**Table 1: Overall Satisfaction Mean**

	Your centre's result	CERM PI benchmark
Overall satisfaction (out of 7)	<b>6.0</b>	<b>5.9</b>

Using the 7 point scale, respondents were asked to rate their 'overall satisfaction' with the centre on a scale from 1 'very dissatisfied' to 7 'very satisfied'.

**Figure 1: Overall Satisfaction**



93% of respondents were satisfied as customers of the centre, compared to the CERM PI median of 89%; based on their ratings of '5' (Somewhat satisfied), '6' (Satisfied) and '7' (Very satisfied) (Figure 1).

## PROBLEM RESOLUTION 1.1.2

**Table 2: Problems experienced, reported and resolved**

	2020 %	CERM PI %
Problem experienced	20	39
Problems reported	76	62
Problems resolved	45	28

20% of respondents experienced a problem at the centre. Of those, 76% reported the problem, 45% of whom considered the problem successfully resolved. Compared to CERM PI benchmarks, your centre's respondents experienced less problems.

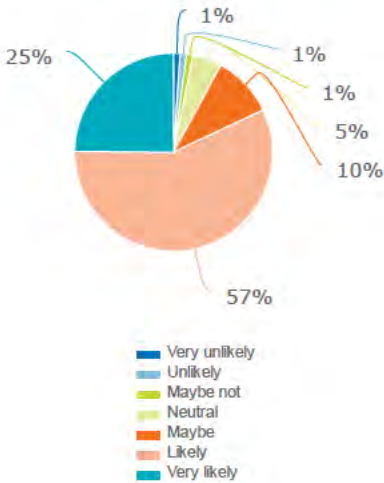
\* Problems experienced are expressed as a percentage of the total responses to this question.

\* Problems reported are expressed as a percentage of problems experienced.

\* Problems resolved satisfactorily are expressed as a percentage of problems reported.

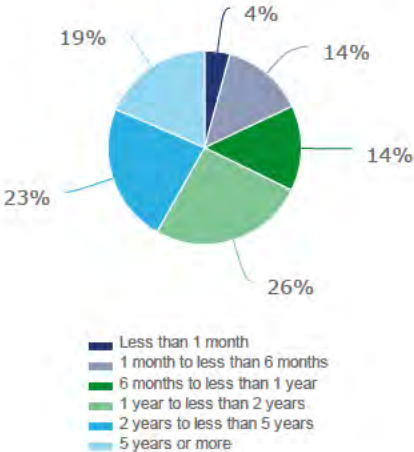
# CUSTOMER ADVOCACY AND LOYALTY 1.1.3

**Figure 2: Recommend Levels**



92% of the respondents indicated that they would recommend the centre, compared to the CERM PI benchmark (90%), based on their ratings of '5' (Maybe), '6' (Likely), and '7' (Very likely).

**Figure 3: Customers have been using the centre**



42% of the respondents have been customers at the centre for two years or more.

## CUSTOMER SERVICE QUALITY 1.2

In the questionnaire respondents were asked to rate expectations and perceptions of performance in relation to attributes of customer service quality (CSQ). The scale used for this section ranges from 1 ('disagree') to 6 ('very strongly agree'). The scale is an unbalanced one with more positives, and is used because these attributes have already been identified through previous CSQ research with sports and leisure centres as the most important to customers. (e.g. Crompton et al., 1991; Howat et al., 1999; Kim and Kim, 1998).

<p>Expectations refer to the extent to which customers believe a particular service attribute should be provided at a sports and leisure centre. High expectations means tend to represent higher priority CSQ attributes. Low expectations may indicate customers have limited interest or need for this CSQ attribute (e.g. many customers of centres may never use the child minding service).</p>	<p>The performance mean measures how a service attribute is perceived to be performing. High performance means indicate a service quality attribute is perceived by customers to be well delivered. A low performance mean may identify a potential problem requiring monitoring. Alternatively, it may be due to a unique circumstance of the centre (e.g. shared use of public parking facilities).</p>
<p>The expectations and the performance means are used to calculate the <b>Customer Service Quality Gap</b> (CSQ Gap) for each CSQ attribute; the extent to which performance does not correspond to expectations.</p>	<p>The <b>Customer Service Quality Score</b> (CSQ Score) reflects the service quality gap as a percentage, allowing for more direct comparison with other customer feedback such as <i>overall</i> satisfaction with the centre and <i>willingness</i> to recommend the centre.</p>

## CUSTOMER SERVICE QUALITY RESULTS 1.2.1

**Table 3. CSQ Results**

	Expectations 2020	Performance 2020	CSQ Gap 2020	CSQ Score 2020 %	CERM PI Benchmarks
<b>Facility Presentation</b>				92	Median
Centre cleanliness	5.0	4.7	-0.3	93	-1.1
Facility maintenance	5.0	4.7	-0.3	93	-1.0
Equipment quality/maintenance	5.0	4.6	-0.4	91	-1.0
Pool water cleanliness	5.1	4.7	-0.4	91	-1.1
Pool water temperature	4.9	4.5	-0.4	92	-0.8
<b>Organisation</b>				97	
Information availability	4.9	4.6	-0.2	95	-0.6
Centre well organised	4.9	4.7	-0.2	95	-0.7
Activity range	4.7	4.7	0.0	99	-0.5
Programs/activities start and finish on time	4.7	4.7	0.0	100	-0.4
Programs/activities relevant to customer needs	4.6	4.8	0.1	103	-0.4
Provide value for entry fee	5.0	4.8	-0.2	96	-0.8
Program/activities provide value for money	4.8	4.7	-0.1	97	-0.7
Behaviour of others	4.8	4.6	-0.3	95	-0.9
<b>Secondary Services</b>				94	
Parking safety and security	4.5	4.1	-0.3	93	-0.6
Parking suitability	4.5	4.1	-0.4	92	-0.9
Food & drinks facilities	4.1	4.0	-0.1	97	-0.3
Child minding facilities	*	*	*	*	-0.2
<b>Staffing</b>				100	
Staff friendliness	5.1	5.1	0.1	101	-0.4
Staff responsiveness	5.1	5.1	0.0	100	-0.6
Staff presentation	4.8	4.9	0.1	102	-0.2
Staff experience/knowledge	5.2	5.1	-0.1	98	-0.6
Instructors' experience/knowledge	5.1	5.0	-0.1	98	-0.5
<b>Overall service quality</b>				96	

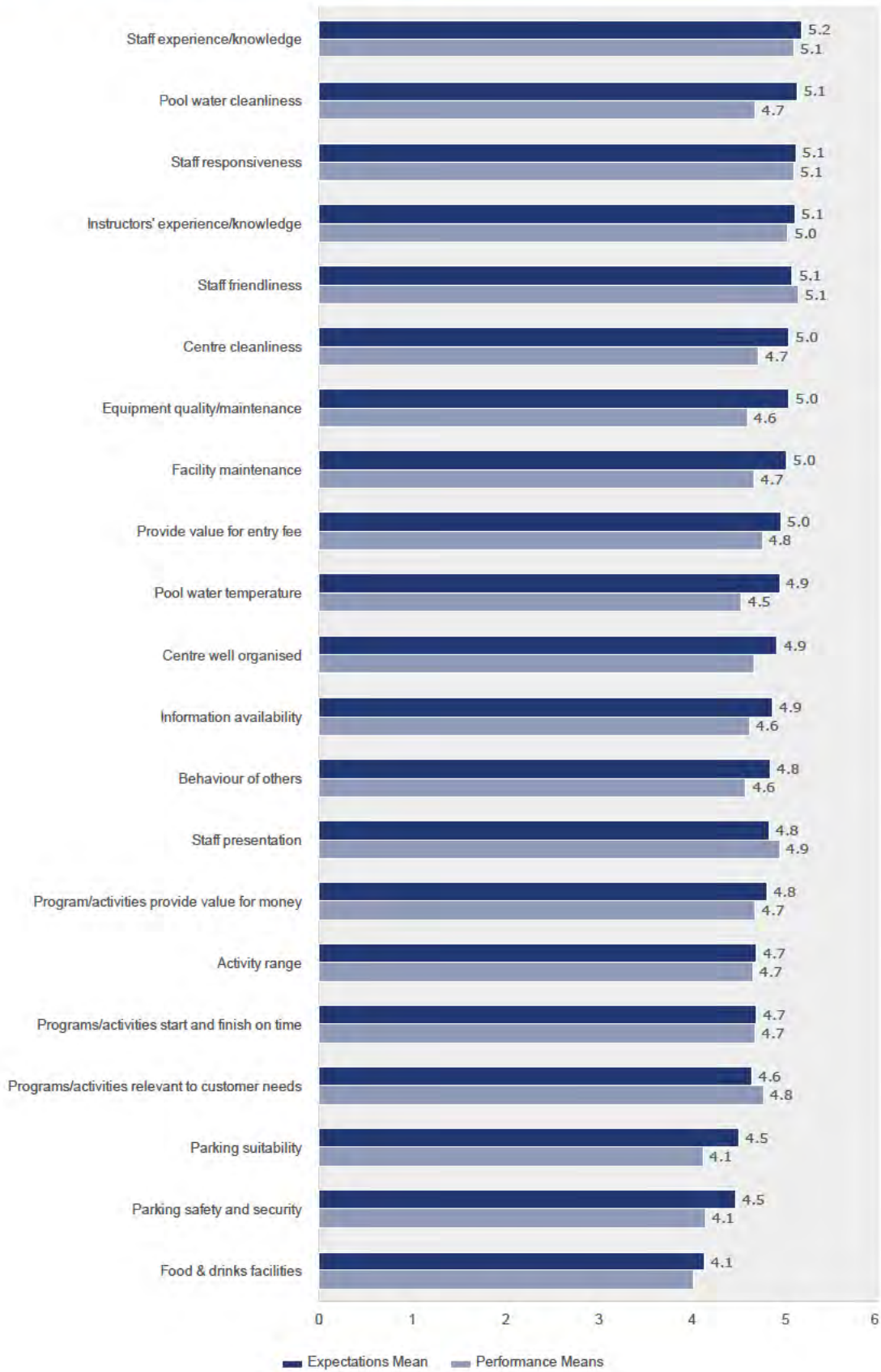
The scale used for this part of the questionnaire ranges from 1 ('disagree') to 6 ('very strongly agree')

\* Indicates information is unavailable or not applicable.



**Figure 4. Ranking of attributes according to expectations**

Higher ranked expectations denote higher priority attributes for customers.



## CUSTOMER BENEFIT ANALYSIS 1.3

Benefits are defined as desired goals or positive outcomes for centre customers as a result of their participation as customers of the centre.

The questionnaire asked the respondents to rate their level of importance and achievement in relation to a list of nine benefits identified through focus groups conducted across Australia & NZ, as well as the international research literature.

The importance mean measures the relative importance of particular benefits as a reason for attending this centre.	The performance mean indicates the extent to which the benefits were achieved as a customer of the centre.
The <b>importance and achievement</b> means are used to calculate the ' <b>Benefits gap</b> ' for each attribute - that is, the extent to which achievement does not correspond with the importance rating.	<b>Use of Benefits</b> : Understanding the benefits achieved by your centre customers will aid in the design, promotion and delivery of opportunities appropriate for different target groups at your centre.

**Table 4: Customer benefits and their achievement**

	Importance 2020	Achieved 2020	Benefits Gap 2020	CERM PI Median
Improved health	4.2	4.1	-0.1	-0.4
Improved physical fitness	4.3	4.2	-0.1	-0.4
Improved well-being	4.3	4.2	-0.1	-0.3
Relaxation	3.9	4.0	0.0	-0.2
Reduced stress levels	3.9	4.0	0.1	-0.3
Improved skill level	3.9	3.9	0.0	-0.2
Socialising with family and/or friends	3.5	3.6	0.1	0.0
Improved performance in competitive sports	3.5	3.4	-0.1	0.0
Enjoyment	4.3	4.3	0.0	-0.2

The scale used for this section ranged from 1 ('not at all') to 5 ('very high').

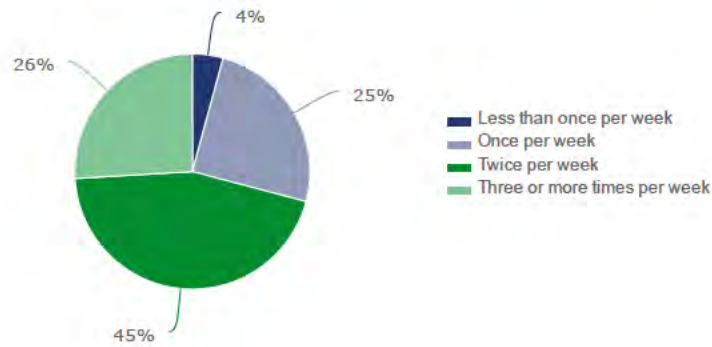
- Respondents rated *Improved physical fitness*, *Improved well-being* and *Enjoyment* (importance means 4.3) as the most important benefits.

## RESPONDENT USAGE PATTERNS 2.1

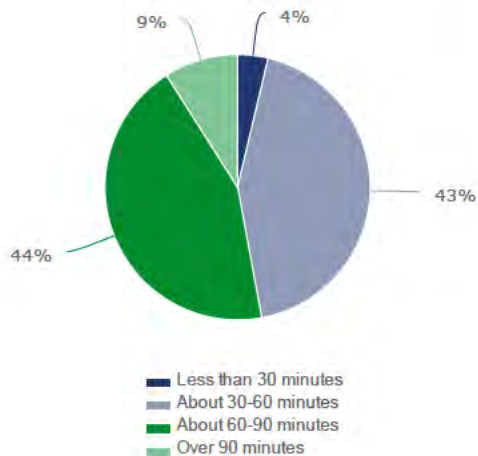
**Table 5: Main and secondary activities usually participated in at the centre**

	Main 2020 %	Secondary 2020 %
Swimming lessons	15	3
Lap swimming	36	16
Recreational swimming	11	23
Squad swimming	12	13
Aqua aerobics	10	2
Water polo	8	1
Diving	7	1
Beach volleyball	1	1
Other	2	7

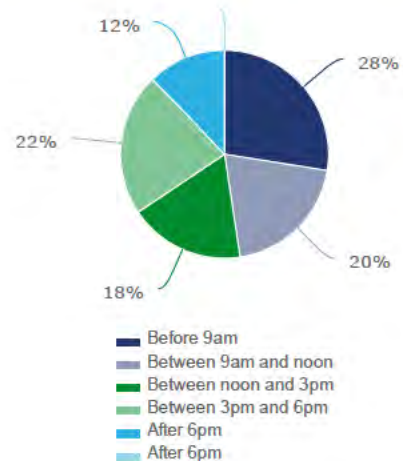
**Figure 5: Customers who visit the centre on average**



**Figure 6: Average time spent at the centre per visit**



**Figure 7: Customers (most often) use the centre**



NOTE: \* Percentage totals may equal more than 100% due to rounding.

## RESPONDENT USAGE PATTERNS CONT. 2.1

**Table 6: Customers usually attend the centre with**

	2020 %
Alone	51
With others (family, friend, partner, etc)	49
With organised group	0

**Table 7: Visiting groups usually attend the centre with**

	2020 %
Children under 5 years of age	5
Children 5 to 15 years of age	42
No children	52

**Table 8: Distance travelled to the centre**

	2020 %
5 km or less	47
Over 5, to 10 kms	36
Over 10 kms	17
Over 20 kms	0

**Table 9: Mode of transport to the centre**

	2020 %
Private car	64
Walk	15
Bicycle	12
Public transport	9
Hire bus/shuttle bus	0

## DEMOGRAPHIC PROFILE OF RESPONDENTS 2.2

**Table 10: Age group**

	2020 %
15-19 years	16
20-29 years	16
30-39 years	21
40-49 years	17
50-59 years	12
60-69 years	14
70 years and over	4

**Table 11: Gender**

	2020 %
Male	50
Female	50
Other	1

**Table 12: Aboriginal or Torres Straight Islander background**

	2020 %
No	95
Yes	5

**Table 13: Disability**

	2020 %
No	89
Yes	11

**Table 14: Ethnic background**

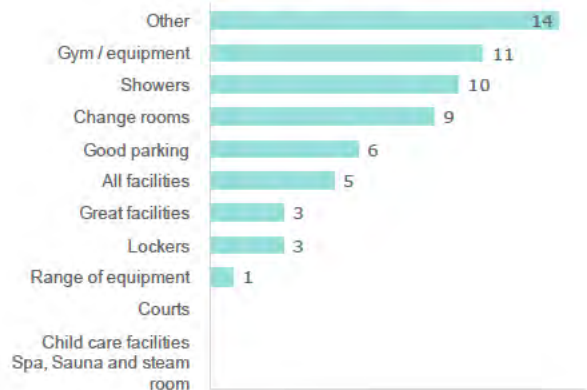
	2020 %
Australia	84
Overseas English speaking country	11
Non-English speaking country	5
Asian	0
Other	0

# CUSTOMER ENJOYMENT BY THEME 3.1

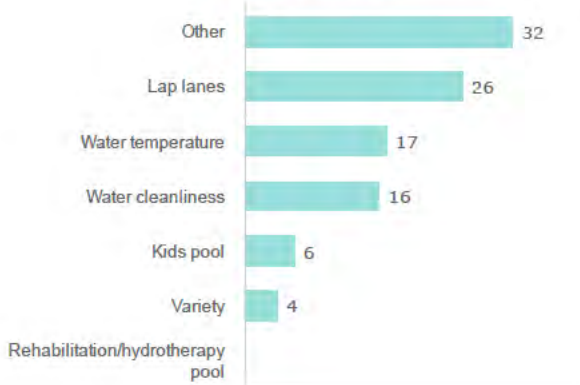
**Figure 8: Organisation**



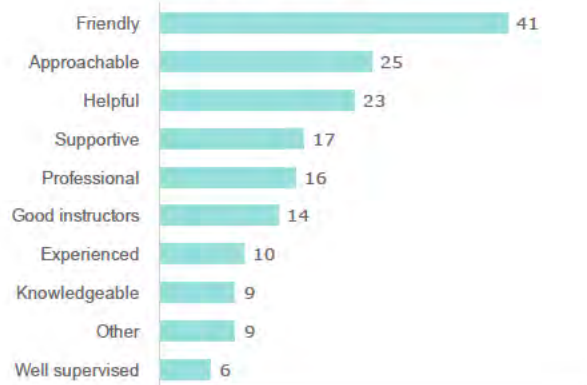
**Figure 9: Facilities**



**Figure 10: Pools**



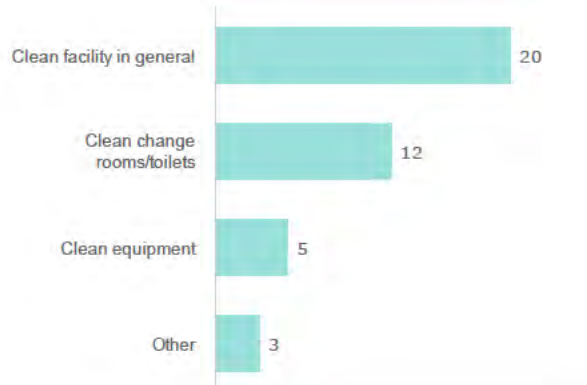
**Figure 11: Staff**



**Figure 12: Activities**



**Figure 13: Facility cleanliness**



## CUSTOMER ENJOYMENT BY THEME CONT. 3.1

Figure 14: Centre comfort

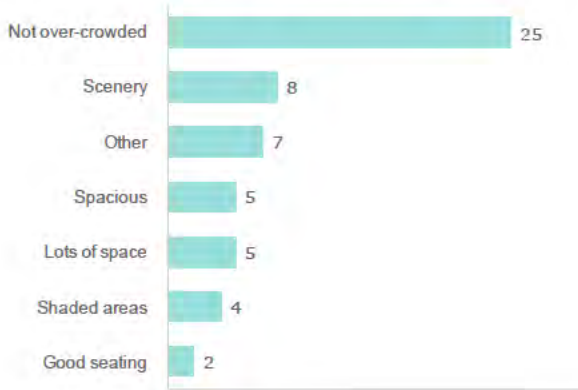


Figure 15: Location

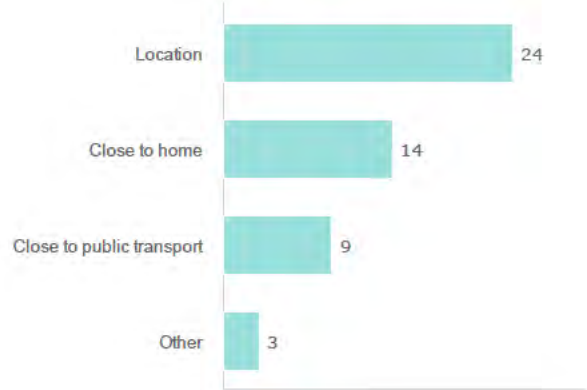


Figure 16: Environment

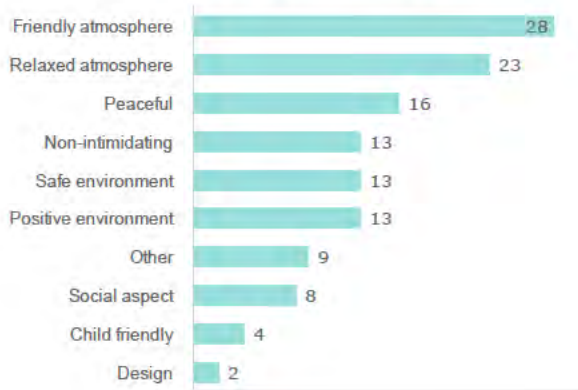


Figure 17: Behaviour of others

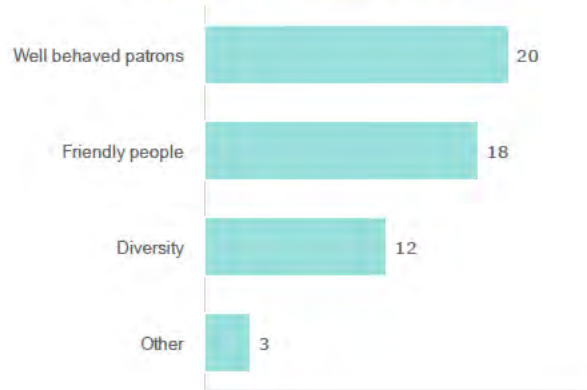
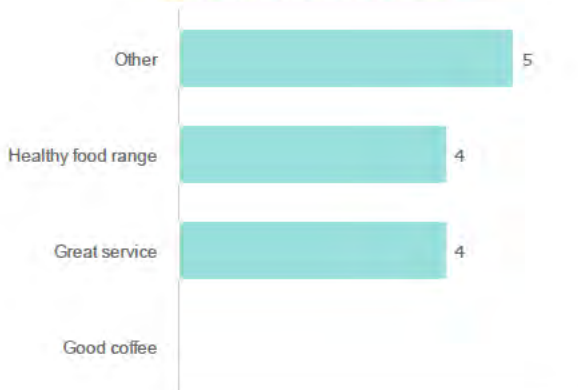
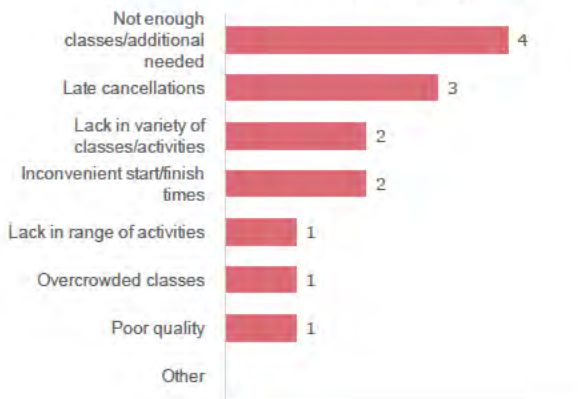


Figure 18: Food and drinks

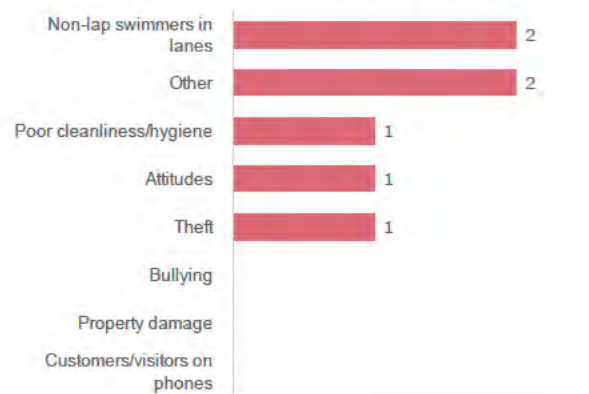


## CUSTOMER PROBLEMS BY THEME 3.2

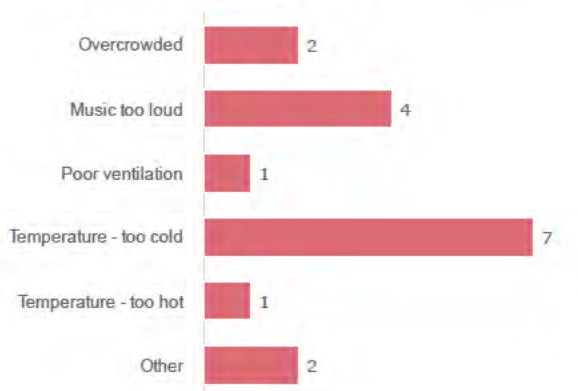
**Figure 19: Activities (Problems)**



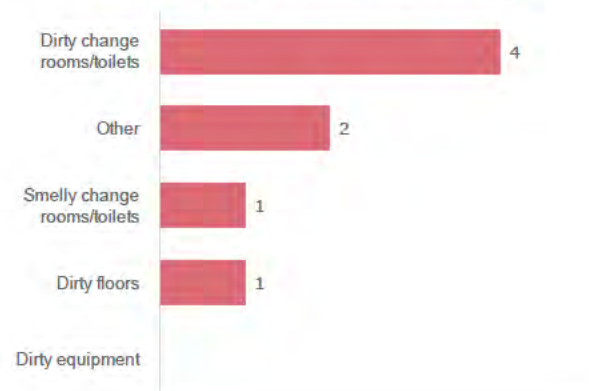
**Figure 20: Behaviour of others (Problems)**



**Figure 21: Centre comfort (Problems)**



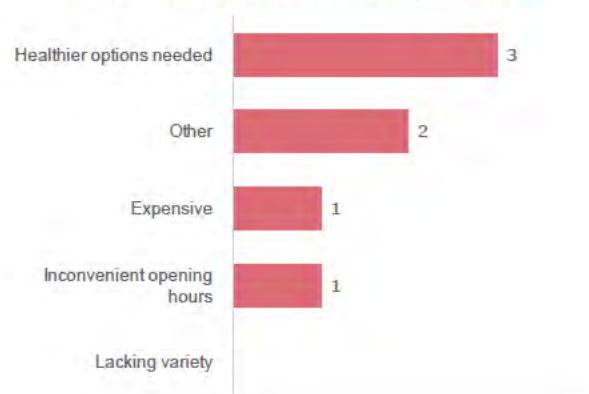
**Figure 22: Facility cleanliness (Problems)**



**Figure 23: Facilities (Problems)**



**Figure 24: Food and drinks (Problems)**

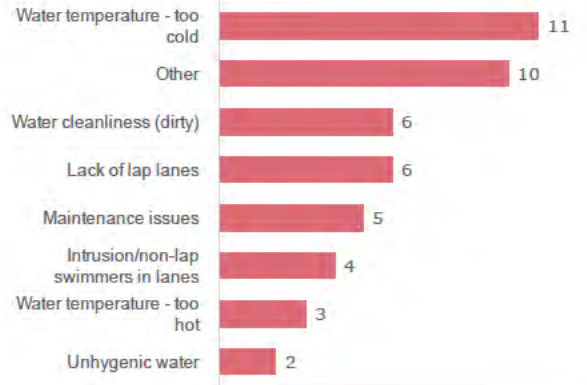


## CUSTOMER PROBLEMS BY THEME CONT. 3.2

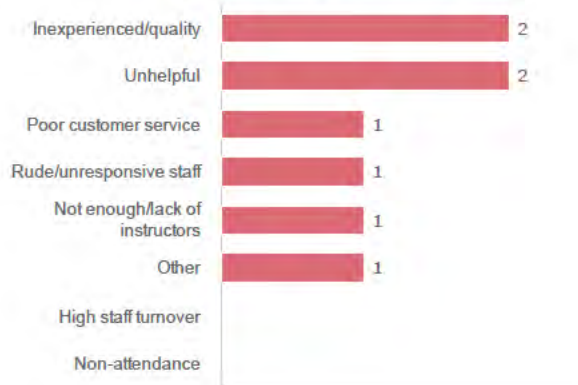
**Figure 25: Organisation (Problems)**



**Figure 26: Pool (Problems)**

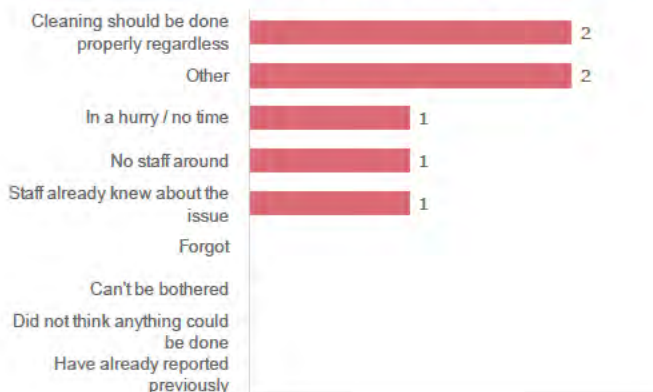


**Figure 27: Staff (Problems)**



## CUSTOMER PROBLEM REPORTING 3.3

**Figure 28: Reasons for non reporting of problems**





## 3 YEAR TREND - CUSTOMER SERVICE QUALITY 4.1

This section presents key responses from the three most recent CERM PI surveys conducted at your centre. Only figures from your centre are included as the purpose of this data is to track your results over time rather than compare to industry.

**Table 15: Customer Service Quality (CSQ) Results**

	Expectations			Performance			CSQ Gap		
	2018	2019	2020	2018	2019	2020	2018	2019	2020
<b>Facility Presentation</b>									
Centre cleanliness	5.2	5.3	5.0	4.7	4.3	4.7	-0.5	-1.1	-0.3
Facility maintenance	5.2	5.3	5.0	4.6	4.0	4.7	-0.6	-1.2	-0.3
Equipment quality/maintenance	5.1	5.1	5.0	4.5	4.0	4.6	-0.6	-1.1	-0.4
Pool water cleanliness	5.3	5.5	5.1	4.9	4.4	4.7	-0.4	-1.0	-0.4
Pool water temperature	5.1	5.2	4.9	4.7	4.4	4.5	-0.3	-0.8	-0.4
<b>Organisation</b>									
Information availability	4.7	4.8	4.9	4.4	4.3	4.6	-0.2	-0.5	-0.2
Centre well organised	4.9	5.0	4.9	4.5	4.4	4.7	-0.4	-0.6	-0.2
Activity range	4.7	4.3	4.7	4.5	4.2	4.7	-0.1	-0.1	0.0
Programs/activities start and finish on time	4.8	4.4	4.7	4.6	4.2	4.7	-0.1	-0.2	0.0
Programs/activities relevant to customer needs	4.8	4.3	4.6	4.7	4.2	4.8	-0.1	-0.1	0.1
Provide value for entry fee	4.9	5.0	5.0	4.9	4.5	4.8	-0.1	-0.5	-0.2
Program/activities provide value for money	4.9	4.5	4.8	4.7	4.1	4.7	-0.2	-0.4	-0.1
Behaviour of others	5.1	5.0	4.8	4.9	4.3	4.6	-0.2	-0.8	-0.3
<b>Secondary Services</b>									
Parking safety and security	4.8	4.5	4.5	4.5	4.0	4.1	-0.4	-0.5	-0.3
Parking suitability	4.9	4.6	4.5	4.5	4.1	4.1	-0.3	-0.6	-0.4
Food & drinks facilities	4.6	3.8	4.1	4.5	3.7	4.0	-0.2	-0.1	-0.1
Child minding facilities	*	*	*	*	*	*	*	*	*
<b>Staffing</b>									
Staff friendliness	5.3	5.1	5.1	5.3	5.0	5.1	0.0	-0.1	0.1
Staff responsiveness	5.2	5.2	5.1	5.3	4.9	5.1	0.1	-0.3	0.0
Staff presentation	5.1	4.9	4.8	5.2	5.0	4.9	0.1	0.0	0.1
Staff experience/knowledge	5.3	5.1	5.2	5.3	4.9	5.1	0.0	-0.2	-0.1
Instructors' experience/knowledge	5.4	5.0	5.1	5.4	4.5	5.0	0.0	-0.4	-0.1

\* Indicates information is unavailable or not applicable.

## 3 YEAR TREND - CUSTOMER SATISFACTION 4.2

**Table 16: Overall Satisfaction**

	2018 %	2019 %	2020 %
Very dissatisfied	0	0	0
Dissatisfied	0	2	1
Somewhat dissatisfied	6	5	1
Neutral	6	5	5
Somewhat satisfied	13	18	8
Satisfied	35	34	56
Very satisfied	39	37	29
Overall satisfaction (%)	87	88	93
Mean (out of 7)	5.9	5.9	6.0

'Overall satisfaction' with the centre is based on respondents' ratings of '5' (Somewhat satisfied), '6' (Satisfied) and '7' (Very satisfied).

### 3 YEAR TREND - RESPONDENT USAGE PATTERNS 4.3

**Table 17: Main activities usually participated in**

	2018 %	2019 %	2020 %
Swimming lessons	15	11	15
Lap swimming	42	56	36
Recreational swimming	13	7	11
Squad swimming	10	14	12
Aqua aerobics	3	4	10
Water polo	6	4	8
Diving	3	0	7
Beach volleyball	4	0	1
Other	5	4	2

**Table 18: Customers usually attend the centre**

	2018 %	2019 %	2020 %
Alone	55	69	51
With others (family, friend, partner, etc)	45	31	49

### 3 YEAR TREND - DEMOGRAPHIC PROFILE 4.4

**Table 19: Age group**

	2018 %	2019 %	2020 %
15-19 years	10	3	16
20-29 years	24	13	16
30-39 years	18	19	21
40-49 years	16	21	17
50-59 years	11	21	12
60-69 years	17	18	14
70 years and over	5	6	4

**Table 20: Gender**

	2018 %	2019 %	2020 %
Male	55	49	50
Female	45	50	50
Other	0	0	1

## 3 YEAR TREND - PROBLEM RESOLUTION 4.5

**Table 21: Problems experienced, reported and resolved**

	2018 %	2019 %	2020 %
Problem experienced	17	29	20
Problem reported	79	61	76
Problem resolved	47	26	45

## 3 YEAR TREND - ADVOCACY AND LOYALTY 4.6

**Table 22: Customer recommendation levels**

	2018 %	2019 %	2020 %
Very unlikely	1	1	1
Unlikely	1	1	1
Maybe not	4	3	1
Neutral	5	6	5
Maybe	13	15	10
Likely	38	35	57
Very likely	39	39	25
<b>Overall willingness to recommend</b>	<b>90</b>	<b>89</b>	<b>92</b>

92% of the respondents indicated that they would recommend the centre, compared to the CERM PI benchmark (90%), based on their ratings of '5' (Maybe), '6' (Likely) and '7' (Very likely).

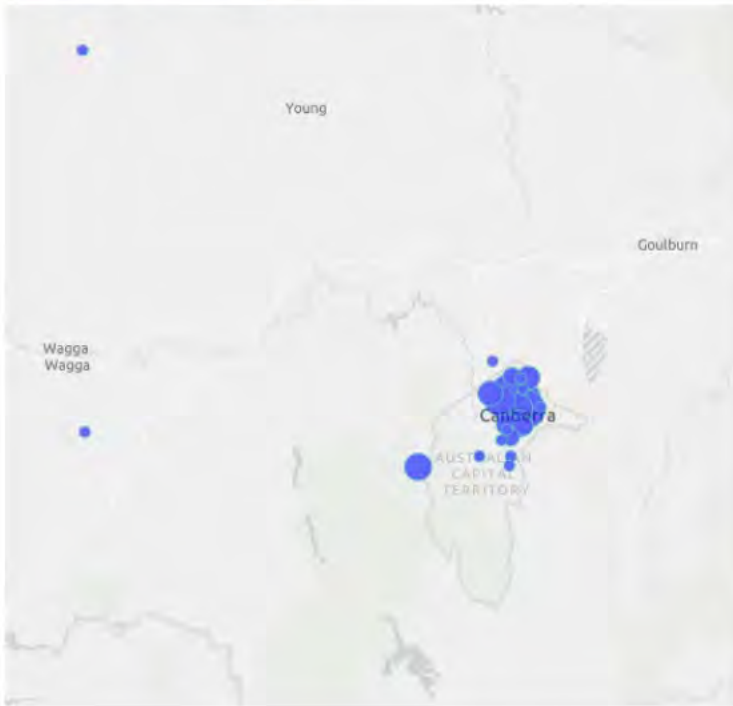
**Table 23: How long customers have been using the centre**

	2018 %	2019 %	2020 %
Less than 1 month	7	5	4
1 month to less than 6 months	17	12	14
6 months to less than 1 year	19	9	14
1 year to less than 2 years	17	19	26
2 years to less than 5 years	17	17	23
5 years or more	22	39	19

# DEMOGRAPHIC INFORMATION OF RESPONDENTS 5.1

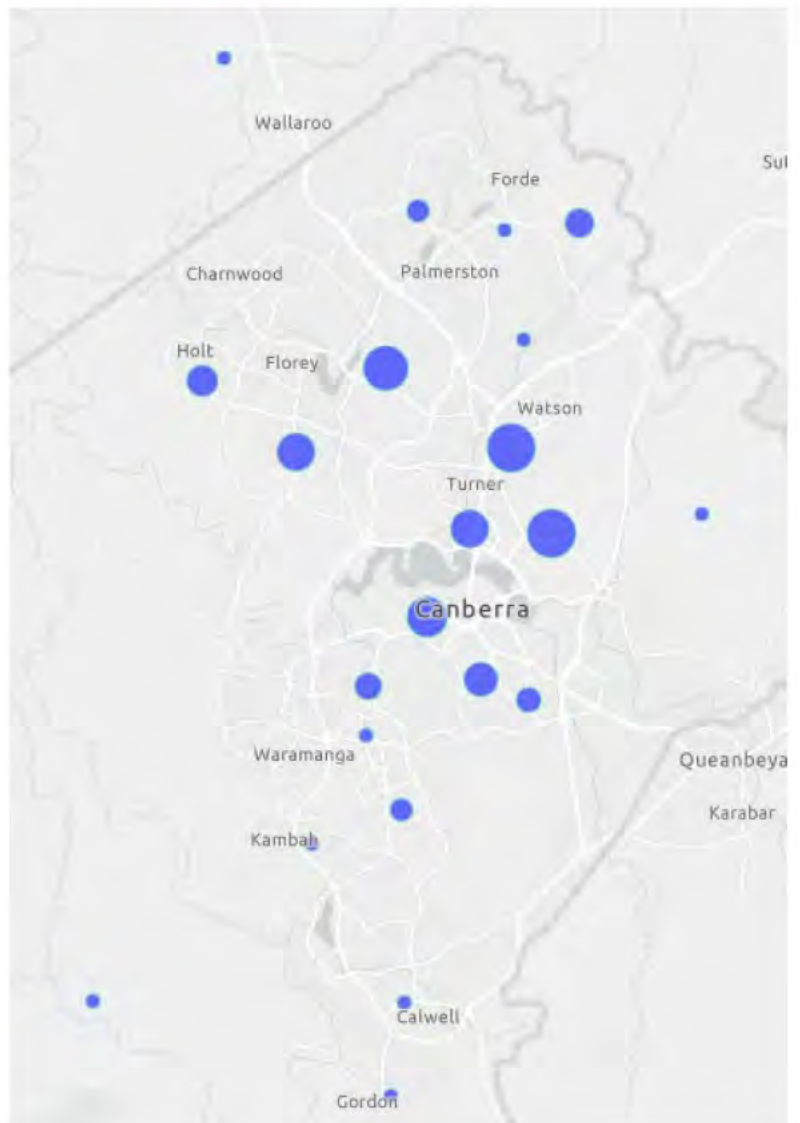
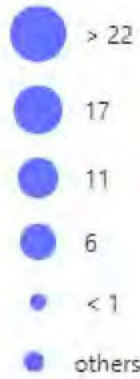
## POSTCODE HEATMAPMING

WIDE DEMOGRAPHIC VIEW



FOCUSED DEMOGRAPHIC VIEW

Location



## DEMOGRAPHIC INFORMATION OF RESPONDENTS CONT 5.1

<i>Postcode</i>	<i>Number of respondents</i>
2602	44
2612	22
2617	19
2600	15
2601	13
2614	13
2603	9
2611	9
2615	6
2914	5
2605	4
2604	3
2607	2
2616	2
2913	2
2606	1
2609	1
2618	1
2620	1
2650	1
2668	1
2902	1
2905	1
2906	1
2911	1
2912	1

## SITE SPECIFIC QUESTIONS AND ADDITIONAL “OTHER” RESPONSES 5.2

### ASPECTS ENJOYED (BY THEME) 5.2.1

---

#### How you use the organisation- Primary Activity “Other”

---

- Water running and lap swimming
  - Showers
  - Masters swimming
  - Gym rooms and laps 50/50
- 

---

#### How you use the organisation- Secondary Activities “Other”

---

- Water running - FIT
  - Swimming club
  - Supervising my kids
  - Squad
  - PT
  - I used the sand for training
  - Hydro exercises
  - Gym classes
  - Family picnics
  - Child's 6th birthday
  - Casual dive pool visits
- 

---

#### FACILITIES

---

- The squat rack is always tidy
  - The outdoor area
  - The olive pool
  - The gym is always great
  - The beach volley ball
  - Quiet gym; good range of equipment
  - Quiet gym
  - Outdoor pool
  - Outdoor area (for relaxing)
  - Location
  - Gym always tidy
  - Dive boards
  - Change rooms have improved
  - Bathrooms and showers are nice and warm in winter
-

## ASPECTS ENJOYED (BY THEME CONT) 5.2.1

### ORGANISATION

---

- The classes
  - Payment system very easy
  - Open on public holidays
  - Great friendly staff, chilled out vibe. Not too fancy
  - Flexibility in meeting needs
- 

### POOL

---

- Water polo in the dive pool
  - The serenity and peace i get from doing laps
  - Quietness of the lanes very early in the morning
  - Pretty quiet often so I can swim easily
  - Pool and grassed area
  - Plenty of lane space in mornings and during the day
  - Organisation of the lanes
  - Long course pool
  - Lanes are pretty quiet in the day
  - Indoor pool
  - Enjoy the pool as that's where I spend most of my time
  - Easy pool access with the new pool hoist
  - Diving!
  - Diving pool and relaxing area outside
  - Diving pool (8 Responses)
  - Diving boards
  - Dive pool could not be without
  - Dive pool being so deep
  - Dive pool and surrounds
  - Dive pool and outdoor area
  - Always quiet around noon
  - 50m pool not crowded and always clean
  - 50m pool (2 Responses)
-

## ASPECTS ENJOYED (BY THEME CONT) 5.2.1

### ACTIVITIES

- Waterpolo
- Water running
- Timing of sessions
- Squads
- Sand
- Not crowded lessons
- Diving pool
- Diving
- Dive pool
- Classes for the elderly
- Aqua is always on and amazing
- Aqua classes, pryme classes
- Aqua classes
- Aqua aerobics and water running

### FACILITY CLEANLINESS

- Outdoor area for sunbaking
- Improved since renovation. Please note facilities are old

### CENTRE COMFORTS

- Trees and grassed areas
- Quiet (3 Responses)
- Good vibe

### ATMOSPHERE/ENVIRONMENT

- The other people that come and our comradery
- Quiet gym
- Quiet
- Open sky space in the city
- Nice outdoor environment
- Less busy than Lakeside Leisure centre
- Good atmosphere amongst the team and coaches of my water polo team
- Community atmosphere
- Caters for a mature patron

### OTHER BEHAVIOUR

- People of a similar age in aqua aerobics class
- Good natured community



## ASPECTS ENJOYED (BY THEME CONT) 5.2.1

---

### FOOD & DRINK FACILITIES

---

- The hot food
  - Kiosk food
  - If there were cafe style coffee i would buy it
  - Does not have healthy food.
- 

---

### STAFF

---

- The swimming instructors
  - The coach of the aqua aerobics is so nice to me!
  - The aqua instructor
  - Swim instructors
  - My aqua instructor is so experienced
  - Lifeguards are really friendly
  - Learn to Swim teachers
  - Kindness
  - Instructors are very caring
- 

---

### LOCATION

---

- Close to work (3 Responses)
-

## PROBLEMS EXPERIENCED (BY THEME) 5.2.3

### ORGANISATION

- Slow response time
- Poor communication of closures
- Lap lane timetables online are not always updated, which means I have to call
- It should not cost \$7.50 to go to a pool and exercise. It has health benefits which outway sitting on a couch and watching TV and this should be recognised.
- Direct debit problems
- Changed opening hours not reflected in online lane availability page - I arrived too early and the pool was shut, despite the website saying that 8 lanes would be available from 6am that day!
- Busy bookings on Monday afternoons

### POOL

- The lap lanes table on the internet never reflects how many lanes are actually open. I try to go when there are 7-8 open and often there are only 2-4
- Repeated closures and poor communication
- Lanes need repainting
- Fast swimmers in slow or exercise lanes. No wall availability for exercise
- Bottom of pool is coming off - cut foot
- Bottom of 50m pool is sharp
- Bottom of 50m pool
- 50m pool floor
- Sometimes too cold

### CENTRE COMFORT/PLEASANTNESS

- Needs more seating
- Need bench to left of pool entrance
- Too busy at 6pm
- Doors & sides open in cold weather
- Not being informed in advance of cold or overcrowded pool

### FACILITIES

- Unclear membership information - unreasonable price
- Not enough bike parking at Civic pool
- Hail damage to car - didn't need to report; already resolved
- Gym closed due to leak
- Cut foot on bottom of the pool - appears paint is coming off
- Cost of parking... should be able to validate parking.
- Cost of parking
- 1 combined disabled/ family room is insufficient

## PROBLEMS EXPERIENCED (BY THEME CONT) 5.2.3

---

### **FACILITY CLEANLINESS**

---

- The equipment could be cleaner!
  - Cockroaches near the pool
  - Change rooms are very dated - was great to see some refurbishment 2019
- 

---

### **BEHAVIOUR OF OTHERS**

---

- Some bad behavior from teenagers
  - Peeing in shower
  - Kids playing in mud and jumping in pool
- 

---

### **FOOD & DRINK FACILITIES**

---

- Minimal food is available
  - Better coffee
- 

---

### **REASON FOR NOT REPORTING A PROBLEM**

---

- The issue was that the centre was closed when the website said it was open, so nobody that I could report to!
-



## HOW CAN THE RESULTS BE USED?

Each year CERM PI service quality reports are conducted for Australian and New Zealand sports, leisure & aquatic centres. Some of the ways your organisation may benefit from the information in this report include:

- Share and discuss the results of the report with staff at the centre.
- Promote key results to customers and thank them for their contribution.
- Incorporate the information into management plans, KPI's and contracts where relevant.
- Consider further analysis. Does this report highlight something you'd like to know more about? We can help with this.
- Consider incorporating CERM PI reporting into other areas of your organisation. For example, CERM PI has completed similar work in a range of sectors including:
  - Tennis clubs
  - Botanic gardens
  - Organisational Culture Surveys
  - National parks e.g. Uluru, Kakadu and Booderee
  - Golf courses
  - Public Libraries SA

**COLLABORATIVE RESEARCH OPPORTUNITIES**

- Joint research publications and conference presentations
- Workshops and seminars - interpreting your CERM PI report

CERM PI are leaders in benchmarking for the aquatics and leisure industry. Close links with industry through forums such as our industry workshops and conference presentations ensure that we provide information that is practical and current.

The CERM PI Project has numerous national and International links with community and professional sport, leisure and aquatic organisations as well as close relationships with LGAs through library and outdoor space projects.

**EXAMPLES OF CERM PI INDUSTRY COLLABORATORS**

Aquatics and Recreation Victoria (ARV)  
 Australian University Sport  
 Australian Museums and Galleries Association SA  
 Botanic Gardens of Australia and New Zealand  
 Botanic Gardens Conservation International  
 Christchurch City Council  
 City of Adelaide  
 City of Campbelltown  
 City of Fremantle  
 City of Monash  
 City of Rockingham  
 City of Sydney  
 City of Unley  
 Department of Environment and Water SA  
 Dunedin City Council  
 Moreland City Council  
 Parks Australia  
 Public Library Services SA  
 Rectangular Stadiums Australia  
 Surf Life Saving SA  
 Tennis Australia  
 Treasury & Economic Development Directorate (ACT)  
 VenuesWest (WA)  
 Warringah Aquatic Centre  
 Whitehorse City Council  
 YMCA Boroondara  
 YMCA Victoria  
 YMCA WA

Further information can be obtained by contacting CERM PI®

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 w [unisabusinessschool.edu.au/cerm-pi](http://unisabusinessschool.edu.au/cerm-pi)

CERM PI

BENCHMARKING FOR PERFORMANCE EXCELLENCE



University of  
South Australia Business



# SERVICE QUALITY AT DICKSON AQUATIC CENTRE

2020



## CUSTOMER SERVICE SNAPSHOT 2020 DICKSON AQUATIC CENTRE

Customer **service indicators** include Customer advocacy & loyalty; Customer service quality (CSQ); and customer benefits.

Customer service indicator	2020
Overall satisfaction (out of 7)	6.7
Overall satisfaction (%)	100%
Willingness to recommend centre	100%
Problem experienced	9%

Survey respondent profile	2020
Number of respondents	161

Main activities undertaken	
Recreational swimming	55%
Lap swimming	32%
Swimming lessons	9%
Other	4%

Survey respondent profile		2020
Gender		
Male		36%
Female		64%
Other		0%
Age		
15-19 years		2%
20-29 years		7%
30-39 years		25%
40-49 years		37%
50-59 years		14%
60-69 years		11%
70 years and over		4%

# INTRODUCTION AND METHODOLOGY

## INTRODUCTION

In choosing CERM PI as a research partner you have secured the application of stringently tested, secure and industry specific methods of evaluating your centre's performance. CERM PI manages the only national benchmarks for public sports and leisure facilities, run annually to ensure currency and evaluated regularly in partnership with industry to ensure relevance.

This report incorporates results from these benchmarking exercises with your centre's results. Compare your results against last year's survey, and the CERM PI benchmarks for a quick and reliable check of your centre's performance over time, and compared to industry. CERM PI protocols, developed to meet strict UniSA ethics standards, allow the opportunity to compare with external industry benchmarks, whilst ensuring the security and privacy of sensitive information.

This report uses three separate sets of performance indicators (PIs) developed for sports and leisure centre management. These PIs were derived from industry input including focus groups

- |  |  |   |
|--|--|---|
| <p><b>1. CUSTOMER SERVICE QUALITY</b> (CSQ) indicators for public aquatic and leisure centres, include the following process dimensions of service quality: facility presentation, staffing, organisation, and secondary services.</p> | <p><b>2. CUSTOMER BENEFITS</b> are desired goals or positive outcomes for aquatic centre customers, and include health &amp; fitness, relaxation, personal accomplishment, social, success in competition, and enjoyment benefits.</p> | <p><b>3. OPERATIONAL MANAGEMENT</b> performance indicators have been grouped to cover six major aspects of centre operation: services, marketing, staff, facilities, utilities and finance.</p> |
|--|--|---|

## METHODOLOGY

Data for this review was collected using the CERM CSQ and Operational management questionnaires under the guidance of the appropriate protocols issued by CERM PI®, UniSA. Copies of the questionnaires and protocols have been provided to you previously. If you require additional copies please contact us.

Customers of the centre were asked to complete self-administered online questionnaires during 2020. The times chosen to administer the questionnaire were nominated by centre staff in order to produce a representative sample of customers. Completed online questionnaires from 161 respondents were used in this analysis.

## ANALYSIS

In this report CERM PI has made some linkages between your centre's CSQ and operational management performance indicator results. As a CERM PI partner you have also received access to CERM PI benchmarks for CSQ and Operational management PIs. **The CERM CSQ PI benchmarks for each variable represent the median of the means from all centres that contributed reliable data to the CERM PI reviews, and are updated annually.**

The data provided in this report is best analysed by the centre's management staff who should have an in-depth understanding of the wider environmental context in which the centre operates (e.g. council policies, age of buildings, socio-demographic backgrounds of customer groups, facility design constraints). Accordingly, special circumstances of the centre must be considered in interpreting the data provided in this report. This report provides important customer feedback that can be considered alongside other information on which management decisions are based.

## CONFIDENTIALITY

The information contained in the report is the property of the client and CERM PI, and may not be reproduced or transmitted in any form without their consent. CERM PI may utilise information gathered for further research and education and is committed to do so whilst protecting the confidentiality of the client. Outcomes of research efforts are usually reported in professional forums.



# CUSTOMER RELATIONS 1.1

## CUSTOMER SATISFACTION 1.1.1

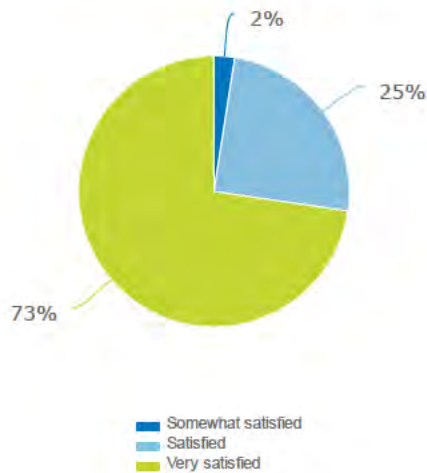
This section of the report presents some key indicators of the centre's relationship with customers, including respondents' levels of satisfaction, loyalty and advocacy for the centre.

**Table 1: Overall Satisfaction Mean**

	Your centre's result	CERM PI benchmark
Overall satisfaction (out of 7)	<b>6.7</b>	<b>5.9</b>

Using the 7 point scale, respondents were asked to rate their 'overall satisfaction' with the centre on a scale from 1 'very dissatisfied' to 7 'very satisfied'.

**Figure 1: Overall Satisfaction**



100% of respondents were satisfied as customers of the centre, compared to the CERM PI median of 89%; based on their ratings of '5' (Somewhat satisfied), '6' (Satisfied) and '7' (Very satisfied) (Figure 1).

## PROBLEM RESOLUTION 1.1.2

**Table 2: Problems experienced, reported and resolved**

	2020 %	CERM PI %
Problem experienced	9	39
Problems reported	13	62
Problems resolved	0	28

9% of respondents experienced a problem at the centre. Of those, 13% reported the problem, 0% of whom considered the problem successfully resolved. Compared to CERM PI benchmarks, your centre's respondents experienced less problems.

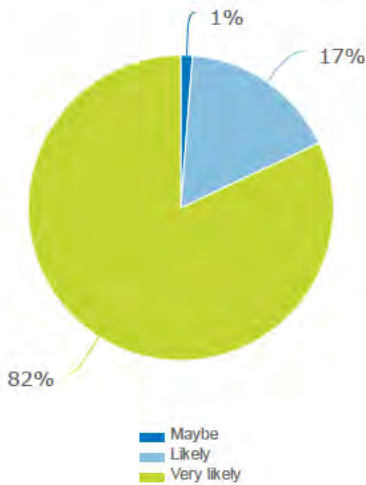
\* Problems experienced are expressed as a percentage of the total responses to this question.

\* Problems reported are expressed as a percentage of problems experienced.

\* Problems resolved satisfactorily are expressed as a percentage of problems reported.

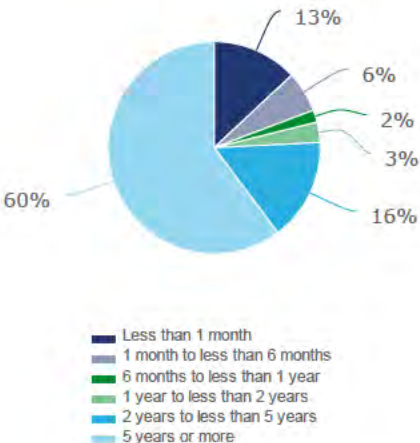
# CUSTOMER ADVOCACY AND LOYALTY 1.1.3

Figure 2: Recommend Levels



100% of the respondents indicated that they would recommend the centre, compared to the CERM PI benchmark (90%), based on their ratings of '5' (Maybe), '6' (Likely), and '7' (Very likely).

Figure 3: Customers have been using the centre



76% of the respondents have been customers at the centre for two years or more.

## CUSTOMER SERVICE QUALITY 1.2

In the questionnaire respondents were asked to rate expectations and perceptions of performance in relation to attributes of customer service quality (CSQ). The scale used for this section ranges from 1 ('disagree') to 6 ('very strongly agree'). The scale is an unbalanced one with more positives, and is used because these attributes have already been identified through previous CSQ research with sports and leisure centres as the most important to customers. (e.g. Crompton et al., 1991; Howat et al., 1999; Kim and Kim, 1998).

<p>Expectations refer to the extent to which customers believe a particular service attribute should be provided at a sports and leisure centre. High expectations means tend to represent higher priority CSQ attributes. Low expectations may indicate customers have limited interest or need for this CSQ attribute (e.g. many customers of centres may never use the child minding service).</p>	<p>The performance mean measures how a service attribute is perceived to be performing. High performance means indicate a service quality attribute is perceived by customers to be well delivered. A low performance mean may identify a potential problem requiring monitoring. Alternatively, it may be due to a unique circumstance of the centre (e.g. shared use of public parking facilities).</p>
<p>The expectations and the performance means are used to calculate the <b>Customer Service Quality Gap</b> (CSQ Gap) for each CSQ attribute; the extent to which performance does not correspond to expectations.</p>	<p>The <b>Customer Service Quality Score</b> (CSQ Score) reflects the service quality gap as a percentage, allowing for more direct comparison with other customer feedback such as <i>overall</i> satisfaction with the centre and <i>willingness</i> to recommend the centre.</p>

## CUSTOMER SERVICE QUALITY RESULTS 1.2.1

**Table 3. CSQ Results**

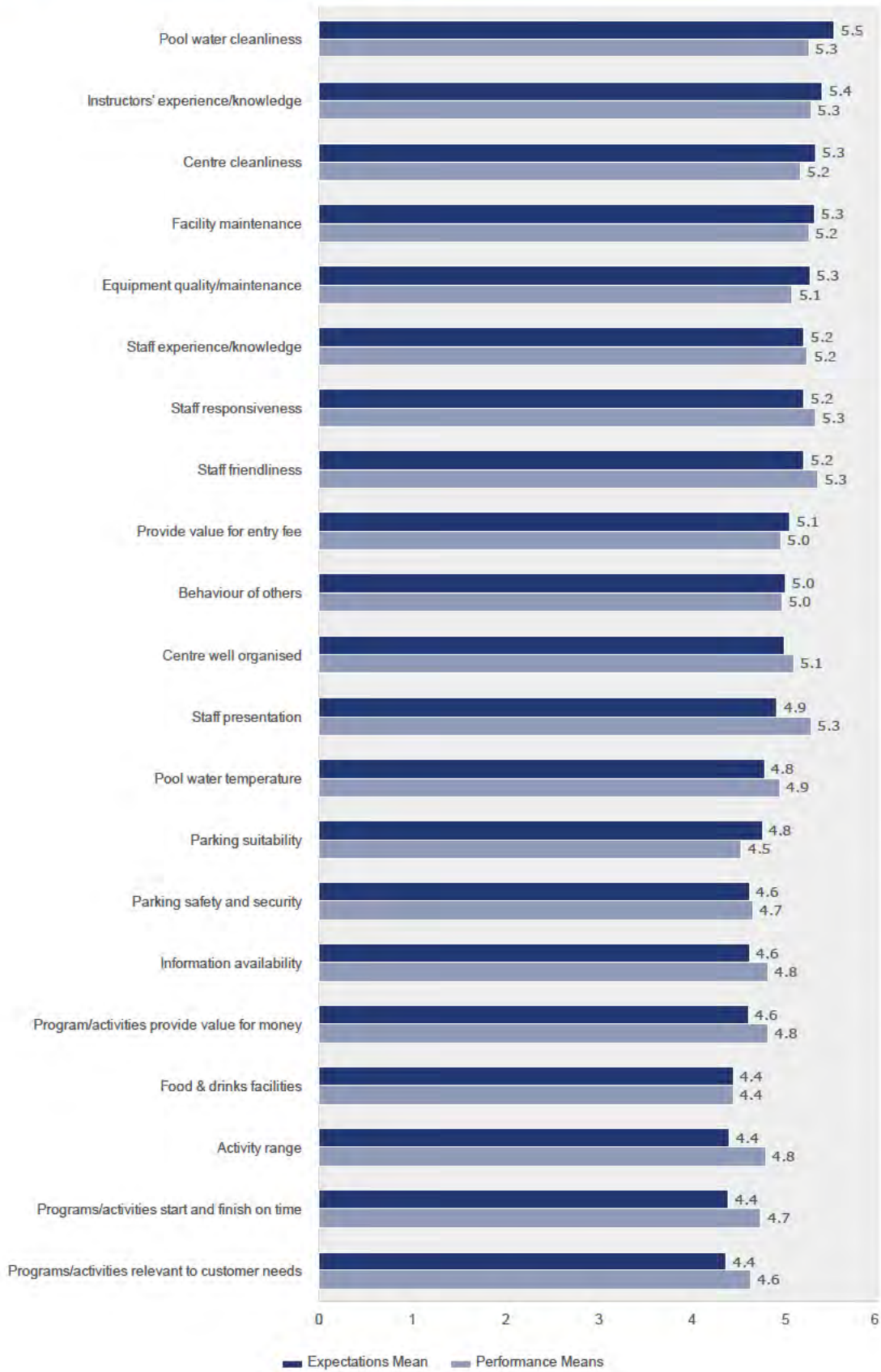
	Expectations 2020	Performance 2020	CSQ Gap 2020	CSQ Score 2020 %	CERM PI Benchmarks
<b>Facility Presentation</b>				98	Median
Centre cleanliness	5.3	5.2	-0.2	97	-1.1
Facility maintenance	5.3	5.2	-0.1	99	-1.0
Equipment quality/maintenance	5.3	5.1	-0.2	96	-1.0
Pool water cleanliness	5.5	5.3	-0.3	95	-1.1
Pool water temperature	4.8	4.9	0.2	103	-0.8
<b>Organisation</b>				104	
Information availability	4.6	4.8	0.2	104	-0.6
Centre well organised	5.0	5.1	0.1	102	-0.7
Activity range	4.4	4.8	0.4	109	-0.5
Programs/activities start and finish on time	4.4	4.7	0.3	108	-0.4
Programs/activities relevant to customer needs	4.4	4.6	0.3	106	-0.4
Provide value for entry fee	5.1	5.0	-0.1	98	-0.8
Program/activities provide value for money	4.6	4.8	0.2	105	-0.7
Behaviour of others	5.0	5.0	0.0	99	-0.9
<b>Secondary Services</b>				99	
Parking safety and security	4.6	4.7	0.0	101	-0.6
Parking suitability	4.8	4.5	-0.2	95	-0.9
Food & drinks facilities	4.4	4.4	0.0	100	-0.3
Child minding facilities	*	*	*	*	-0.2
<b>Staffing</b>				102	
Staff friendliness	5.2	5.3	0.1	103	-0.4
Staff responsiveness	5.2	5.3	0.1	102	-0.6
Staff presentation	4.9	5.3	0.4	107	-0.2
Staff experience/knowledge	5.2	5.2	0.0	101	-0.6
Instructors' experience/knowledge	5.4	5.3	-0.1	98	-0.5
<b>Overall service quality</b>				101	

The scale used for this part of the questionnaire ranges from 1 ('disagree') to 6 ('very strongly agree')

\* Indicates information is unavailable or not applicable.

**Figure 4. Ranking of attributes according to expectations**

Higher ranked expectations denote higher priority attributes for customers.



## CUSTOMER BENEFIT ANALYSIS 1.3

Benefits are defined as desired goals or positive outcomes for centre customers as a result of their participation as customers of the centre.

The questionnaire asked the respondents to rate their level of importance and achievement in relation to a list of nine benefits identified through focus groups conducted across Australia & NZ, as well as the international research literature.

The importance mean measures the relative importance of particular benefits as a reason for attending this centre.	The performance mean indicates the extent to which the benefits were achieved as a customer of the centre.
The <b>importance and achievement</b> means are used to calculate the ' <b>Benefits gap</b> ' for each attribute - that is, the extent to which achievement does not correspond with the importance rating.	<b>Use of Benefits</b> : Understanding the benefits achieved by your centre customers will aid in the design, promotion and delivery of opportunities appropriate for different target groups at your centre.

**Table 4: Customer benefits and their achievement**

	Importance 2020	Achieved 2020	Benefits Gap 2020	CERM PI Median
Improved health	4.2	4.0	-0.2	-0.4
Improved physical fitness	4.1	4.0	-0.2	-0.4
Improved well-being	4.3	4.2	-0.1	-0.3
Relaxation	4.2	4.3	0.0	-0.2
Reduced stress levels	4.2	4.2	0.0	-0.3
Improved skill level	3.6	3.6	0.0	-0.2
Socialising with family and/or friends	4.1	4.2	0.1	0.0
Improved performance in competitive sports	2.7	3.0	0.3	0.0
Enjoyment	4.5	4.4	-0.1	-0.2

The scale used for this section ranged from 1 ('not at all') to 5 ('very high').

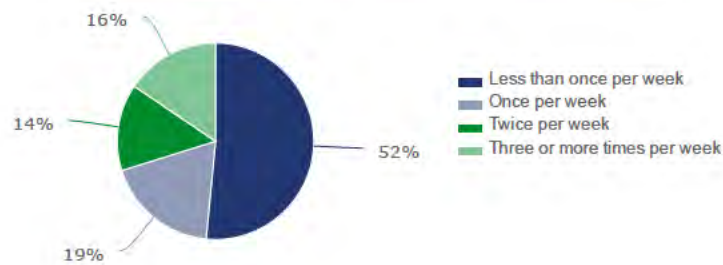
Respondents rated Enjoyment (importance means 4.5) as the most important benefit.

## RESPONDENT USAGE PATTERNS 2.1

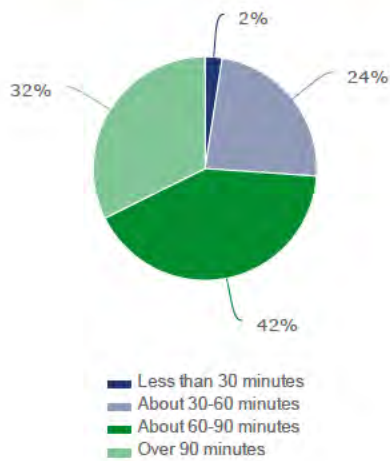
**Table 5: Main and secondary activities usually participated in at the centre**

	Main 2020 %	Secondary 2020 %
Swimming lessons	9	17
Lap swimming	32	20
Recreational swimming	55	32
Spectator	0	2
Other	4	13

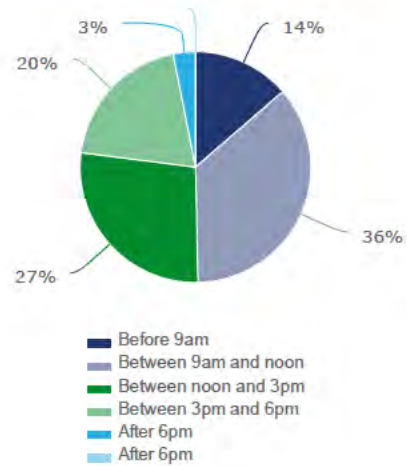
**Figure 5: Customers who visit the centre on average**



**Figure 6: Average time spent at the centre per visit**



**Figure 7: Customers (most often) use the centre**



NOTE: \* Percentage totals may equal more than 100% due to rounding.

## RESPONDENT USAGE PATTERNS CONT. 2.1

**Table 6: Customers usually attend the centre with**

	2020 %
Alone	16
With others (family, friend, partner, etc)	84
With organised group	0

**Table 7: Visiting groups usually attend the centre with**

	2020 %
Children under 5 years of age	35
Children 5 to 15 years of age	57
No children	13

**Table 8: Distance travelled to the centre**

	2020 %
5 km or less	63
Over 5, to 10 kms	16
Over 10 kms	20
Over 20 kms	0

**Table 9: Mode of transport to the centre**

	2020 %
Private car	75
Walk	7
Bicycle	18
Public transport	1
Hire bus/shuttle bus	0

## DEMOGRAPHIC PROFILE OF RESPONDENTS 2.2

**Table 10: Age group**

	2020 %
15-19 years	2
20-29 years	7
30-39 years	25
40-49 years	37
50-59 years	14
60-69 years	11
70 years and over	4

**Table 11: Gender**

	2020 %
Male	36
Female	64
Other	0

**Table 12: Aboriginal or Torres Straight Islander background**

	2020 %
No	99
Yes	1

**Table 13: Disability**

	2020 %
No	94
Yes	6

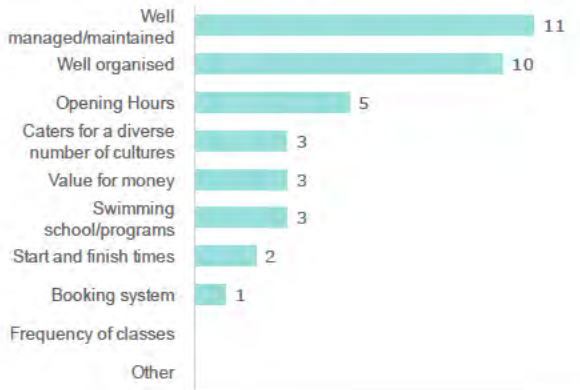
**Table 14: Ethnic background**

	2020 %
Australia	80
Overseas English speaking country	14
Non-English speaking country	7
Asian	0
Other	0



# CUSTOMER ENJOYMENT BY THEME 3.1

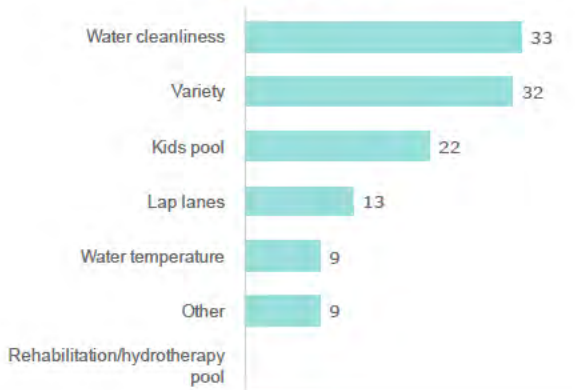
**Figure 8: Organisation**



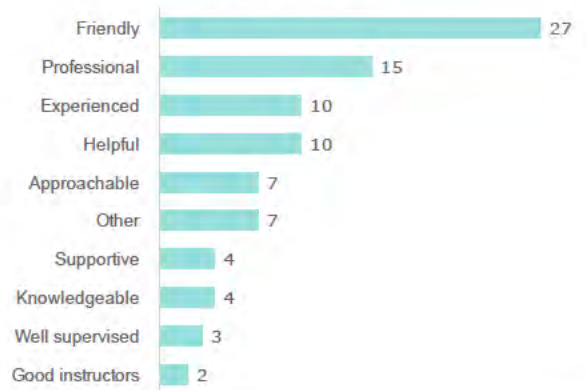
**Figure 9: Facilities**



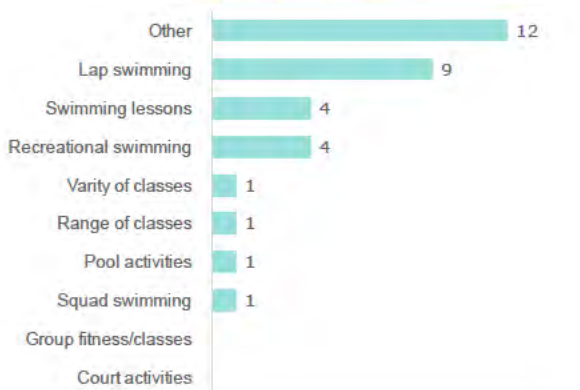
**Figure 10: Pools**



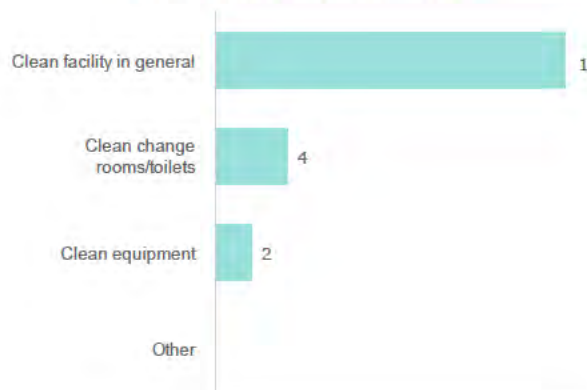
**Figure 11: Staff**



**Figure 12: Activities**



**Figure 13: Facility cleanliness**



## CUSTOMER ENJOYMENT BY THEME CONT. 3.1

Figure 14: Centre comfort

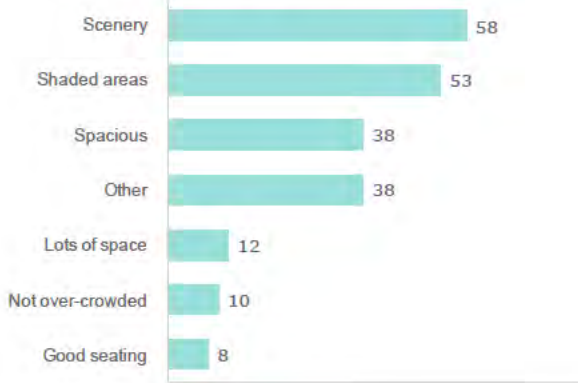


Figure 15: Location

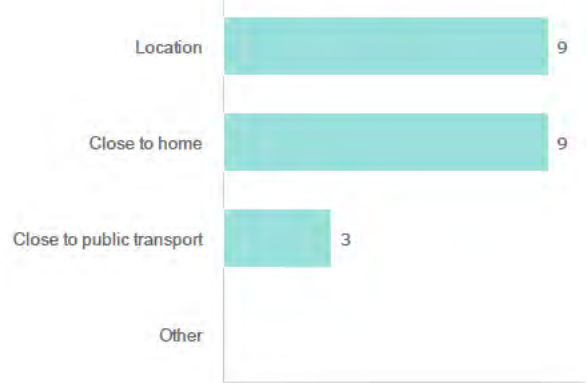


Figure 16: Environment

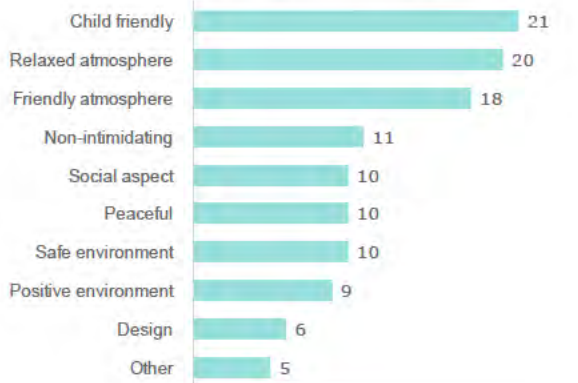


Figure 17: Behaviour of others

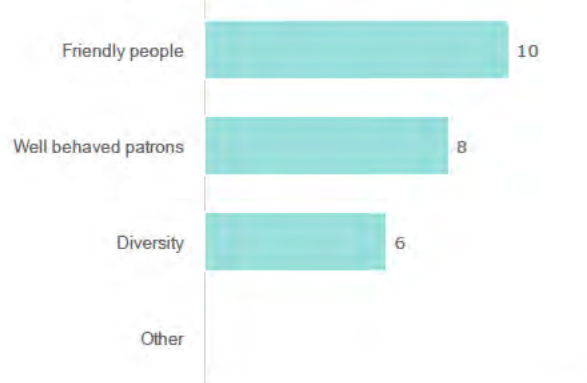
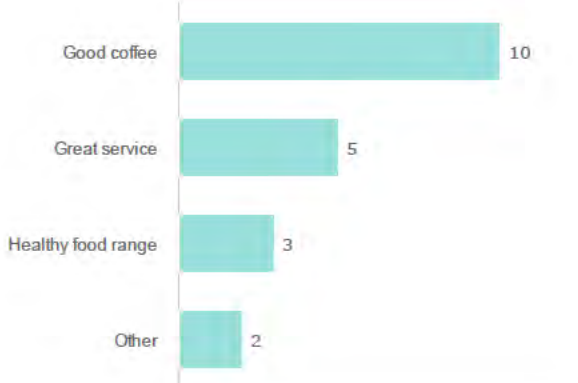


Figure 18: Food and drinks

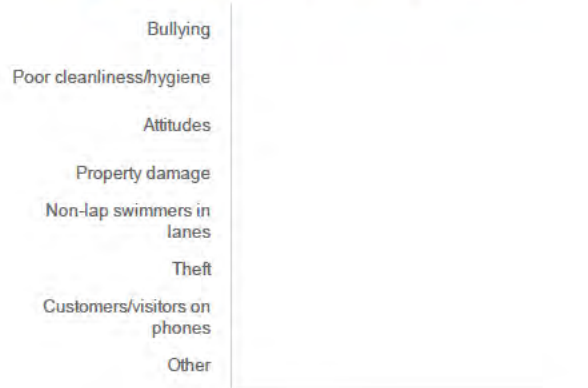


## CUSTOMER PROBLEMS BY THEME 3.2

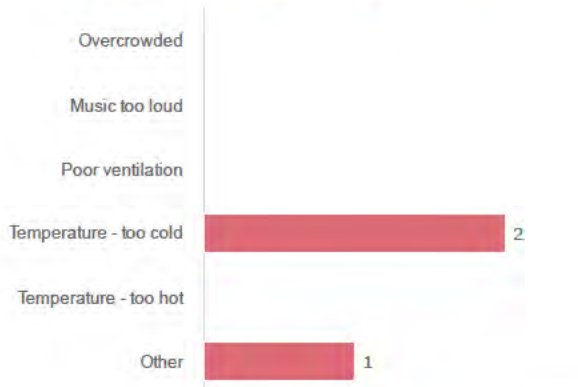
**Figure 19: Activities (Problems)**



**Figure 20: Behaviour of others (Problems)**



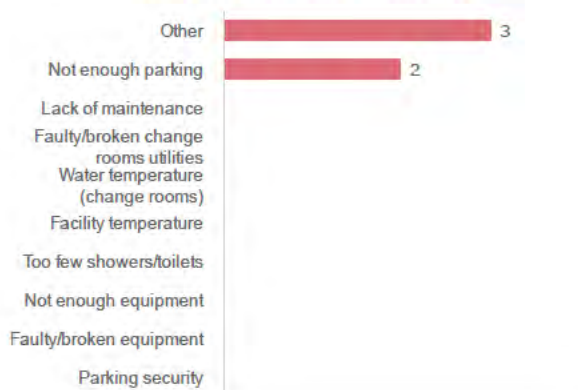
**Figure 21: Centre comfort (Problems)**



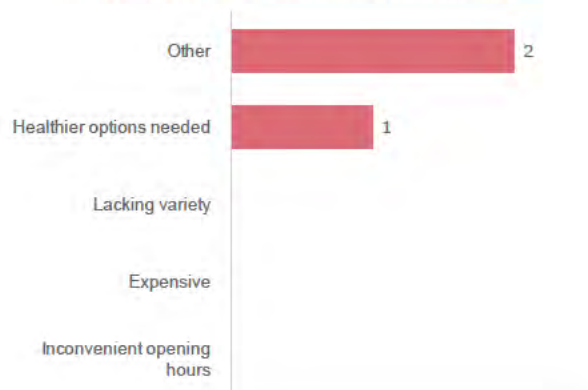
**Figure 22: Facility cleanliness (Problems)**



**Figure 23: Facilities (Problems)**



**Figure 24: Food and drinks (Problems)**

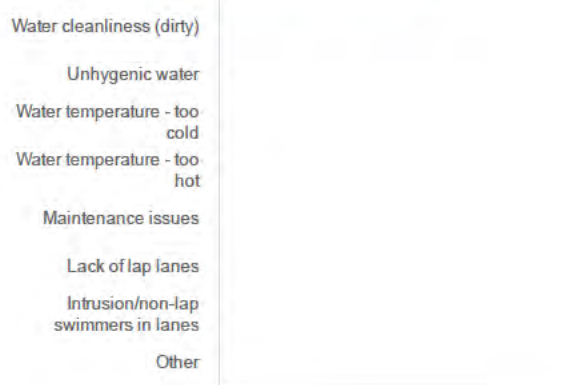


## CUSTOMER PROBLEMS BY THEME CONT. 3.2

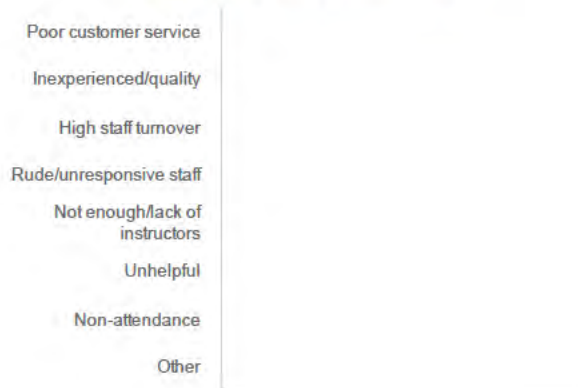
**Figure 25: Organisation (Problems)**



**Figure 26: Pool (Problems)**



**Figure 27: Staff (Problems)**



## CUSTOMER PROBLEM REPORTING 3.3

**Figure 28: Reasons for non reporting of problems**



## 3 YEAR TREND - CUSTOMER SERVICE QUALITY 4.1

This section presents key responses from the three most recent CERM PI surveys conducted at your centre. Only figures from your centre are included as the purpose of this data is to track your results over time rather than compare to industry.

**Table 15: Customer Service Quality (CSQ) Results**

	Expectations			Performance			CSQ Gap		
	2018	2019	2020	2018	2019	2020	2018	2019	2020
<b>Facility Presentation</b>									
Centre cleanliness	5.4	5.4	5.3	4.2	4.3	5.2	-1.2	-1.1	-0.2
Facility maintenance	5.4	5.4	5.3	4.3	4.4	5.2	-1.1	-1.0	-0.1
Equipment quality/maintenance	5.3	5.3	5.3	4.3	4.4	5.1	-1.0	-0.9	-0.2
Pool water cleanliness	5.5	5.5	5.5	4.5	4.5	5.3	-1.1	-1.0	-0.3
Pool water temperature	5.1	5.1	4.8	4.3	4.4	4.9	-0.8	-0.7	0.2
<b>Organisation</b>									
Information availability	5.0	5.0	4.6	4.4	4.4	4.8	-0.6	-0.5	0.2
Centre well organised	5.2	5.2	5.0	4.5	4.5	5.1	-0.8	-0.7	0.1
Activity range	4.9	4.9	4.4	4.5	4.5	4.8	-0.4	-0.4	0.4
Programs/activities start and finish on time	4.9	4.9	4.4	4.5	4.5	4.7	-0.4	-0.4	0.3
Programs/activities relevant to customer needs	4.8	4.8	4.4	4.5	4.5	4.6	-0.3	-0.3	0.3
Provide value for entry fee	5.2	5.2	5.1	4.3	4.4	5.0	-0.9	-0.8	-0.1
Program/activities provide value for money	5.0	5.0	4.6	4.3	4.3	4.8	-0.8	-0.7	0.2
Behaviour of others	5.1	5.1	5.0	4.2	4.3	5.0	-0.8	-0.8	0.0
<b>Secondary Services</b>									
Parking safety and security	4.8	4.9	4.6	4.3	4.3	4.7	-0.6	-0.5	0.0
Parking suitability	4.8	4.9	4.8	4.0	3.9	4.5	-0.8	-1.0	-0.2
Food & drinks facilities	4.3	4.3	4.4	4.0	4.1	4.4	-0.3	-0.2	0.0
Child minding facilities	3.9	4.0	*	3.6	3.7	*	-0.3	-0.3	*
<b>Staffing</b>									
Staff friendliness	5.3	5.2	5.2	4.8	4.8	5.3	-0.5	-0.4	0.1
Staff responsiveness	5.3	5.3	5.2	4.7	4.7	5.3	-0.6	-0.6	0.1
Staff presentation	5.0	5.0	4.9	4.9	4.9	5.3	-0.1	-0.1	0.4
Staff experience/knowledge	5.2	5.2	5.2	4.7	4.7	5.2	-0.6	-0.5	0.0
Instructors' experience/knowledge	5.4	5.4	5.4	4.8	4.8	5.3	-0.6	-0.6	-0.1

\* Indicates information is unavailable or not applicable.

## 3 YEAR TREND - CUSTOMER SATISFACTION 4.2

**Table 16: Overall Satisfaction**

	2018 %	2019 %	2020 %
Very dissatisfied	1	1	0
Dissatisfied	2	1	0
Somewhat dissatisfied	4	3	0
Neutral	5	4	0
Somewhat satisfied	15	13	2
Satisfied	40	38	25
Very satisfied	34	39	73
Overall satisfaction (%)	89	90	100
Mean (out of 7)	5.9	6.0	6.7

'Overall satisfaction' with the centre is based on respondents' ratings of '5' (Somewhat satisfied), '6' (Satisfied) and '7' (Very satisfied).

### 3 YEAR TREND - RESPONDENT USAGE PATTERNS 4.3

Table 17: Main activities usually participated in

	2018 %	2019 %	2020 %
Swimming lessons	21	20	9
Lap swimming	18	22	32
Recreational swimming	6	10	55
Squad swimming	2	2	0
Aqua aerobics	3	4	0
Fitness classes (Yoga, Pilates, Zumba, etc.)	0	1	0
Personal training	1	0	0
Spa / Sauna / Steam	0	0	0
Spectator	0	0	0
Health club (gym)	17	18	0
Water polo	0	0	0
Diving	0	0	0
Aerobics	0	0	0
Group fitness classes	15	13	0
Beach volleyball	0	0	0
Court sports	0	0	0
Creche	0	0	0
Senior classes/activities	0	0	0
Sports court	0	0	0
Waterslide	0	0	0
Vacswim	0	0	0
Open day	0	0	0
Aquarobics	0	2	0
Gentle exercise	0	1	0
Kids program	0	0	0
Teen fit	0	0	0
Exercise Physiology	0	0	0
Basketball	0	0	0
Netball	0	0	0
Squash	0	1	0
Volleyball	0	0	0
Badminton	0	0	0
Table Tennis	0	0	0
Child care	0	0	0
Martial arts	0	0	0
Other	6	5	4
Stadium program / competition	0	0	0
Prime movers	0	0	0
Vacation care	0	0	0
Martial arts	0	0	0
Swim squad	1	0	0
Aqua play/recreation	0	0	0
Tri club	1	0	0
Community Rehabilitation	0	0	0
Tumbletimes	0	0	0
Aqua jogging	0	0	0
Spin classes	0	0	0
Stadium activities	0	0	0
Aqua classes	0	0	0
Yoga/Pilates	0	0	0
Learn to swim	3	0	0
Leisure swimming	0	0	0
Fitness Centre/gym	3	0	0

**Table 18: Customers usually attend the centre**

	2018 %	2019 %	2020 %
Alone	51	52	16
With others (family, friend, partner, etc)	49	48	84

### 3 YEAR TREND - DEMOGRAPHIC PROFILE 4.4

**Table 19: Age group**

	2018 %	2019 %	2020 %
15-19 years	3	2	2
20-29 years	10	7	7
30-39 years	25	23	25
40-49 years	25	23	37
50-59 years	16	18	14
60-69 years	15	18	11
70 years and over	7	10	4

**Table 20: Gender**

	2018 %	2019 %	2020 %
Male	32	32	36
Female	68	68	64
Other	0	0	0

## 3 YEAR TREND - PROBLEM RESOLUTION 4.5

**Table 21: Problems experienced, reported and resolved**

	2018 %	2019 %	2020 %
Problem experienced	36	36	9
Problem reported	60	56	13
Problem resolved	25	24	0

## 3 YEAR TREND - ADVOCACY AND LOYALTY 4.6

**Table 22: Customer recommendation levels**

	2018 %	2019 %	2020 %
Very unlikely	2	2	0
Unlikely	2	1	0
Maybe not	2	2	0
Neutral	6	6	0
Maybe	10	8	1
Likely	36	32	17
Very likely	43	49	82
<b>Overall willingness to recommend</b>	<b>89</b>	<b>89</b>	<b>100</b>

100% of the respondents indicated that they would recommend the centre, compared to the CERM PI benchmark (90%), based on their ratings of '5' (Maybe), '6' (Likely) and '7' (Very likely).

**Table 23: How long customers have been using the centre**

	2018 %	2019 %	2020 %
Less than 1 month	3	3	13
1 month to less than 6 months	13	13	6
6 months to less than 1 year	10	10	2
1 year to less than 2 years	14	15	3
2 years to less than 5 years	26	26	16
5 years or more	33	33	60



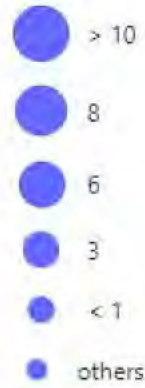
# DEMOGRAPHIC INFORMATION OF RESPONDENTS 5.1

## POSTCODE HEATMAPPING

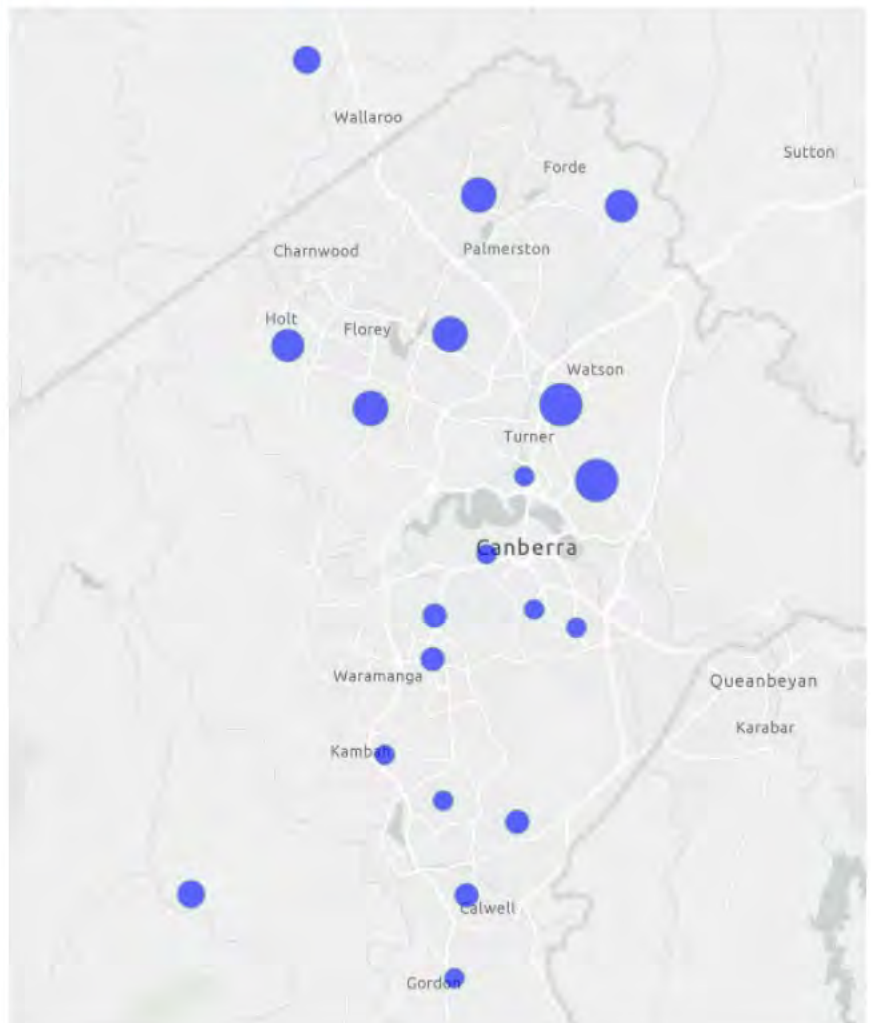
WIDE DEMOGRAPHIC VIEW



Location



FOCUSED DEMOGRAPHIC VIEW



## DEMOGRAPHIC INFORMATION OF RESPONDENTS CONT 5.1

<i>Postcode</i>	<i>Number of respondents</i>
2602	81
2612	10
2614	6
2617	6
2913	6
2615	5
2914	5
2618	3
2620	3
2041	2
2605	2
2606	2
2904	2
2905	2
0880	1
2045	1
2600	1
2601	1
2603	1
2604	1
2902	1
2903	1
2906	1
3031	1
3057	1
3162	1
3182	1
4605	1
4670	1
5062	1
7018	1

## SITE SPECIFIC QUESTIONS AND ADDITIONAL “OTHER” RESPONSES 5.2

### HOW CUSTOMERS USED THE CENTRE 5.2.1

#### Main program/activity “Other”

---

- Watching kids
  - Swim squad
  - Kids
  - Family fun
  - Event
  - Baby splash & play
- 

#### Secondary program/activity “Other”

---

- Volleyball, water polo
  - Swim squad
  - Swim Club (4 Responses)
  - Splash and play
  - Socialising
  - School carnival
  - Reading by the pool & picnics
  - Playgroup
  - Party
  - Mother teresa swimming carnival
  - Lunch & icecream
  - Family fun
  - Exercise
  - Coffee
  - Catching up with friends
  - Beach volleyball
  - Bbqs, birthday parties
  - BBQ
- 

### ASPECTS ENJOYED (BY THEME) 5.2.2

#### ATMOSPHERE/ENVIRONMENT

---

- Shady grass area, BBQ, volleyball court and really great 50m pool (we love the Dickson pool)
  - It's a great meeting place
  - Green grass
  - Community
  - Accessible to slow swimmers
-

## ASPECTS ENJOYED (BY THEME CONT) 5.2.2

### POOL

---

- Water play for children
  - Warm water
  - There is a nice balance between playing space and lap swimming
  - Splash zone (2 Responses)
  - Size of pools
  - Not over chlorinated
  - Different pools for different abilities
  - Best swimming pool in canberra
- 

### ACTIVITIES

---

- Waterplay park
  - Volleyball
  - Swim club
  - Swim club
  - Splash pool
  - Splash park
  - Playgroup
  - Kids splash zone
  - Kids area and picnic area
  - Grassand shade
  - Good value
  - Baby play was great
- 

### FOOD & DRINK FACILITIES

---

- Need fruit
  - \$1 pancakes/sausages
- 

### FACILITY

---

- The retro but also cool infrastructure
  - Bike racks good
  - Bbqs (3 Responses)
- 

### STAFF

---

- Welcoming
  - Very happy with the maintaining by staff
  - The service
  - The original staff
  - Service
  - Friendly service and community
  - Friendly and relaxed
-

## ASPECTS ENJOYED (BY THEME CONT) 5.2.2

### CENTRE COMFORTS

---

- Open and lots of trees
  - Natural environment
  - Music
  - Love that its outdoors
  - Lawn area
  - Greenery
  - Green grass (3 Responses)
  - Grass and trees
  - Gardens
  - Garden environment
  - Environment, grassy shady areas
  - Covered BBQ areas and green spaces
  - Beautiful treesn (3 responses)
  - Beautiful landscape surrounding the pool
  - Beautiful landscape
  - Beautiful grounds
  - BBQ, grass area
  - BBQ and shade area
  - BBQ
-

## PROBLEMS EXPERIENCED (BY THEME) 5.2.3

### ORGANISATION

---

- Leftover entries weren't able to be transferred over to the new season & therefore entries weren't able to be transferred to next season.
  - Decided not to get a family pass even though we come once a week
- 

### ACTIVITIES

---

- Other than the swimming lessons had to be cancelled because of the smoke
- 

### CENTRE COMFORT/PLEASANTNESS

---

- Baby pool could be warmer
- 

### FOOD & DRINK FACILITIES

---

- Very few healthy options and hate being confronted with so much junk food
  - Don't have reusable coffee cups available.
- 

### FACILITIES

---

- Parking should NOT be permitted off road under the trees. This needs to be rectified with fines and bollards.
  - No recycling available. only a landfill one on display
  - Limited spaces for drop offs
- 

### FACILITY CLEANLINESS

---

- Rakes should be used instead of leaf blowers, too noisy and annoying.
  - Only that the cleaners hose the rubbish on the grass and don't actually put in in the bin
  - Cleanliness of baby pool
  - Bathrooms are tired, need refurbishment
-



## HOW CAN THE RESULTS BE USED?

Each year CERM PI service quality reports are conducted for Australian and New Zealand sports, leisure & aquatic centres. Some of the ways your organisation may benefit from the information in this report include:

- Share and discuss the results of the report with staff at the centre.
- Promote key results to customers and thank them for their contribution.
- Incorporate the information into management plans, KPI's and contracts where relevant.
- Consider further analysis. Does this report highlight something you'd like to know more about? We can help with this.
- Consider incorporating CERM PI reporting into other areas of your organisation. For example, CERM PI has completed similar work in a range of sectors including:
  - Tennis clubs
  - Botanic gardens
  - Organisational Culture Surveys
  - National parks e.g. Uluru, Kakadu and Booderee
  - Golf courses
  - Public Libraries SA

**COLLABORATIVE RESEARCH OPPORTUNITIES**

- Joint research publications and conference presentations
- Workshops and seminars - interpreting your CERM PI report

CERM PI are leaders in benchmarking for the aquatics and leisure industry. Close links with industry through forums such as our industry workshops and conference presentations ensure that we provide information that is practical and current.

The CERM PI Project has numerous national and International links with community and professional sport, leisure and aquatic organisations as well as close relationships with LGAs through library and outdoor space projects.

**EXAMPLES OF CERM PI INDUSTRY COLLABORATORS**

Aquatics and Recreation Victoria (ARV)  
 Australian University Sport  
 Australian Museums and Galleries Association SA  
 Botanic Gardens of Australia and New Zealand  
 Botanic Gardens Conservation International  
 Christchurch City Council  
 City of Adelaide  
 City of Campbelltown  
 City of Fremantle  
 City of Monash  
 City of Rockingham  
 City of Sydney  
 City of Unley  
 Department of Environment and Water SA  
 Dunedin City Council  
 Moreland City Council  
 Parks Australia  
 Public Library Services SA  
 Rectangular Stadiums Australia  
 Surf Life Saving SA  
 Tennis Australia  
 Treasury & Economic Development Directorate (ACT)  
 VenuesWest (WA)  
 Warringah Aquatic Centre  
 Whitehorse City Council  
 YMCA Boroondara  
 YMCA Victoria  
 YMCA WA

Further information can be obtained by contacting CERM PI®

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 e [cermpi@unisa.edu.au](mailto:cermpi@unisa.edu.au)  
 w [unisa.businessschool.edu.au/cerm-pi](http://unisa.businessschool.edu.au/cerm-pi)



CERM PI

BENCHMARKING FOR PERFORMANCE EXCELLENCE



University of  
South Australia Business



# SERVICE QUALITY AT GUNGAHLIN LEISURE CENTRE

2020



## CUSTOMER SERVICE SNAPSHOT 2020 GUNGAHLIN LEISURE CENTRE

Customer **service indicators** include Customer advocacy & loyalty; Customer service quality (CSQ); and customer benefits.

Customer service indicator	2020
Overall satisfaction (out of 7)	5.9
Overall satisfaction (%)	88%
Willingness to recommend centre	91%
Problem experienced	46%
Survey respondent profile	2020
Number of respondents	188
Main activities undertaken	
Health club (gym)	22%
Group fitness classes	16%
Swimming lessons	15%
Lap swimming	12%

Survey respondent profile	2020	
Gender	Male	34%
	Female	66%
	Other	0%
Age	15-19 years	3%
	20-29 years	12%
	30-39 years	19%
	40-49 years	24%
	50-59 years	11%
	60-69 years	24%
70 years and over	6%	

# INTRODUCTION AND METHODOLOGY

## INTRODUCTION

In choosing CERM PI as a research partner you have secured the application of stringently tested, secure and industry specific methods of evaluating your centre's performance. CERM PI manages the only national benchmarks for public sports and leisure facilities, run annually to ensure currency and evaluated regularly in partnership with industry to ensure relevance.

This report incorporates results from these benchmarking exercises with your centre's results. Compare your results against last year's survey, and the CERM PI benchmarks for a quick and reliable check of your centre's performance over time, and compared to industry. CERM PI protocols, developed to meet strict UniSA ethics standards, allow the opportunity to compare with external industry benchmarks, whilst ensuring the security and privacy of sensitive information.

This report uses three separate sets of performance indicators (PIs) developed for sports and leisure centre management. These PIs were derived from industry input including focus groups

- |  |  |   |
|--|--|---|
| <p>1. <b>CUSTOMER SERVICE QUALITY</b> (CSQ) indicators for public aquatic and leisure centres, include the following process dimensions of service quality: facility presentation, staffing, organisation, and secondary services.</p> | <p>2. <b>CUSTOMER BENEFITS</b> are desired goals or positive outcomes for aquatic centre customers, and include health &amp; fitness, relaxation, personal accomplishment, social, success in competition, and enjoyment benefits.</p> | <p>3. <b>OPERATIONAL MANAGEMENT</b> performance indicators have been grouped to cover six major aspects of centre operation: services, marketing, staff, facilities, utilities and finance.</p> |
|--|--|---|

## METHODOLOGY

Data for this review was collected using the CERM CSQ and Operational management questionnaires under the guidance of the appropriate protocols issued by CERM PI®, UniSA. Copies of the questionnaires and protocols have been provided to you previously. If you require additional copies please contact us.

Customers of the centre were asked to complete self-administered online questionnaires during 2020. The times chosen to administer the questionnaire were nominated by centre staff in order to produce a representative sample of customers. Completed online questionnaires from 188 respondents were used in this analysis.

## ANALYSIS

In this report CERM PI has made some linkages between your centre's CSQ and operational management performance indicator results. As a CERM PI partner you have also received access to CERM PI benchmarks for CSQ and Operational management PIs. **The CERM CSQ PI benchmarks for each variable represent the median of the means from all centres that contributed reliable data to the CERM PI reviews, and are updated annually.**

The data provided in this report is best analysed by the centre's management staff who should have an in-depth understanding of the wider environmental context in which the centre operates (e.g. council policies, age of buildings, socio-demographic backgrounds of customer groups, facility design constraints). Accordingly, special circumstances of the centre must be considered in interpreting the data provided in this report. This report provides important customer feedback that can be considered alongside other information on which management decisions are based.

## CONFIDENTIALITY

The information contained in the report is the property of the client and CERM PI, and may not be reproduced or transmitted in any form without their consent. CERM PI may utilise information gathered for further research and education and is committed to do so whilst protecting the confidentiality of the client. Outcomes of research efforts are usually reported in professional forums.

# CUSTOMER RELATIONS 1.1

## CUSTOMER SATISFACTION 1.1.1

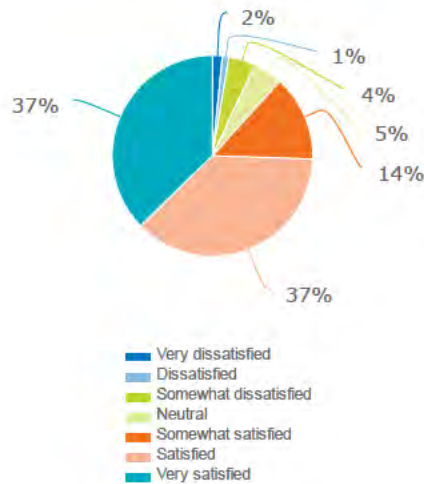
This section of the report presents some key indicators of the centre's relationship with customers, including respondents' levels of satisfaction, loyalty and advocacy for the centre.

**Table 1: Overall Satisfaction Mean**

	Your centre's result	CERM PI benchmark
Overall satisfaction (out of 7)	5.9	5.9

Using the 7 point scale, respondents were asked to rate their 'overall satisfaction' with the centre on a scale from 1 'very dissatisfied' to 7 'very satisfied'.

**Figure 1: Overall Satisfaction**



88% of respondents were satisfied as customers of the centre, compared to the CERM PI median of 89%; based on their ratings of '5' (Somewhat satisfied), '6' (Satisfied) and '7' (Very satisfied) (Figure 1).

## PROBLEM RESOLUTION 1.1.2

**Table 2: Problems experienced, reported and resolved**

	2020 %	CERM PI %
Problem experienced	46	39
Problems reported	69	62
Problems resolved	31	28

46% of respondents experienced a problem at the centre. Of those, 69% reported the problem, 31% of whom considered the problem successfully resolved. Compared to CERM PI benchmarks, your centre's respondents experienced more problems.

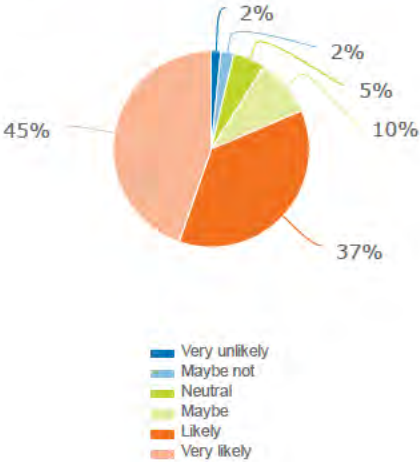
\* Problems experienced are expressed as a percentage of the total responses to this question.

\* Problems reported are expressed as a percentage of problems experienced.

\* Problems resolved satisfactorily are expressed as a percentage of problems reported.

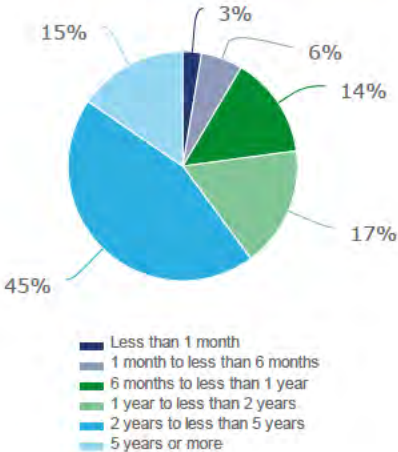
# CUSTOMER ADVOCACY AND LOYALTY 1.1.3

**Figure 2: Recommend Levels**



92% of the respondents indicated that they would recommend the centre, compared to the CERM PI benchmark (90%), based on their ratings of '5' (Maybe), '6' (Likely), and '7' (Very likely).

**Figure 3: Customers have been using the centre**



60% of the respondents have been customers at the centre for two years or more.

## CUSTOMER SERVICE QUALITY 1.2

In the questionnaire respondents were asked to rate expectations and perceptions of performance in relation to attributes of customer service quality (CSQ). The scale used for this section ranges from 1 ('disagree') to 6 ('very strongly agree'). The scale is an unbalanced one with more positives, and is used because these attributes have already been identified through previous CSQ research with sports and leisure centres as the most important to customers. (e.g. Crompton et al., 1991; Howat et al., 1999; Kim and Kim, 1998).

<p>Expectations refer to the extent to which customers believe a particular service attribute should be provided at a sports and leisure centre. High expectations means tend to represent higher priority CSQ attributes. Low expectations may indicate customers have limited interest or need for this CSQ attribute (e.g. many customers of centres may never use the child minding service).</p>	<p>The performance mean measures how a service attribute is perceived to be performing. High performance means indicate a service quality attribute is perceived by customers to be well delivered. A low performance mean may identify a potential problem requiring monitoring. Alternatively, it may be due to a unique circumstance of the centre (e.g. shared use of public parking facilities).</p>
<p>The expectations and the performance means are used to calculate the <b>Customer Service Quality Gap</b> (CSQ Gap) for each CSQ attribute; the extent to which performance does not correspond to expectations.</p>	<p>The <b>Customer Service Quality Score</b> (CSQ Score) reflects the service quality gap as a percentage, allowing for more direct comparison with other customer feedback such as <i>overall</i> satisfaction with the centre and <i>willingness</i> to recommend the centre.</p>

## CUSTOMER SERVICE QUALITY RESULTS 1.2.1

**Table 3. CSQ Results**

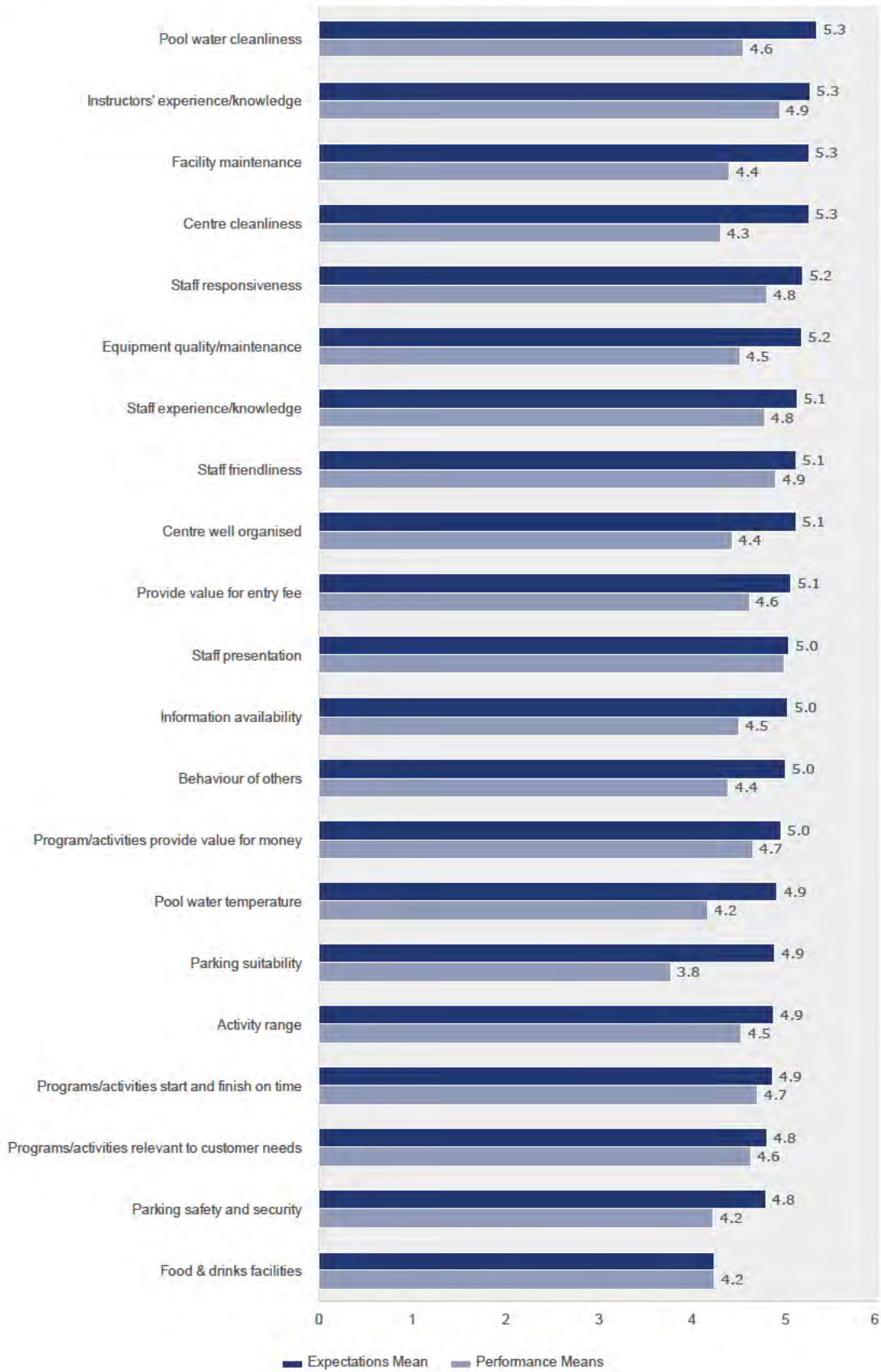
	Expectations 2020	Performance 2020	CSQ Gap 2020	CSQ Score 2020 %	CERM PI Benchmarks
<b>Facility Presentation</b>				85	Median
Centre cleanliness	5.3	4.3	-0.9	82	-1.1
Facility maintenance	5.3	4.4	-0.9	84	-1.0
Equipment quality/maintenance	5.2	4.5	-0.7	87	-1.0
Pool water cleanliness	5.3	4.6	-0.8	85	-1.1
Pool water temperature	4.9	4.2	-0.7	85	-0.8
<b>Organisation</b>				92	
Information availability	5.0	4.5	-0.5	90	-0.6
Centre well organised	5.1	4.4	-0.7	87	-0.7
Activity range	4.9	4.5	-0.3	93	-0.5
Programs/activities start and finish on time	4.9	4.7	-0.2	97	-0.4
Programs/activities relevant to customer needs	4.8	4.6	-0.2	97	-0.4
Provide value for entry fee	5.1	4.6	-0.4	91	-0.8
Program/activities provide value for money	5.0	4.7	-0.3	94	-0.7
Behaviour of others	5.0	4.4	-0.6	88	-0.9
<b>Secondary Services</b>				89	
Parking safety and security	4.8	4.2	-0.6	88	-0.6
Parking suitability	4.9	3.8	-1.1	77	-0.9
Food & drinks facilities	4.2	4.2	0.0	100	-0.3
Child minding facilities	*	*	*	*	-0.2
<b>Staffing</b>				95	
Staff friendliness	5.1	4.9	-0.2	96	-0.4
Staff responsiveness	5.2	4.8	-0.4	93	-0.6
Staff presentation	5.0	5.0	0.0	99	-0.2
Staff experience/knowledge	5.1	4.8	-0.3	93	-0.6
Instructors' experience/knowledge	5.3	4.9	-0.3	94	-0.5
<b>Overall service quality</b>				90	

The scale used for this part of the questionnaire ranges from 1 ('disagree') to 6 ('very strongly agree')

\* Indicates information is unavailable or not applicable.

**Figure 4. Ranking of attributes according to expectations**

Higher ranked expectations denote higher priority attributes for customers.





## CUSTOMER BENEFIT ANALYSIS 1.3

Benefits are defined as desired goals or positive outcomes for centre customers as a result of their participation as customers of the centre.

The questionnaire asked the respondents to rate their level of importance and achievement in relation to a list of nine benefits identified through focus groups conducted across Australia & NZ, as well as the international research literature.

The importance mean measures the relative importance of particular benefits as a reason for attending this centre.	The performance mean indicates the extent to which the benefits were achieved as a customer of the centre.
The <b>importance and achievement</b> means are used to calculate the ' <b>Benefits gap</b> ' for each attribute - that is, the extent to which achievement does not correspond with the importance rating.	<b>Use of Benefits</b> : Understanding the benefits achieved by your centre customers will aid in the design, promotion and delivery of opportunities appropriate for different target groups at your centre.

**Table 4: Customer benefits and their achievement**

	Importance 2020	Achieved 2020	Benefits Gap 2020	CERM PI Median
Improved health	4.2	4.0	-0.2	-0.4
Improved physical fitness	4.2	4.0	-0.2	-0.4
Improved well-being	4.2	4.0	-0.2	-0.3
Relaxation	3.7	3.6	-0.1	-0.2
Reduced stress levels	3.8	3.7	-0.1	-0.3
Improved skill level	3.7	3.7	0.0	-0.2
Socialising with family and/or friends	3.5	3.5	0.1	0.0
Improved performance in competitive sports	2.8	2.9	0.1	0.0
Enjoyment	4.1	4.0	-0.1	-0.2

The scale used for this section ranged from 1 ('not at all') to 5 ('very high').

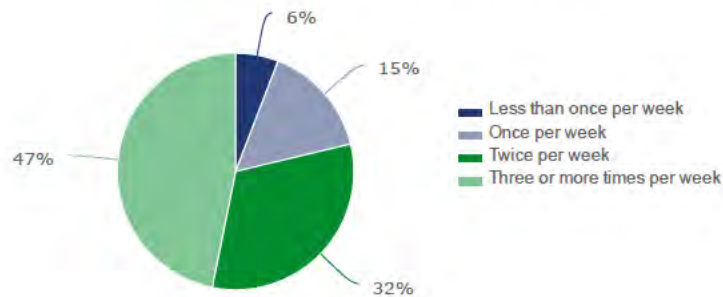
- Respondents rated *Improved health*, *Improved physical fitness* and *Improved well-being* (importance means 4.2) as the most important benefits.

## RESPONDENT USAGE PATTERNS 2.1

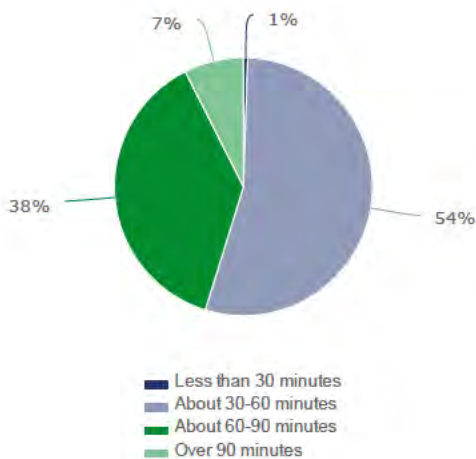
**Table 5: Main and secondary activities usually participated in at the centre**

	Main 2020 %	Secondary 2020 %
Swimming lessons	15	7
Lap swimming	12	20
Recreational swimming	12	28
Aqua aerobics	12	7
Personal training	4	7
Health club (gym)	22	24
Group fitness classes	16	23
Other	6	4

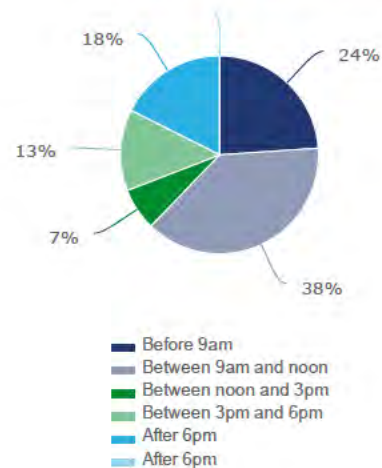
**Figure 5: Customers who visit the centre on average**



**Figure 6: Average time spent at the centre per visit**



**Figure 7: Customers (most often) use the centre**



NOTE: \* Percentage totals may equal more than 100% due to rounding.

## RESPONDENT USAGE PATTERNS CONT. 2.1

**Table 6: Customers usually attend the centre with**

	2020 %
Alone	54
With others (family, friend, partner, etc)	46
With organised group	0

**Table 7: Visiting groups usually attend the centre with**

	2020 %
Children under 5 years of age	22
Children 5 to 15 years of age	41
No children	44

**Table 8: Distance travelled to the centre**

	2020 %
5 km or less	64
Over 5, to 10 kms	27
Over 10 kms	9
Over 20 kms	0

**Table 9: Mode of transport to the centre**

	2020 %
Private car	86
Walk	7
Bicycle	4
Public transport	3
Hire bus/shuttle bus	0

## DEMOGRAPHIC PROFILE OF RESPONDENTS 2.2

**Table 10: Age group**

	2020 %
15-19 years	3
20-29 years	12
30-39 years	19
40-49 years	24
50-59 years	11
60-69 years	24
70 years and over	6

**Table 11: Gender**

	2020 %
Male	34
Female	66
Other	0

**Table 12: Aboriginal or Torres Straight Islander background**

	2020 %
No	99
Yes	1

**Table 13: Disability**

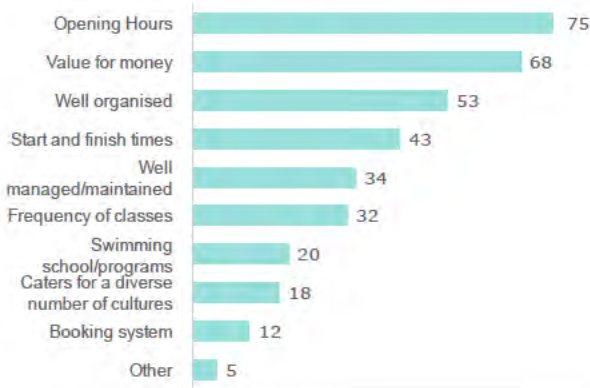
	2020 %
No	86
Yes	14

**Table 14: Ethnic background**

	2020 %
Australia	79
Overseas English speaking country	11
Non-English speaking country	10
Asian	0
Other	0

# CUSTOMER ENJOYMENT BY THEME 3.1

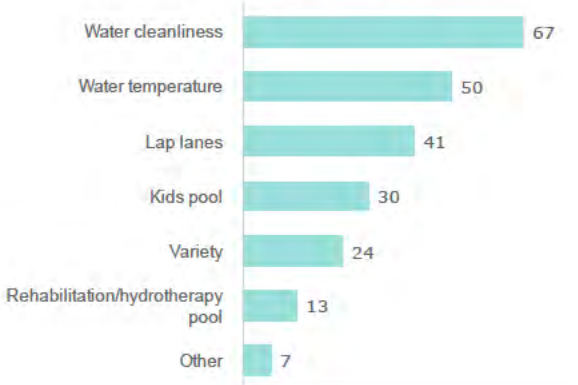
**Figure 8: Organisation**



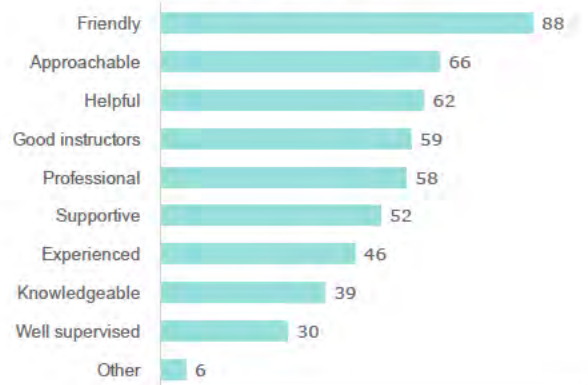
**Figure 9: Facilities**



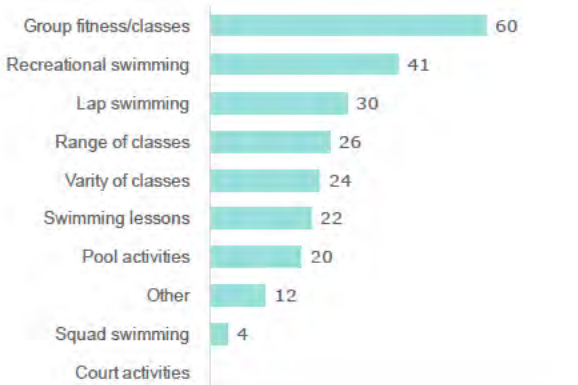
**Figure 10: Pools**



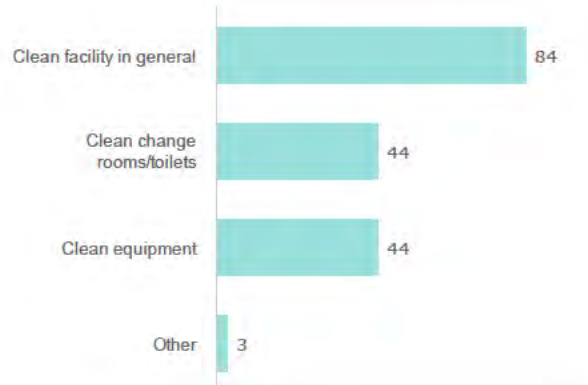
**Figure 11: Staff**



**Figure 12: Activities**



**Figure 13: Facility cleanliness**



## CUSTOMER ENJOYMENT BY THEME CONT. 3.1

Figure 14: Centre comfort

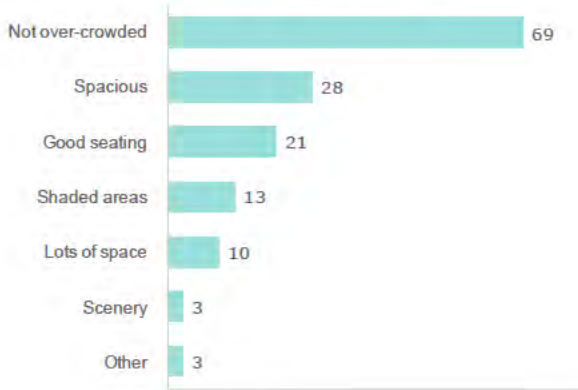


Figure 15: Location

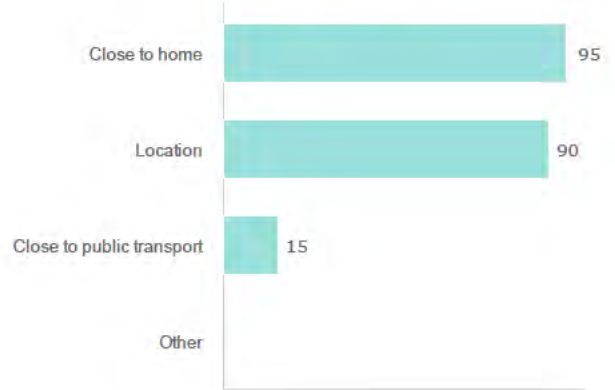


Figure 16: Environment

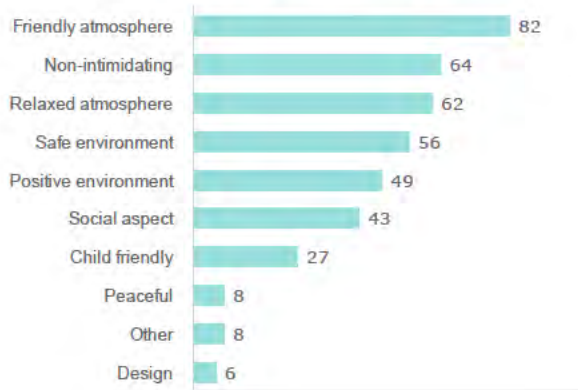


Figure 17: Behaviour of others

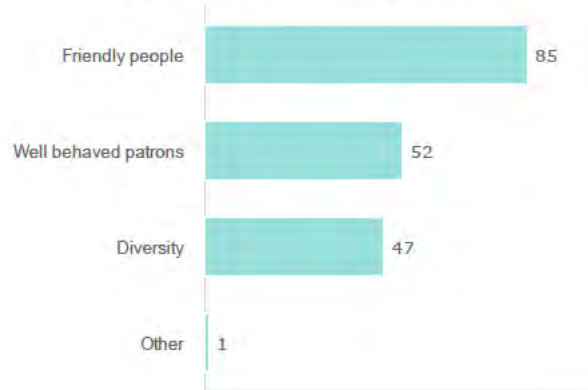
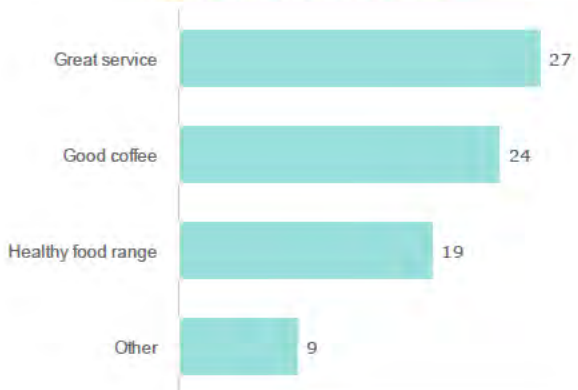


Figure 18: Food and drinks



## CUSTOMER PROBLEMS BY THEME 3.2

Figure 19: Activities (Problems)

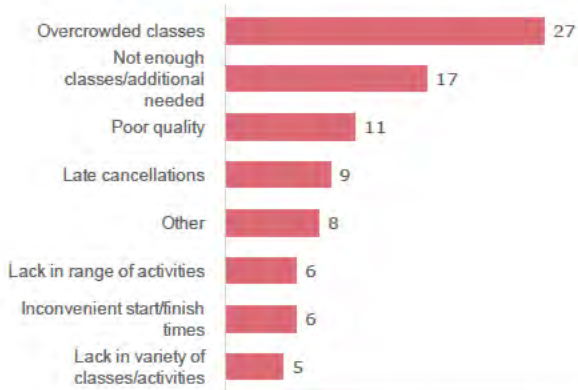


Figure 20: Behaviour of others (Problems)

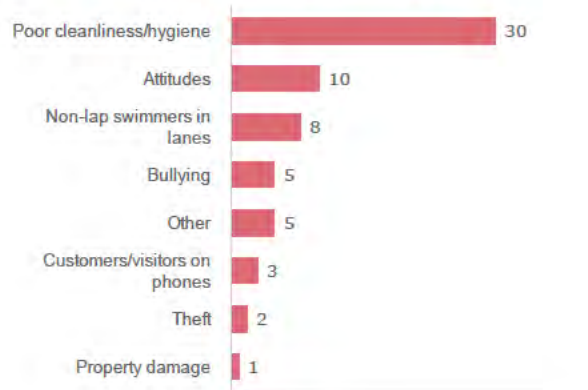


Figure 21: Centre comfort (Problems)

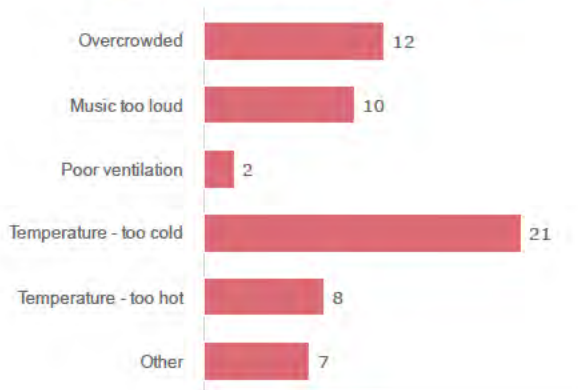


Figure 22: Facility cleanliness (Problems)

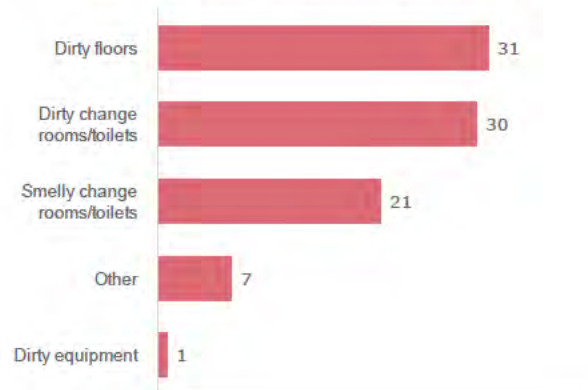


Figure 23: Facilities (Problems)

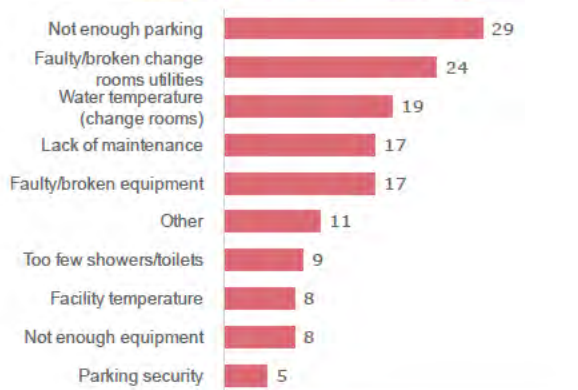
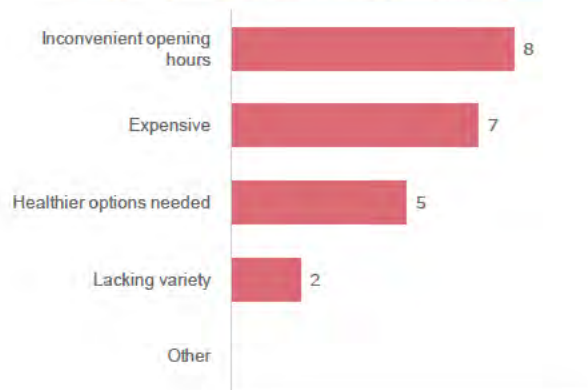
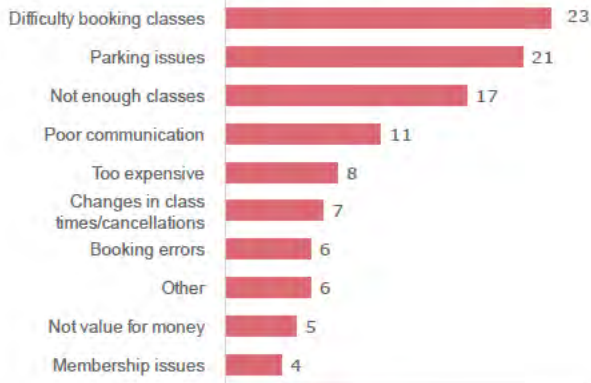


Figure 24: Food and drinks (Problems)

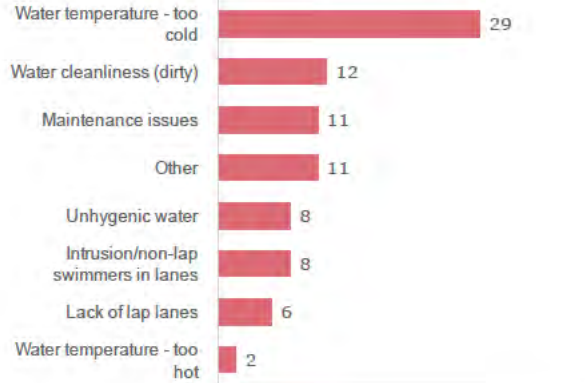


## CUSTOMER PROBLEMS BY THEME CONT. 3.2

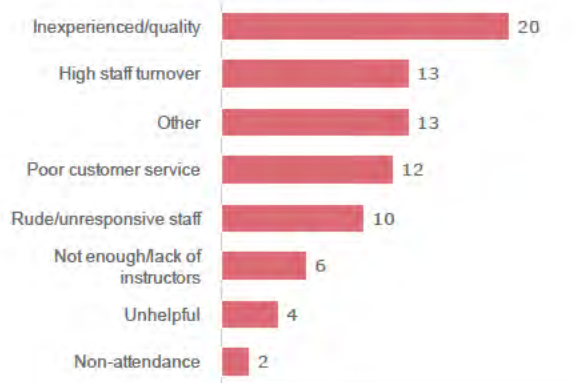
**Figure 25: Organisation (Problems)**



**Figure 26: Pool (Problems)**

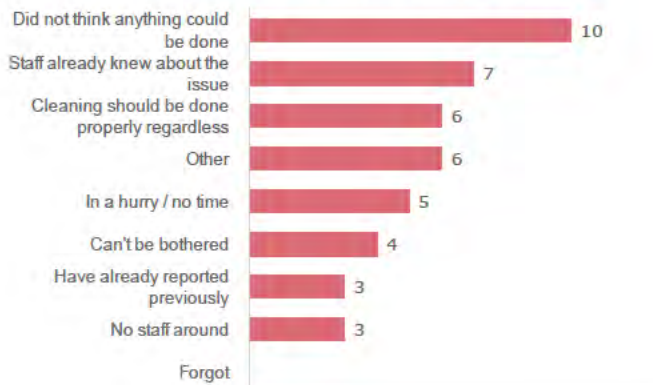


**Figure 27: Staff (Problems)**



## CUSTOMER PROBLEM REPORTING 3.3

**Figure 28: Reasons for non reporting of problems**



## 3 YEAR TREND - CUSTOMER SERVICE QUALITY 4.1

This section presents key responses from the three most recent CERM PI surveys conducted at your centre. Only figures from your centre are included as the purpose of this data is to track your results over time rather than compare to industry.

**Table 15: Customer Service Quality (CSQ) Results**

	Expectations			Performance			CSQ Gap		
	2018	2019	2020	2018	2019	2020	2018	2019	2020
<b>Facility Presentation</b>									
Centre cleanliness	5.4	5.4	5.3	4.2	4.3	4.3	-1.2	-1.1	-0.9
Facility maintenance	5.4	5.4	5.3	4.3	4.4	4.4	-1.1	-1.0	-0.9
Equipment quality/maintenance	5.3	5.3	5.2	4.3	4.4	4.5	-1.0	-0.9	-0.7
Pool water cleanliness	5.5	5.5	5.3	4.5	4.5	4.6	-1.1	-1.0	-0.8
Pool water temperature	5.1	5.1	4.9	4.3	4.4	4.2	-0.8	-0.7	-0.7
<b>Organisation</b>									
Information availability	5.0	5.0	5.0	4.4	4.4	4.5	-0.6	-0.5	-0.5
Centre well organised	5.2	5.2	5.1	4.5	4.5	4.4	-0.8	-0.7	-0.7
Activity range	4.9	4.9	4.9	4.5	4.5	4.5	-0.4	-0.4	-0.3
Programs/activities start and finish on time	4.9	4.9	4.9	4.5	4.5	4.7	-0.4	-0.4	-0.2
Programs/activities relevant to customer needs	4.8	4.8	4.8	4.5	4.5	4.6	-0.3	-0.3	-0.2
Provide value for entry fee	5.2	5.2	5.1	4.3	4.4	4.6	-0.9	-0.8	-0.4
Program/activities provide value for money	5.0	5.0	5.0	4.3	4.3	4.7	-0.8	-0.7	-0.3
Behaviour of others	5.1	5.1	5.0	4.2	4.3	4.4	-0.8	-0.8	-0.6
<b>Secondary Services</b>									
Parking safety and security	4.8	4.9	4.8	4.3	4.3	4.2	-0.6	-0.5	-0.6
Parking suitability	4.8	4.9	4.9	4.0	3.9	3.8	-0.8	-1.0	-1.1
Food & drinks facilities	4.3	4.3	4.2	4.0	4.1	4.2	-0.3	-0.2	0.0
Child minding facilities	3.9	4.0	*	3.6	3.7	*	-0.3	-0.3	*
<b>Staffing</b>									
Staff friendliness	5.3	5.2	5.1	4.8	4.8	4.9	-0.5	-0.4	-0.2
Staff responsiveness	5.3	5.3	5.2	4.7	4.7	4.8	-0.6	-0.6	-0.4
Staff presentation	5.0	5.0	5.0	4.9	4.9	5.0	-0.1	-0.1	0.0
Staff experience/knowledge	5.2	5.2	5.1	4.7	4.7	4.8	-0.6	-0.5	-0.3
Instructors' experience/knowledge	5.4	5.4	5.3	4.8	4.8	4.9	-0.6	-0.6	-0.3

\* Indicates information is unavailable or not applicable.

## 3 YEAR TREND - CUSTOMER SATISFACTION 4.2

**Table 16: Overall Satisfaction**

	2018 %	2019 %	2020 %
Very dissatisfied	1	1	2
Dissatisfied	2	1	1
Somewhat dissatisfied	4	3	4
Neutral	5	4	5
Somewhat satisfied	15	13	14
Satisfied	40	38	37
Very satisfied	34	39	37
Overall satisfaction (%)	89	90	88
Mean (out of 7)	5.9	6.0	5.9

'Overall satisfaction' with the centre is based on respondents' ratings of '5' (Somewhat satisfied), '6' (Satisfied) and '7' (Very satisfied).



### 3 YEAR TREND - RESPONDENT USAGE PATTERNS 4.3

Table 17: Main activities usually participated in

	2018 %	2019 %	2020 %
Swimming lessons	21	20	15
Lap swimming	18	22	12
Recreational swimming	6	10	12
Squad swimming	2	2	0
Aqua aerobics	3	4	12
Fitness classes (Yoga, Pilates, Zumba, etc.)	0	1	0
Personal training	1	0	4
Spa / Sauna / Steam	0	0	0
Spectator	0	0	0
Health club (gym)	17	18	22
Water polo	0	0	0
Diving	0	0	0
Aerobics	0	0	0
Group fitness classes	15	13	16
Beach volleyball	0	0	0
Court sports	0	0	0
Creche	0	0	0
Senior classes/activities	0	0	0
Sports court	0	0	0
Waterslide	0	0	0
Vacswim	0	0	0
Open day	0	0	0
Aquaerobics	0	2	0
Gentle exercise	0	1	0
Kids program	0	0	0
Teen fit	0	0	0
Exercise Physiology	0	0	0
Basketball	0	0	0
Netball	0	0	0
Squash	0	1	0
Volleyball	0	0	0
Badminton	0	0	0
Table Tennis	0	0	0
Child care	0	0	0
Martial arts	0	0	0
Other	6	5	6
Stadium program / competition	0	0	0
Prime movers	0	0	0
Vacation care	0	0	0
Martial arts	0	0	0
Swim squad	1	0	0
Aqua play/recreation	0	0	0
Tri club	1	0	0
Community Rehabilitation	0	0	0
Tumbletimes	0	0	0
Aqua jogging	0	0	0
Spin classes	0	0	0
Stadium activities	0	0	0
Aqua classes	0	0	0
Yoga/Pilates	0	0	0
Learn to swim	3	0	0
Leisure swimming	0	0	0
Fitness Centre/gym	3	0	0

**Table 18: Customers usually attend the centre**

	2018 %	2019 %	2020 %
Alone	51	52	54
With others (family, friend, partner, etc)	49	48	46

### 3 YEAR TREND - DEMOGRAPHIC PROFILE 4.4

**Table 19: Age group**

	2018 %	2019 %	2020 %
15-19 years	3	2	3
20-29 years	10	7	12
30-39 years	25	23	19
40-49 years	25	23	24
50-59 years	16	18	11
60-69 years	15	18	24
70 years and over	7	10	6

**Table 20: Gender**

	2018 %	2019 %	2020 %
Male	32	32	34
Female	68	68	66
Other	0	0	0

## 3 YEAR TREND - PROBLEM RESOLUTION 4.5

**Table 21: Problems experienced, reported and resolved**

	2018 %	2019 %	2020 %
Problem experienced	36	36	46
Problem reported	60	56	69
Problem resolved	25	24	31

## 3 YEAR TREND - ADVOCACY AND LOYALTY 4.6

**Table 22: Customer recommendation levels**

	2018 %	2019 %	2020 %
Very unlikely	2	2	2
Unlikely	2	1	0
Maybe not	2	2	2
Neutral	6	6	5
Maybe	10	8	10
Likely	36	32	37
Very likely	43	49	45
<b>Overall willingness to recommend</b>	<b>89</b>	<b>89</b>	<b>92</b>

92% of the respondents indicated that they would recommend the centre, compared to the CERM PI benchmark (90%), based on their ratings of '5' (Maybe), '6' (Likely) and '7' (Very likely).

**Table 23: How long customers have been using the centre**

	2018 %	2019 %	2020 %
Less than 1 month	3	3	3
1 month to less than 6 months	13	13	6
6 months to less than 1 year	10	10	14
1 year to less than 2 years	14	15	17
2 years to less than 5 years	26	26	45
5 years or more	33	33	15

# DEMOGRAPHIC INFORMATION OF RESPONDENTS 5.1

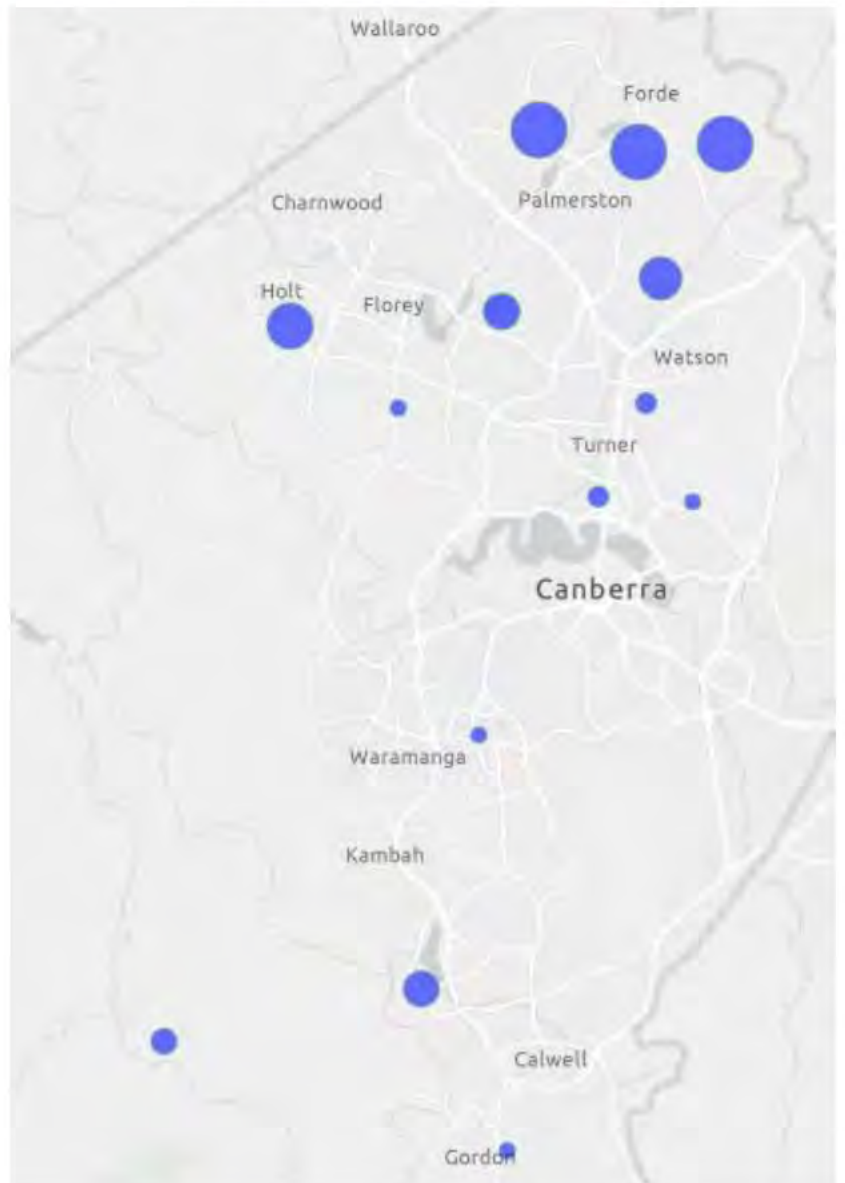
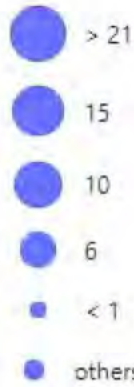
WIDE DEMOGRAPHIC VIEW



POSTCODE CLUSTER MAPPING

FOUSED DEMOGRAPHIC VIEW

## Location



## DEMOGRAPHIC INFORMATION OF RESPONDENTS CONT 5.1

<i>Postcode</i>	<i>Number of respondents</i>
2913	59
2914	52
2912	21
2615	9
2911	8
2617	6
2900	6
2620	3
2601	2
2602	2
2066	1
2582	1
2606	1
2612	1
2614	1
2618	1
2906	1

## SITE SPECIFIC QUESTIONS AND ADDITIONAL “OTHER” RESPONSES 5.2

### HOW CUSTOMERS USED THE CENTRE 5.2.1

#### **Main program/activity “Other”**

- Squad Swimming (3 Responses)
- Splash and Giggles
- School Carnivals (2 Responses)
- Salti Float (2 Responses)
- Swim club, swimming lessons and group fitness classes
- Warm swimming pool for rehabilitation for an injury
- Have chosen not to regularly access services

#### **Secondary program/activity “Other”**

- Waterpolo
- Teaching
- Splash and giggle
- School carnival
- Occasional body balance, prime movers
- Waterpolo
- Involuntary Borderline Hypothermia Therapy
- Gym

## ASPECTS ENJOYED (BY THEME) 5.2.2

#### **ORGANISATION**

- Has a welcoming atmosphere
- Great school carnival day
- Awesome gym classes!!
- Aqua Classes
- Affordable friendly child crèche- only way I can go to gym

#### **POOL**

- The 50m length pool 4 days a week
- Splash park to distract my kid
- Polo team
- Lap availability
- 50m pool when set up as two 25m pools

#### **FOOD & DRINK FACILITIES**

- Kids like the slushies
- Chips

## ASPECTS ENJOYED (BY THEME CONT) 5.2.2

### ACTIVITIES

---

- Zumba
  - Salti
  - PT sessions are great and very beneficial (2 responses)
  - Kids enjoy the splash park
  - Group fitness, very friendly people and makes me feel welcome.
  - Fun group fitness classes
  - Aqua classes with particular staff
  - Aqua Class (2 Responses)
  - All aqua classes are great!
- 

### ATMOSPHERE/ENVIRONMENT

---

- Time out and being healthy
  - The sense of community which helped me make friends
  - The quiet in the morning just as it opens.
  - The community feel
  - Swimming with my kids
  - Spending time outside the house
  - Sense of community
  - Friends
- 

### FACILITY

---

- Swimming pool
  - Range of equipment that they keep clean.
  - Open hours
  - New gym equipment coming
  - Just the right amount of people use the facility so i can always find a space.
  - Cleanliness
  - Only pool
- 

### STAFF

---

- The ladies at the creche are fantastic.
  - Nice customer service, always helpful.
  - My PT is great
  - Welcoming customer service team. Some team members are missed.
  - The gym staff are amazing but reception need some kmprovemnet
  - Teachers
-

## ASPECTS ENJOYED (BY THEME CONT) 5.2.2

### FACILITY CLEANLINESS

- Great pool water

### CENTRE COMFORTS

- Being able to practice and have unlimited time to use pool

## PROBLEMS EXPERIENCED (BY THEME) 5.2.3

### ORGANISATION

- Some group fitness classes over booked, which is annoying and sometimes it takes a while to get through to book, but that's because others are trying as well, although I like classes.
- Reception staff don't know any information : a bit clueless
- Had double passes - one for a year and a 20 pass and the organisation wouldn't
- Gym too expensive for disabled ppl means i cant use gym
- Figuring out lap lane availability from the website is extraordinarily confusing
- Aqua classes overcrowded over 45 people in program pool unacceptable
- Some group fitness classes over booked, which is annoying and sometimes it takes a while to get through to book, but that's because others are trying as well,
- Reception staff don't know any information : a bit clueless
- Had double passes - one for a year and a 20 pass and the organisation wouldn't add the 20 visit pass to my year pass.
- Gym too expensive for disabled ppl means i cant use gym

### POOL

- Water temp varies
- Would like pool set to 50 meters more often, when it can be.
- Water quality after kids use it as a toilet.
- Tiles off in pool
- Poos in the pool
- Pool too cold at times
- Pool temperature
- Once again, maintenance is difficult because of the faults in the building which is the responsibility of the ACT Govt
- Lane ropes loose, cause injury
- Have consistent information at the centre, on the website and on Facebook. Tell us when ebb lap pool is unavailable due to carnivals.
- Closure because of children defecating in pool

### FOOD & DRINK FACILITIES

- Not open at 7:00 am
- Need more fresh options, maybe fresh juices and chai puddings
- Milkshakes, sandwiches & fruit



## PROBLEMS EXPERIENCED (BY THEME CONT) 5.2.3

### ACTIVITIES

---

- Limited lane availability for public swimmers
  - Lap lane availability
  - Lack of information available on classes or prices.
  - Hard to get a carpark
  - Aqua aerobics music way too loud. Rude aqua aerobics participants. People playing in lap lanes. Vehicles using car park dangerously including speed and driving the wrong way. Staff parking in the carpark.
  - Water is always cold and management are rude
  - Wasn't told the pool wasn't open and let me in anyway
- 

### FACILITIES

---

- Worn & slipping foot straps on rowers
  - Water is cold
  - Traffic flow should be managed better to prevent speeding and to stop people driving the wrong way. Given the number of children using the facility this is particularly important.
  - The light in the toilet in the gym changeroom is always broken 🕒
  - The building faults have not been caused by management. The ACT govt is to blame
  - Showers can be variable in temperature - some are scalding, others cold. Press
  - Shower and Water temperature
  - No toilet paper
  - No private showers for disabled ppl due to women with kids using them needs a
  - Limited seating around program pool
  - Broken shower
- 

### STAFF

---

- Reception staff
  - Rude & loud Children but that's not the centre's fault
  - Need more counter staff at busy booking times
  - Lack of training for new staff. No follow up or support from management
  - Front counter staff don't seem happy, friendly or well informed
  - Don't remove 25meter flags when the pool is made 50m
  - Always great
  - Too much management & not enough on the counter or cafe. One manager is exceptional. We all respect & like them.
  - Too many teacher in 1 term.
  - The gym instructors are great not so much the reception
  - Stand in staff for regukars are always late. E.g. Regular instructor on holidays but
  - Staff shortage on desk at busy times
  - Possibly due to their young age and inexperience staff don't seem to respond to issues in front of them.
  - Not enough staff on desk so have to queue. On line booking system needed
-

## PROBLEMS EXPERIENCED (BY THEME CONT) 5.2.3

### CENTRE COMFORT/PLEASANTNESS

---

- Gym is too small
  - Music in Gym is too loud
  - Fans on in gym when not nec
  - Different nationalities pretending they dont know english and take over lanes
  - Boring music
  - Water temperature in rehab pool and cleanliness of this pool (on one occasion)
- 

### FACILITY CLEANLINESS

---

- Not that clean, broken showers and dirty
  - Bathrooms and change rooms are horrible! So dirty! I hate going in there and try to avoid it as much as possible.
  - Water
  - Toilet and showers not always clean, but that is often in the afternoon or after large
  - There is always greasy grey scum on the tiles at each end of the pool. It's filthy and should be cleaned.
  - Slippery tiles, especially when wet.
  - School holidays are the worst & school carnivals
  - Patrons should be made to use towels on gym equipment to stop sweat residue
  - Numerous cold showers and empty/broken soap dispensers
- 

### BEHAVIOUR OF OTHERS

---

- Mostly ok with some younger males causing issues
  - Patrons not using towels with gym equipt
  - Life savers and staff don't police the rules ie not keeping play swimmers out of lap
  - Kids that throw balls in pool
  - Irresponsible parents with their children which isn't the fault of the centre
  - Hogging equipment
- 

### REASON FOR NOT REPORTING A PROBLEM

---

- Not enough staff & too much management. The top Manager is surly & unfriendly.
  - Money spent on other new equipment
  - It should be you policy and not up to me to tell you
  - Don't want to be rude
  - Because I know others have and at the end of day you will never please everyone
-



## HOW CAN THE RESULTS BE USED?

Each year CERM PI service quality reports are conducted for Australian and New Zealand sports, leisure & aquatic centres. Some of the ways your organisation may benefit from the information in this report include:

- Share and discuss the results of the report with staff at the centre.
- Promote key results to customers and thank them for their contribution.
- Incorporate the information into management plans, KPI's and contracts where relevant.
- Consider further analysis. Does this report highlight something you'd like to know more about? We can help with this.
- Consider incorporating CERM PI reporting into other areas of your organisation. For example, CERM PI has completed similar work in a range of sectors including:
  - Tennis clubs
  - Botanic gardens
  - Organisational Culture Surveys
  - National parks e.g. Uluru, Kakadu and Booderee
  - Golf courses
  - Public Libraries SA

#### COLLABORATIVE RESEARCH OPPORTUNITIES

- Joint research publications and conference presentations
- Workshops and seminars - interpreting your CERM PI report

CERM PI are leaders in benchmarking for the aquatics and leisure industry. Close links with industry through forums such as our industry workshops and conference presentations ensure that we provide information that is practical and current.

The CERM PI Project has numerous national and International links with community and professional sport, leisure and aquatic organisations as well as close relationships with LGAs through library and outdoor space projects.

#### EXAMPLES OF CERM PI INDUSTRY COLLABORATORS

Aquatics and Recreation Victoria (ARV)  
 Australian University Sport  
 Australian Museums and Galleries Association SA  
 Botanic Gardens of Australia and New Zealand  
 Botanic Gardens Conservation International  
 Christchurch City Council  
 City of Adelaide  
 City of Campbelltown  
 City of Fremantle  
 City of Monash  
 City of Rockingham  
 City of Sydney  
 City of Unley  
 Department of Environment and Water SA  
 Dunedin City Council  
 Moreland City Council  
 Parks Australia  
 Public Library Services SA  
 Rectangular Stadiums Australia  
 Surf Life Saving SA  
 Tennis Australia  
 Treasury & Economic Development Directorate (ACT)  
 VenuesWest (WA)  
 Warringah Aquatic Centre  
 Whitehorse City Council  
 YMCA Boroondara  
 YMCA Victoria  
 YMCA WA

Further information can be obtained by contacting CERM PI®

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CERM PI

BENCHMARKING FOR PERFORMANCE EXCELLENCE



University of  
South Australia Business



SERVICE QUALITY AT  
**LAKESIDE LEISURE CENTRE**

2020



## CUSTOMER SERVICE SNAPSHOT 2020 LAKESIDE LEISURE CENTRE

Customer **service indicators** include Customer advocacy & loyalty; Customer service quality (CSQ); and customer benefits.

Customer service indicator	2020
Overall satisfaction (out of 7)	6.0
Overall satisfaction (%)	92%
Willingness to recommend centre	92%
Problem experienced	39%

Survey respondent profile	2020
Number of respondents	171

Main activities undertaken	
Swimming lessons	31%
Health club (gym)	21%
Aqua aerobics	15%
Lap swimming	14%

Survey respondent profile		2020
Gender		
	Male	32%
	Female	64%
	Other	4%
Age		
	15-19 years	11%
	20-29 years	8%
	30-39 years	20%
	40-49 years	21%
	50-59 years	16%
	60-69 years	14%
	70 years and over	10%

# INTRODUCTION AND METHODOLOGY

## INTRODUCTION

In choosing CERM PI as a research partner you have secured the application of stringently tested, secure and industry specific methods of evaluating your centre's performance. CERM PI manages the only national benchmarks for public sports and leisure facilities, run annually to ensure currency and evaluated regularly in partnership with industry to ensure relevance.

This report incorporates results from these benchmarking exercises with your centre's results. Compare your results against last year's survey, and the CERM PI benchmarks for a quick and reliable check of your centre's performance over time, and compared to industry. CERM PI protocols, developed to meet strict UniSA ethics standards, allow the opportunity to compare with external industry benchmarks, whilst ensuring the security and privacy of sensitive information.

This report uses three separate sets of performance indicators (PIs) developed for sports and leisure centre management. These PIs were derived from industry input including focus groups

- |  |  |   |
|--|--|---|
| <p>1. <b>CUSTOMER SERVICE QUALITY</b> (CSQ) indicators for public aquatic and leisure centres, include the following process dimensions of service quality: facility presentation, staffing, organisation, and secondary services.</p> | <p>2. <b>CUSTOMER BENEFITS</b> are desired goals or positive outcomes for aquatic centre customers, and include health &amp; fitness, relaxation, personal accomplishment, social, success in competition, and enjoyment benefits.</p> | <p>3. <b>OPERATIONAL MANAGEMENT</b> performance indicators have been grouped to cover six major aspects of centre operation: services, marketing, staff, facilities, utilities and finance.</p> |
|--|--|---|

## METHODOLOGY

Data for this review was collected using the CERM CSQ and Operational management questionnaires under the guidance of the appropriate protocols issued by CERM PI®, UniSA. Copies of the questionnaires and protocols have been provided to you previously. If you require additional copies please contact us.

Customers of the centre were asked to complete self-administered online questionnaires during 2020. The times chosen to administer the questionnaire were nominated by centre staff in order to produce a representative sample of customers. Completed online questionnaires from 171 respondents were used in this analysis.

## ANALYSIS

In this report CERM PI has made some linkages between your centre's CSQ and operational management performance indicator results. As a CERM PI partner you have also received access to CERM PI benchmarks for CSQ and Operational management PIs. **The CERM CSQ PI benchmarks for each variable represent the median of the means from all centres that contributed reliable data to the CERM PI reviews, and are updated annually.**

The data provided in this report is best analysed by the centre's management staff who should have an in-depth understanding of the wider environmental context in which the centre operates (e.g. council policies, age of buildings, socio-demographic backgrounds of customer groups, facility design constraints). Accordingly, special circumstances of the centre must be considered in interpreting the data provided in this report. This report provides important customer feedback that can be considered alongside other information on which management decisions are based.

## CONFIDENTIALITY

The information contained in the report is the property of the client and CERM PI, and may not be reproduced or transmitted in any form without their consent. CERM PI may utilise information gathered for further research and education and is committed to do so whilst protecting the confidentiality of the client. Outcomes of research efforts are usually reported in professional forums.

# CUSTOMER RELATIONS 1.1

## CUSTOMER SATISFACTION 1.1.1

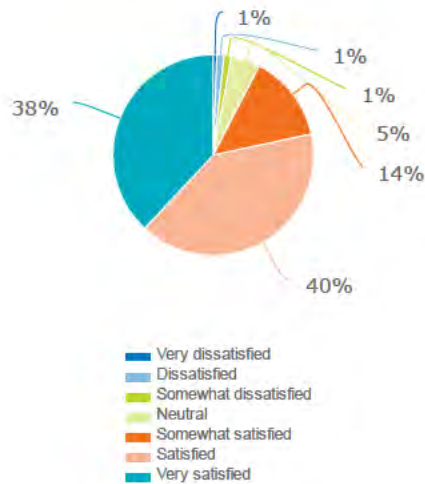
This section of the report presents some key indicators of the centre's relationship with customers, including respondents' levels of satisfaction, loyalty and advocacy for the centre.

**Table 1: Overall Satisfaction Mean**

	Your centre's result	CERM PI benchmark
Overall satisfaction (out of 7)	<b>6.0</b>	<b>5.9</b>

Using the 7 point scale, respondents were asked to rate their 'overall satisfaction' with the centre on a scale from 1 'very dissatisfied' to 7 'very satisfied'.

**Figure 1: Overall Satisfaction**



92% of respondents were satisfied as customers of the centre, compared to the CERM PI median of 89%; based on their ratings of '5' (Somewhat satisfied), '6' (Satisfied) and '7' (Very satisfied) (Figure 1).

## PROBLEM RESOLUTION 1.1.2

**Table 2: Problems experienced, reported and resolved**

	2020 %	CERM PI %
Problem experienced	39	39
Problems reported	80	62
Problems resolved	43	28

39% of respondents experienced a problem at the centre. Of those, 80% reported the problem, 43% of whom considered the problem successfully resolved. Compared to CERM PI benchmarks, your centre's respondents experienced the same amount of problems.

\* Problems experienced are expressed as a percentage of the total responses to this question.

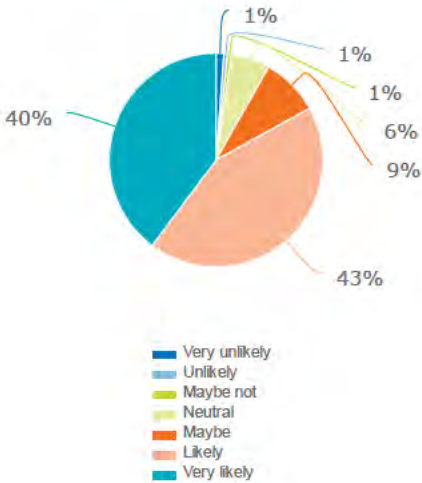
\* Problems reported are expressed as a percentage of problems experienced.

\* Problems resolved satisfactorily are expressed as a percentage of problems reported.



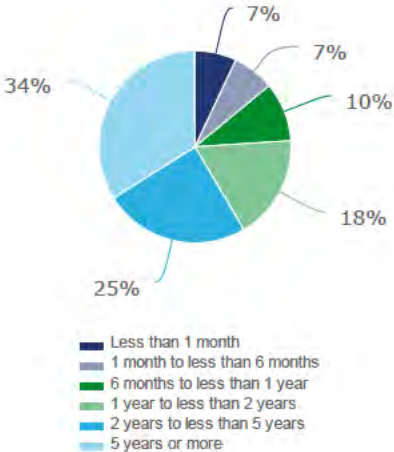
# CUSTOMER ADVOCACY AND LOYALTY 1.1.3

**Figure 2: Recommend Levels**



92% of the respondents indicated that they would recommend the centre, compared to the CERM PI benchmark (90%), based on their ratings of '5' (Maybe), '6' (Likely), and '7' (Very likely).

**Figure 3: Customers have been using the centre**



59% of the respondents have been customers at the centre for two years or more.

## CUSTOMER SERVICE QUALITY 1.2

In the questionnaire respondents were asked to rate expectations and perceptions of performance in relation to attributes of customer service quality (CSQ). The scale used for this section ranges from 1 ('disagree') to 6 ('very strongly agree'). The scale is an unbalanced one with more positives, and is used because these attributes have already been identified through previous CSQ research with sports and leisure centres as the most important to customers. (e.g. Crompton et al., 1991; Howat et al., 1999; Kim and Kim, 1998).

<p>Expectations refer to the extent to which customers believe a particular service attribute should be provided at a sports and leisure centre. High expectations means tend to represent higher priority CSQ attributes. Low expectations may indicate customers have limited interest or need for this CSQ attribute (e.g. many customers of centres may never use the child minding service).</p>	<p>The performance mean measures how a service attribute is perceived to be performing. High performance means indicate a service quality attribute is perceived by customers to be well delivered. A low performance mean may identify a potential problem requiring monitoring. Alternatively, it may be due to a unique circumstance of the centre (e.g. shared use of public parking facilities).</p>
<p>The expectations and the performance means are used to calculate the <b>Customer Service Quality Gap</b> (CSQ Gap) for each CSQ attribute; the extent to which performance does not correspond to expectations.</p>	<p>The <b>Customer Service Quality Score</b> (CSQ Score) reflects the service quality gap as a percentage, allowing for more direct comparison with other customer feedback such as <i>overall</i> satisfaction with the centre and <i>willingness</i> to recommend the centre.</p>

## CUSTOMER SERVICE QUALITY RESULTS 1.2.1

**Table 3. CSQ Results**

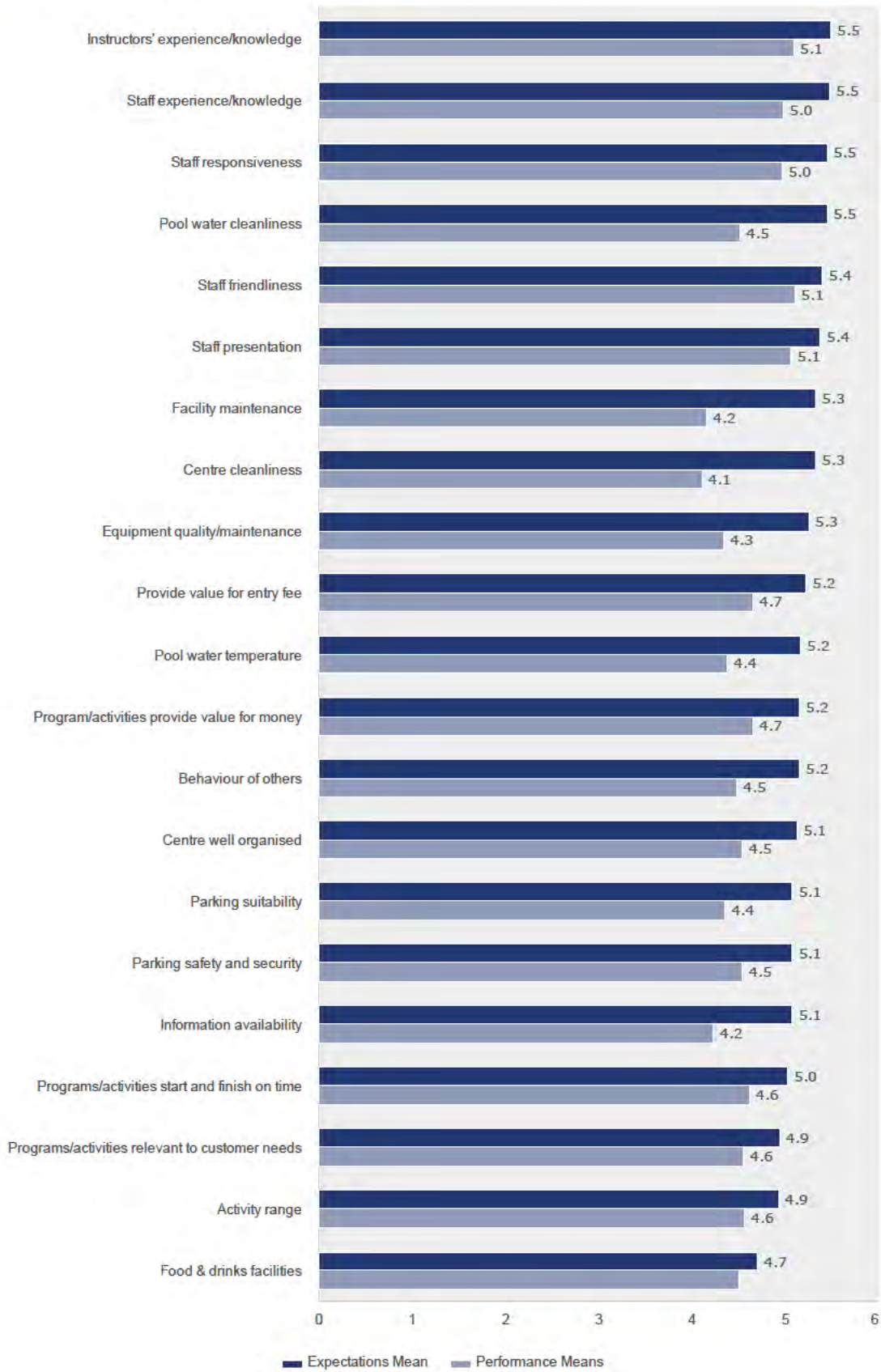
	Expectations 2020	Performance 2020	CSQ Gap 2020	CSQ Score 2020 %	CERM PI Benchmarks
<b>Facility Presentation</b>				81	Median
Centre cleanliness	5.3	4.1	-1.2	77	-1.1
Facility maintenance	5.3	4.2	-1.2	78	-1.0
Equipment quality/maintenance	5.3	4.3	-0.9	83	-1.0
Pool water cleanliness	5.5	4.5	-0.9	83	-1.1
Pool water temperature	5.2	4.4	-0.8	85	-0.8
<b>Organisation</b>				89	
Information availability	5.1	4.2	-0.8	83	-0.6
Centre well organised	5.1	4.5	-0.6	88	-0.7
Activity range	4.9	4.6	-0.4	92	-0.5
Programs/activities start and finish on time	5.0	4.6	-0.4	92	-0.4
Programs/activities relevant to customer needs	4.9	4.6	-0.4	92	-0.4
Provide value for entry fee	5.2	4.7	-0.6	89	-0.8
Program/activities provide value for money	5.2	4.7	-0.5	90	-0.7
Behaviour of others	5.2	4.5	-0.7	87	-0.9
<b>Secondary Services</b>				90	
Parking safety and security	5.1	4.5	-0.5	89	-0.6
Parking suitability	5.1	4.4	-0.7	86	-0.9
Food & drinks facilities	4.7	4.5	-0.2	96	-0.3
Child minding facilities	*	*	*	*	-0.2
<b>Staffing</b>				93	
Staff friendliness	5.4	5.1	-0.3	94	-0.4
Staff responsiveness	5.5	5.0	-0.5	91	-0.6
Staff presentation	5.4	5.1	-0.3	94	-0.2
Staff experience/knowledge	5.5	5.0	-0.5	91	-0.6
Instructors' experience/knowledge	5.5	5.1	-0.4	93	-0.5
<b>Overall service quality</b>				88	

The scale used for this part of the questionnaire ranges from 1 ('disagree') to 6 ('very strongly agree')

\* Indicates information is unavailable or not applicable.

**Figure 4. Ranking of attributes according to expectations**

Higher ranked expectations denote higher priority attributes for customers.



## CUSTOMER BENEFIT ANALYSIS 1.3

Benefits are defined as desired goals or positive outcomes for centre customers as a result of their participation as customers of the centre.

The questionnaire asked the respondents to rate their level of importance and achievement in relation to a list of nine benefits identified through focus groups conducted across Australia & NZ, as well as the international research literature.

The importance mean measures the relative importance of particular benefits as a reason for attending this centre.	The performance mean indicates the extent to which the benefits were achieved as a customer of the centre.
The <b>importance and achievement</b> means are used to calculate the ' <b>Benefits gap</b> ' for each attribute - that is, the extent to which achievement does not correspond with the importance rating.	<b>Use of Benefits</b> : Understanding the benefits achieved by your centre customers will aid in the design, promotion and delivery of opportunities appropriate for different target groups at your centre.

**Table 4: Customer benefits and their achievement**

	Importance 2020	Achieved 2020	Benefits Gap 2020	CERM PI Median
Improved health	4.5	4.0	-0.4	-0.4
Improved physical fitness	4.4	4.0	-0.4	-0.4
Improved well-being	4.3	4.1	-0.3	-0.3
Relaxation	4.0	3.8	-0.2	-0.2
Reduced stress levels	4.1	3.8	-0.3	-0.3
Improved skill level	4.0	3.8	-0.3	-0.2
Socialising with family and/or friends	3.7	3.7	0.0	0.0
Improved performance in competitive sports	3.2	3.2	0.0	0.0
Enjoyment	4.2	4.1	-0.2	-0.2

The scale used for this section ranged from 1 ('not at all') to 5 ('very high').

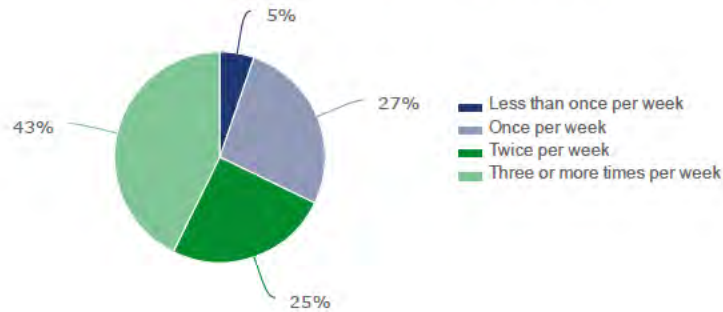
Respondents rated *Improved health* (importance means 4.5) as the most important benefit.

## RESPONDENT USAGE PATTERNS 2.1

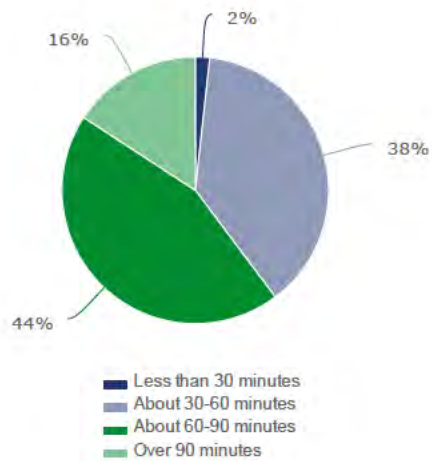
**Table 5: Main and secondary activities usually participated in at the centre**

	Main 2020 %	Secondary 2020 %
Swimming lessons	31	9
Lap swimming	14	24
Recreational swimming	6	34
Squad swimming	7	0
Aqua aerobics	15	8
Health club (gym)	21	20
Aerobics	1	5
Other	4	9

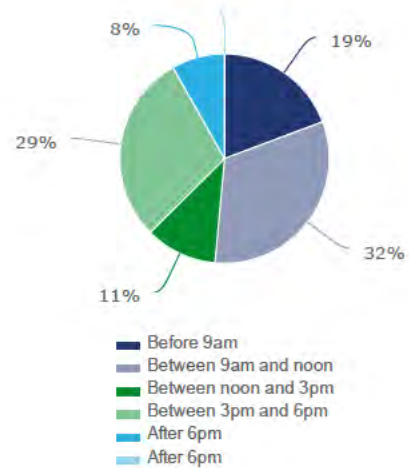
**Figure 5: Customers who visit the centre on average**



**Figure 6: Average time spent at the centre per visit**



**Figure 7: Customers (most often) use the centre**



NOTE: \* Percentage totals may equal more than 100% due to rounding.

## RESPONDENT USAGE PATTERNS CONT. 2.1

**Table 6: Customers usually attend the centre with**

	2020 %
Alone	44
With others (family, friend, partner, etc)	56
With organised group	0

**Table 7: Visiting groups usually attend the centre with**

	2020 %
Children under 5 years of age	23
Children 5 to 15 years of age	55
No children	29

**Table 8: Distance travelled to the centre**

	2020 %
5 km or less	41
Over 5, to 10 kms	42
Over 10 kms	18
Over 20 kms	0

**Table 9: Mode of transport to the centre**

	2020 %
Private car	85
Walk	5
Bicycle	5
Public transport	5
Hire bus/shuttle bus	0

## DEMOGRAPHIC PROFILE OF RESPONDENTS 2.2

**Table 10: Age group**

	2020 %
15-19 years	11
20-29 years	8
30-39 years	20
40-49 years	21
50-59 years	16
60-69 years	14
70 years and over	10

**Table 11: Gender**

	2020 %
Male	32
Female	64
Other	4

**Table 12: Aboriginal or Torres Straight Islander background**

	2020 %
No	99
Yes	1

**Table 13: Disability**

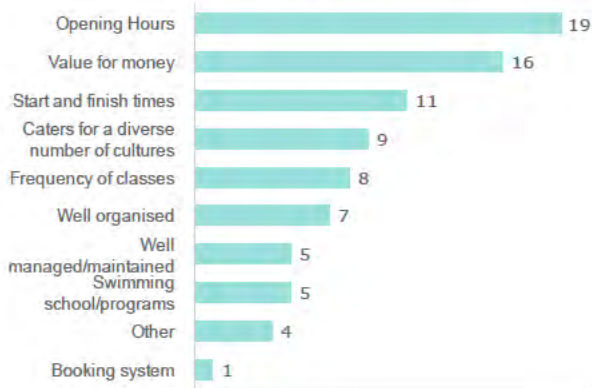
	2020 %
No	84
Yes	16

**Table 14: Ethnic background**

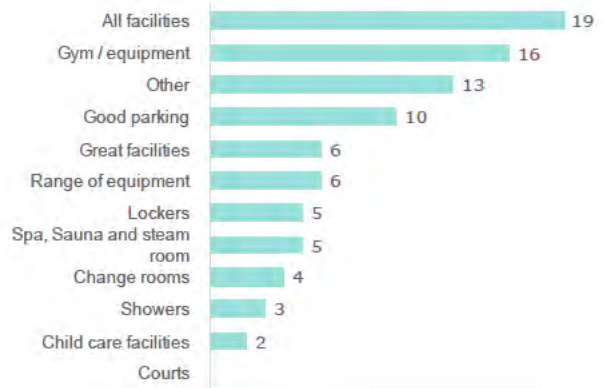
	2020 %
Australia	75
Overseas English speaking country	20
Non-English speaking country	5
Asian	0
Other	0

# CUSTOMER ENJOYMENT BY THEME 3.1

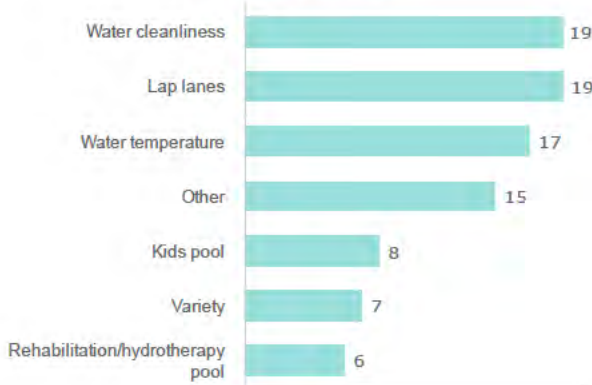
**Figure 8: Organisation**



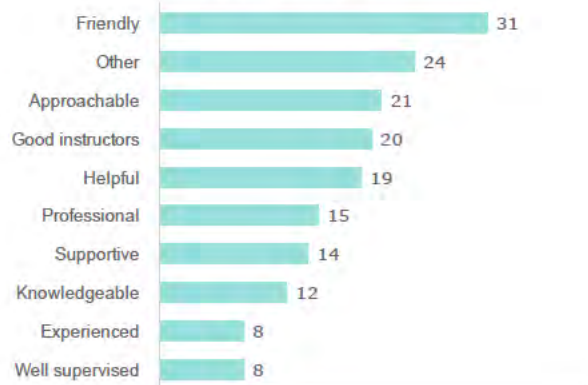
**Figure 9: Facilities**



**Figure 10: Pools**



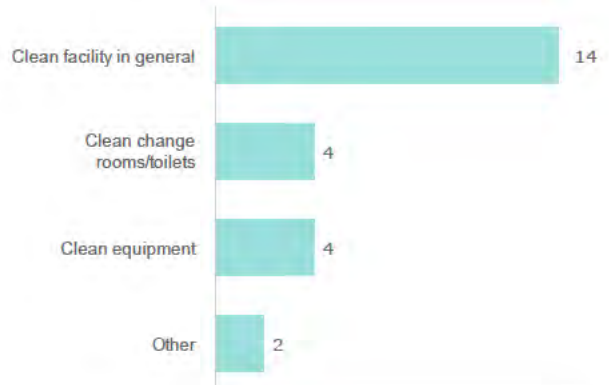
**Figure 11: Staff**



**Figure 12: Activities**



**Figure 13: Facility cleanliness**





## CUSTOMER ENJOYMENT BY THEME CONT. 3.1

Figure 14: Centre comfort

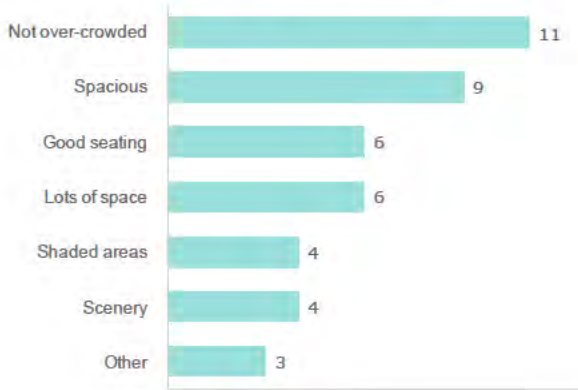


Figure 15: Location

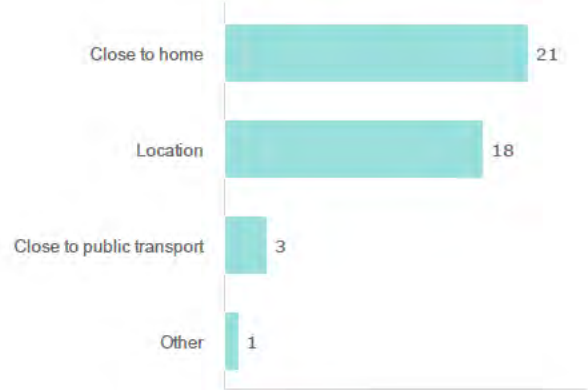


Figure 16: Environment

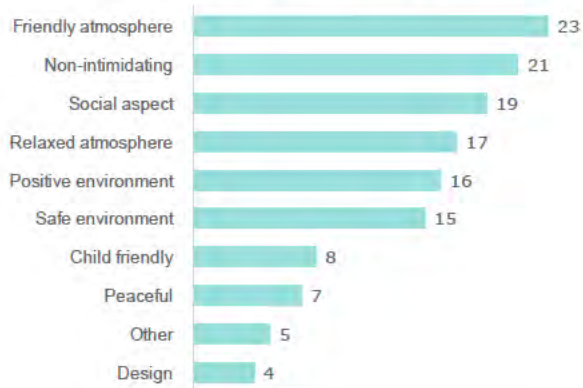


Figure 17: Behaviour of others

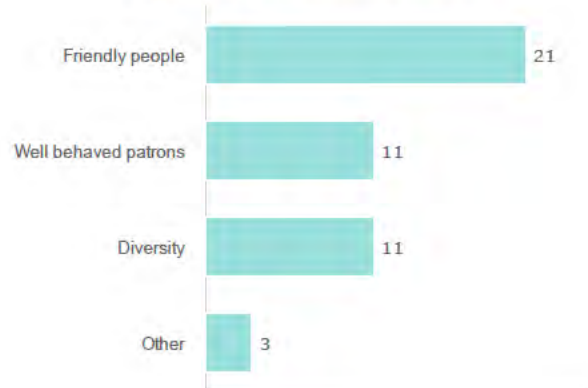
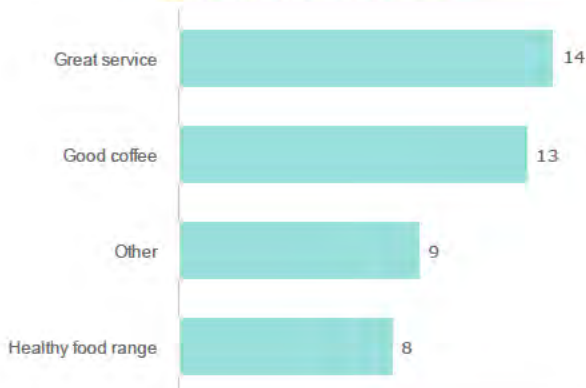


Figure 18: Food and drinks



## CUSTOMER PROBLEMS BY THEME 3.2

Figure 19: Activities (Problems)

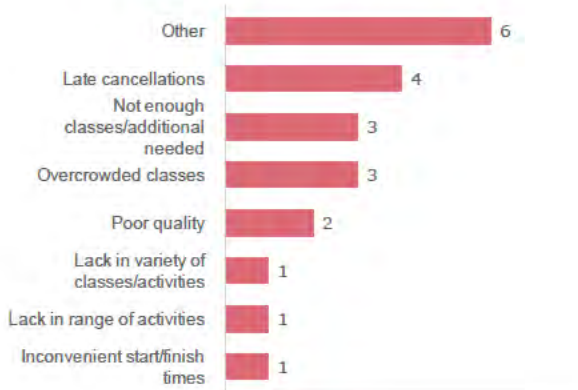


Figure 20: Behaviour of others (Problems)

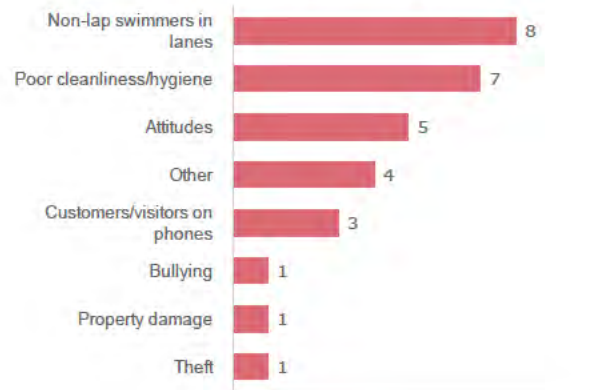


Figure 21: Centre comfort (Problems)

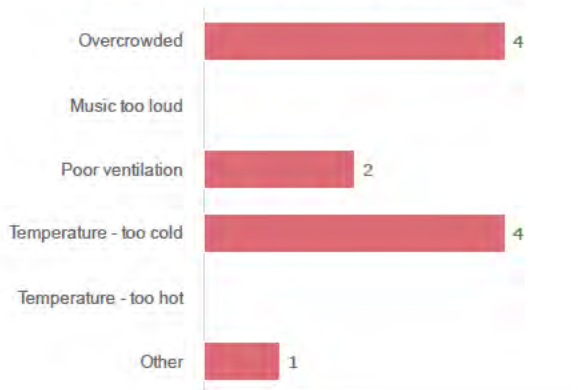


Figure 22: Facility cleanliness (Problems)

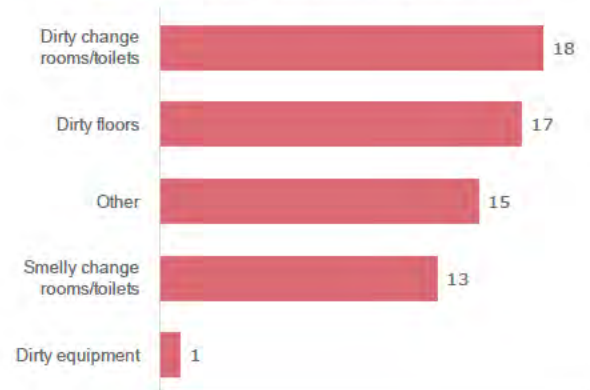
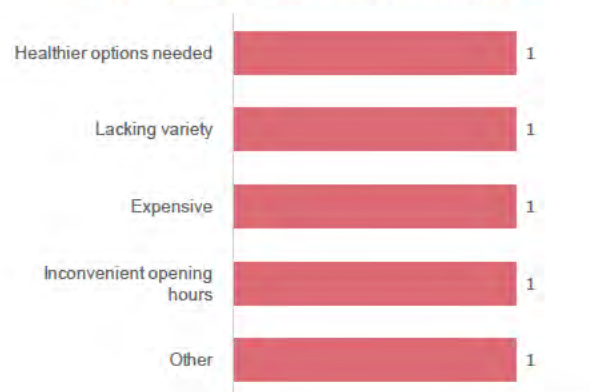


Figure 23: Facilities (Problems)



Figure 24: Food and drinks (Problems)



## CUSTOMER PROBLEMS BY THEME CONT. 3.2

Figure 25: Organisation (Problems)



Figure 26: Pool (Problems)

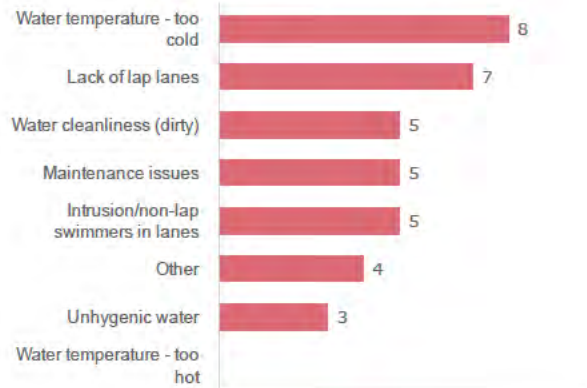
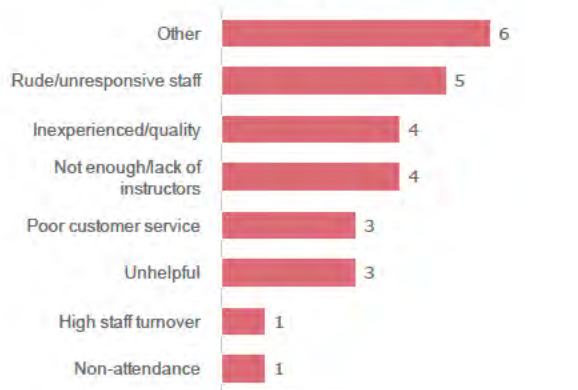
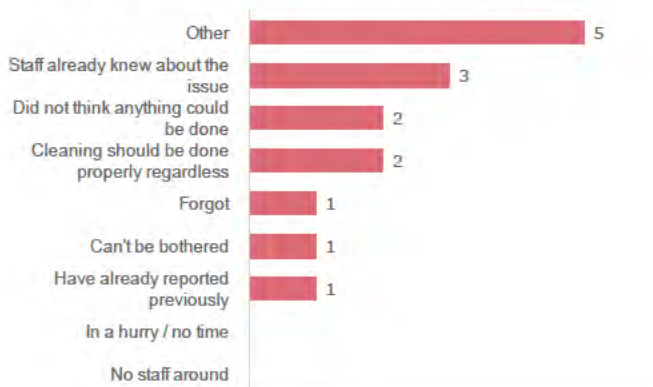


Figure 27: Staff (Problems)



## CUSTOMER PROBLEM REPORTING 3.3

Figure 28: Reasons for non reporting of problems



## 3 YEAR TREND - CUSTOMER SERVICE QUALITY 4.1

This section presents key responses from the three most recent CERM PI surveys conducted at your centre. Only figures from your centre are included as the purpose of this data is to track your results over time rather than compare to industry.

**Table 15: Customer Service Quality (CSQ) Results**

	Expectations			Performance			CSQ Gap		
	2018	2019	2020	2018	2019	2020	2018	2019	2020
<b>Facility Presentation</b>									
Centre cleanliness	5.5	5.3	5.3	3.5	3.6	4.1	-2.0	-1.7	-1.2
Facility maintenance	5.4	5.3	5.3	3.8	3.8	4.2	-1.6	-1.5	-1.2
Equipment quality/maintenance	5.3	5.3	5.3	4.0	3.9	4.3	-1.3	-1.4	-0.9
Pool water cleanliness	5.6	5.5	5.5	4.4	4.2	4.5	-1.2	-1.4	-0.9
Pool water temperature	5.2	5.2	5.2	4.1	3.9	4.4	-1.1	-1.3	-0.8
<b>Organisation</b>									
Information availability	5.1	4.9	5.1	4.1	4.2	4.2	-1.0	-0.7	-0.8
Centre well organised	5.3	5.1	5.1	4.3	4.4	4.5	-1.0	-0.8	-0.6
Activity range	5.0	4.8	4.9	4.3	4.3	4.6	-0.7	-0.4	-0.4
Programs/activities start and finish on time	5.0	4.8	5.0	4.4	4.4	4.6	-0.6	-0.4	-0.4
Programs/activities relevant to customer needs	5.2	4.8	4.9	4.4	4.4	4.6	-0.7	-0.4	-0.4
Provide value for entry fee	5.3	5.2	5.2	4.4	4.5	4.7	-0.9	-0.7	-0.6
Program/activities provide value for money	5.2	5.0	5.2	4.5	4.4	4.7	-0.7	-0.6	-0.5
Behaviour of others	5.3	5.1	5.2	4.2	4.1	4.5	-1.0	-1.0	-0.7
<b>Secondary Services</b>									
Parking safety and security	5.2	5.0	5.1	4.3	4.2	4.5	-0.9	-0.8	-0.5
Parking suitability	5.2	5.1	5.1	3.8	3.9	4.4	-1.4	-1.2	-0.7
Food & drinks facilities	5.0	4.2	4.7	4.4	3.9	4.5	-0.6	-0.3	-0.2
Child minding facilities	*	*	*	*	*	*	*	*	*
<b>Staffing</b>									
Staff friendliness	5.5	5.2	5.4	5.1	5.1	5.1	-0.4	-0.1	-0.3
Staff responsiveness	5.5	5.3	5.5	4.9	4.9	5.0	-0.6	-0.4	-0.5
Staff presentation	5.3	5.1	5.4	5.1	5.1	5.1	-0.2	0.0	-0.3
Staff experience/knowledge	5.4	5.3	5.5	4.8	4.8	5.0	-0.6	-0.4	-0.5
Instructors' experience/knowledge	5.6	5.3	5.5	4.9	4.7	5.1	-0.6	-0.6	-0.4

\* Indicates information is unavailable or not applicable.

## 3 YEAR TREND - CUSTOMER SATISFACTION 4.2

**Table 16: Overall Satisfaction**

	2018 %	2019 %	2020 %
Very dissatisfied	1	0	1
Dissatisfied	2	2	1
Somewhat dissatisfied	3	3	1
Neutral	2	3	5
Somewhat satisfied	16	18	14
Satisfied	41	45	40
Very satisfied	35	28	38
Overall satisfaction (%)	92	92	92
Mean (out of 7)	5.9	5.9	6.0

'Overall satisfaction' with the centre is based on respondents' ratings of '5' (Somewhat satisfied), '6' (Satisfied) and '7' (Very satisfied).

### 3 YEAR TREND - RESPONDENT USAGE PATTERNS 4.3

**Table 17: Main activities usually participated in**

	2018 %	2019 %	2020 %
Swimming lessons	8	19	31
Lap swimming	13	31	14
Recreational swimming	4	6	6
Squad swimming	26	2	7
Aqua aerobics	13	7	15
Health club (gym)	24	20	21
Aerobics	2	0	1
Other	11	14	4

**Table 18: Customers usually attend the centre**

	2018 %	2019 %	2020 %
Alone	54	57	44
With others (family, friend, partner, etc)	46	43	56

### 3 YEAR TREND - DEMOGRAPHIC PROFILE 4.4

**Table 19: Age group**

	2018 %	2019 %	2020 %
15-19 years	16	1	11
20-29 years	9	4	8
30-39 years	11	16	20
40-49 years	16	17	21
50-59 years	13	24	16
60-69 years	22	26	14
70 years and over	12	12	10

**Table 20: Gender**

	2018 %	2019 %	2020 %
Male	35	34	32
Female	65	66	64
Other	0	0	4

## 3 YEAR TREND - PROBLEM RESOLUTION 4.5

**Table 21: Problems experienced, reported and resolved**

	2018 %	2019 %	2020 %
Problem experienced	42	49	39
Problem reported	80	63	80
Problem resolved	30	27	43

## 3 YEAR TREND - ADVOCACY AND LOYALTY 4.6

**Table 22: Customer recommendation levels**

	2018 %	2019 %	2020 %
Very unlikely	1	1	1
Unlikely	1	2	1
Maybe not	3	3	1
Neutral	6	3	6
Maybe	9	13	9
Likely	39	36	43
Very likely	41	41	40
<b>Overall willingness to recommend</b>	<b>89</b>	<b>90</b>	<b>92</b>

92% of the respondents indicated that they would recommend the centre, compared to the CERM PI benchmark (90%), based on their ratings of '5' (Maybe), '6' (Likely) and '7' (Very likely).

**Table 23: How long customers have been using the centre**

	2018 %	2019 %	2020 %
Less than 1 month	1	3	7
1 month to less than 6 months	4	18	7
6 months to less than 1 year	8	9	10
1 year to less than 2 years	18	10	18
2 years to less than 5 years	33	26	25
5 years or more	36	34	34

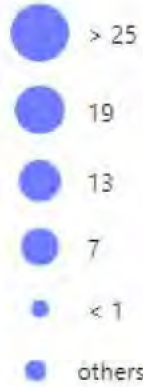
# DEMOGRAPHIC INFORMATION OF RESPONDENTS 5.1

WIDE DEMOGRAPHIC VIEW

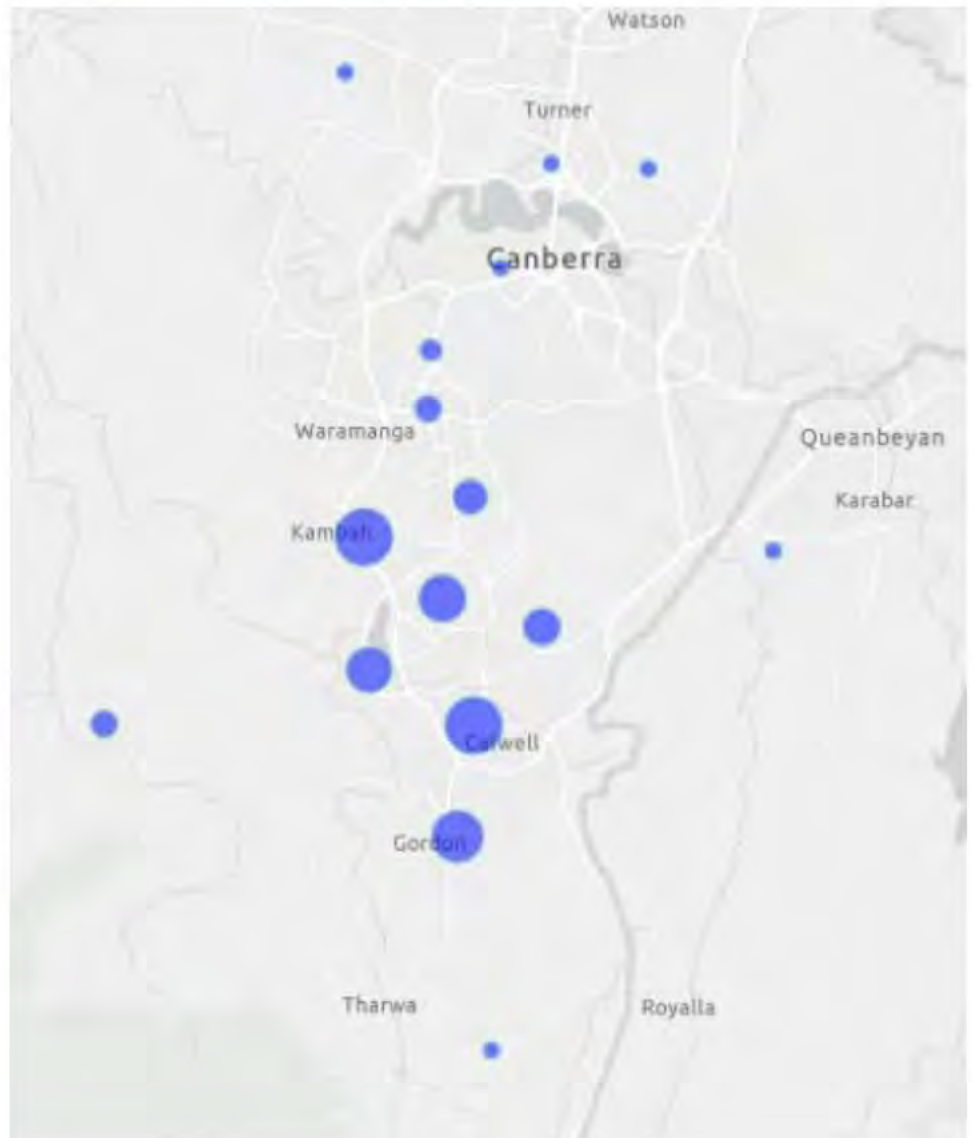


POSTCODE HEATMAPPING

Location



FOCUSED DEMOGRAPHIC VIEW



## DEMOGRAPHIC INFORMATION OF RESPONDENTS CONT 5.1

<i>Postcode</i>	<i>Number of respondents</i>
2905	32
2902	25
2906	21
2903	18
2900	16
2611	14
2904	7
2607	6
2606	3
2620	3
2605	2
2600	1
2601	1
2612	1
2614	1
2619	1
2626	1
2901	1
2913	1



## SITE SPECIFIC QUESTIONS AND ADDITIONAL “OTHER” RESPONSES 5.2

### HOW CUSTOMERS USED THE CENTRE 5.2.1

#### Main program/activity “Other”

- Gentle exercise (3 Responses)
- Hydro walking (2 Responses)
- Underwater hockey
- Social

#### Secondary program/activity “Other”

- Water polo training
- Walking, gentle exercise
- Walking prior to class
- Walking pool
- Walking
- Swimming carnivals
- Swim 4 life
- Steam room
- Pump
- Low impact
- Hydro pool exercises
- Gentle exercise pool
- Gentle exercise
- Fun (2 Responses)

### ASPECTS ENJOYED (BY THEME) 5.2.2

#### POOL

- The swimming pool and cool water on a hot day
- The pools in general (5 Responses)
- Splash park
- Pool space
- Pool facilities
- Just being in water
- Jumping castles
- Heated pool
- Great for swimming with the family
- Free entry into the pool when using swimming lessons
- Aqua

## ASPECTS ENJOYED (BY THEME CONT) 5.2.2

### ACTIVITIES

---

- Thursday afternoon classes
  - The walking lanes
  - The range of activities it provides and its inclusiveness
  - The bright side program was brilliant, thank you to all!
  - The ability to swim during classes
  - Swimming lessons have always been well run. Instructors are brilliant, my son has great experiences here!
  - Range of classes available for aqua aerobics
  - Pryme classes
  - Personal training, but is too expensive
  - My kids like ve the swimming lessons, water is always warm
  - Lap lane availability
  - Aqua classes
  - Aqua aerobics ( 2 responses)
- 

### ATMOSPHERE/ENVIRONMENT

---

- My brother who has significant disabilities enjoys the gym/pool as well. His memberships fees are really great for him, as he is on a disability pension. Staff and other uses of the gym/pool.
  - Friendly environment  
Connecting with like minded people  
Comradeship with other users  
Companionship
- 

### FOOD & DRINK FACILITIES

---

- The coffee shop
  - The cafe is good
  - Great cafe
  - Good variety
  - Cafe is great
  - A particular staff member in the coffee shop makes us welcome for a social group after lesson
  - A particular staff member in the cafe makes an exceptional coffee!
  - A particular staff member does a great job but could do with some assistance
- 

### LOCATION

---

- Convenient
- 

### BAHAVIOUR OF OTHERS

---

- I am a happy and healthy 72 year old!
-

## ASPECTS ENJOYED (BY THEME CONT) 5.2.2

### FACILITIES

---

- Well maintained equipment
  - The pool (2 Responses)
  - Teen gym
  - Swimming pool
  - Range of classes available for aqua aerobics
  - Group exercises, the social contact, all very friendly staff and welcoming!
  - Great reception
  - Good disability facilities other than the spa
  - Convenient, both swim and gym facilities in one location,
  - Convenience of both gym and hydro pool
  - Clean and accessible
- 

### STAFF

---

- The Instructors
  - LTS Team
  - Friendly & professional staff & instructors
  - The staff in general
  - The staff are great (2 Responses)
  - The respectful staff
  - The aqua teachers
  - Talking to the staff and getting to know them
  - Swimming instructors are very good (2 Responses)
  - Staff are great
  - Staff are excellent
  - Respectful staff, especially the function fit classes
  - Polite
  - Staff on the front desk, lakeside has been an amazing place to join!
  - Great staff
  - Good staff, well managed
  - Getting to know staff members
  - Fun teachers
  - Front counter staff
  - Friendly and competent staff
  - Everyone is friendly and helpful! Thanks!
  - Some staff in particular are fantastic!
  - Appreciate the staff
  - Always approachable
  - All staff
-

## ASPECTS ENJOYED (BY THEME CONT) 5.2.2

### CENTRE COMFORTS

- Room temperature good
- Opening times are great, which allows access for workers. I do shift work, so the hours of the pool/gym suit very well

## PROBLEMS EXPERIENCED (BY THEME) 5.2.3

### ORGANISATION

- Unwanted advertising
- Progression wasn't recorded properly so that meant my child was booked into the wrong swimming class
- Pool schedule/lap lane schedule not updated for weeks
- Out of date info
- Marketing
- Lack of aqua instructors
- Have had to remind the centre to refund payments a number of times
- Double billing staff do not have time to resolve
- Direct debit before class start
- Didn't realise we were locked into 12 weeks when trying lessons
- Charged twice, fixed by next payment
- Charged money which couldn't be explained
- Booking Pt is difficult, but has become too expensive.

### POOL

- Water too cold
- Poor communication about school carnivals and their impact on the rest of us (who support you all year) trying to have a swim
- Pool building air too cold
- Poo in babies pool
- People swimming in gentle exercise pool

### ACTIVITIES

- Poor quality music equipment
- Personal training is too expensive to access. I found this excellent for my arthritis pain, but can no longer afford it. Plus there is only one trainer available, who is only available from 6am - 2pm
- Lack of swim lane availability when school carnivals are on, Jan-April
- Gentle exercise lane not used exclusively for gentle exercise and lifeguards not assisting when asked to ensure the lane is available for gentle exercise

### CENTRE COMFORT/PLEASANTNESS

- Filthy

## PROBLEMS EXPERIENCED (BY THEME CONT) 5.2.3

### FOOD & DRINK FACILITIES

---

- Inconsistent
  - Understaffing
- 

### FACILITIES

---

- Change rooms
  - The latest cos on the female change room showers
  - The door on the disabled change room does not close
  - Shower doors and soap holders
  - Shower doors & new soap dispensers broken by vandals
  - Only hot water from basins in female change rooms, dangerous, power points don't work, all needs maintenance
  - Not enough parking!!!!!! It is not fair, that as a paying customer i cannot find a park due to park runners on weekend or if there are other activities!!! They pay no fees, yet take the parking away.
  - No clock visible from pool
  - Floor chairs
  - Child care un reliable
  - Change room locks are faulty
  - Centre filthy
- Brokenlocks showers, children unsupervised and quite old boys in female change  
Broken showers, slow moving water in sink
- 

### STAFF

---

- Swim teacher not doing her job
  - No manners, think of themselves first rather than paying customer
  - Lifeguards ignore rough kids
  - Lifeguards unresponsive and rude when resquesting assistance with unsafe
  - Entry to pool is sometimes very slow if staff are answering phones
  - Teacher who upsets kids to easily
- 

### BEHAVIOUR OF OTHERS

---

- Sometimes children get boisterous
  - In the program pool will not tell the kids to stay on the other side of the lane
  - Rough kids and teens in pool need to be kicked out, life guards can see and do
  - People using pool in unsafe ways, lifeguards not being consistent with pool
  - Out of control children
  - General rough play in the shallow pool around younger kids
-

## PROBLEMS EXPERIENCED (BY THEME) 5.2.3

### FACILITY CLEANLINESS

---

- The whole centre needs to be thoroughly cleaned.
  - Women's change rooms regularly dirty especially late in the day
  - We don't use the bathroom anymore, more to do with other visitor's behaviour than the quality of the facilities
  - The cleanliness of the female change rooms was not good
  - Soap in toilets and showers
  - So often there was no toilet paper or it was all over the floor
  - Showers and general areas not always clean. Locks broken or no locks on shower doors
  - Pool surrounds and dressing rooms are dirty
  - Please clean everything better the centre is filthy.
  - I would like to see the change rooms and pool island cleaned more regularly
  - Grates in the 50m pool filled with rubbish
  - Frequently no toilet paper. Pee on seats and poop unflushed in toilets
  - Disgusting Male change rooms
  - Dirty pool
  - Dirty floors, broken doors and run out of toilet rolls often
  - Cleanliness
  - Women's change rooms regularly dirty especially late in the day
  - We don't use the bathroom anymore, more to do with other visitor's behaviour than the quality of the facilities
  - The cleanliness of the female change rooms was not good
  - Soap in toilets and showers
- 

### REASON FOR NOT REPORTING A PROBLEM

---

- Will be, I haven't had a chance.
  - Shouldn't have to, it's pretty obvious
  - Not appropriate
  - It's obvious. presumed others had
  - Can't afford the PT due to price rise, can't do much about that. \$405 for X10 weeks
-



## HOW CAN THE RESULTS BE USED?

Each year CERM PI service quality reports are conducted for Australian and New Zealand sports, leisure & aquatic centres. Some of the ways your organisation may benefit from the information in this report include:

- Share and discuss the results of the report with staff at the centre.
- Promote key results to customers and thank them for their contribution.
- Incorporate the information into management plans, KPI's and contracts where relevant.
- Consider further analysis. Does this report highlight something you'd like to know more about? We can help with this.
- Consider incorporating CERM PI reporting into other areas of your organisation. For example, CERM PI has completed similar work in a range of sectors including:
  - Tennis clubs
  - Botanic gardens
  - Organisational Culture Surveys
  - National parks e.g. Uluru, Kakadu and Booderee
  - Golf courses
  - Public Libraries SA

**COLLABORATIVE RESEARCH OPPORTUNITIES**

- Joint research publications and conference presentations
- Workshops and seminars - interpreting your CERM PI report

CERM PI are leaders in benchmarking for the aquatics and leisure industry. Close links with industry through forums such as our industry workshops and conference presentations ensure that we provide information that is practical and current.

The CERM PI Project has numerous national and International links with community and professional sport, leisure and aquatic organisations as well as close relationships with LGAs through library and outdoor space projects.

**EXAMPLES OF CERM PI INDUSTRY COLLABORATORS**

Aquatics and Recreation Victoria (ARV)  
 Australian University Sport  
 Australian Museums and Galleries Association SA  
 Botanic Gardens of Australia and New Zealand  
 Botanic Gardens Conservation International  
 Christchurch City Council  
 City of Adelaide  
 City of Campbelltown  
 City of Fremantle  
 City of Monash  
 City of Rockingham  
 City of Sydney  
 City of Unley  
 Department of Environment and Water SA  
 Dunedin City Council  
 Moreland City Council  
 Parks Australia  
 Public Library Services SA  
 Rectangular Stadiums Australia  
 Surf Life Saving SA  
 Tennis Australia  
 Treasury & Economic Development Directorate (ACT)  
 VenuesWest (WA)  
 Warringah Aquatic Centre  
 Whitehorse City Council  
 YMCA Boroondara  
 YMCA Victoria  
 YMCA WA

Further information can be obtained by contacting CERM PI®

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 e [cermpi@unisa.edu.au](mailto:cermpi@unisa.edu.au)  
 w [unisa.businessschool.edu.au/cerm-pi](http://unisa.businessschool.edu.au/cerm-pi)



CERM PI

BENCHMARKING FOR PERFORMANCE EXCELLENCE



University of  
South Australia Business



# SERVICE QUALITY AT MANUKA SWIMMING POOL

2020



## CUSTOMER SERVICE SNAPSHOT 2020 MANUKA SWIMMING POOL

Customer **service indicators** include Customer advocacy & loyalty; Customer service quality (CSQ); and customer benefits.

Customer service indicator	2020
Overall satisfaction (out of 7)	6.8
Overall satisfaction (%)	99%
Willingness to recommend centre	99%
Problem experienced	8%

Survey respondent profile	2020
Number of respondents	199

Main activities undertaken	
Lap swimming	56%
Recreational swimming	37%
Swimming lessons	5%
Other	2%

Survey respondent profile		2020
Gender		
	Male	41%
	Female	58%
	Other	1%

Age		
	15-19 years	7%
	20-29 years	11%
	30-39 years	15%
	40-49 years	25%
	50-59 years	19%
	60-69 years	14%
	70 years and over	10%

# INTRODUCTION AND METHODOLOGY

## INTRODUCTION

In choosing CERM PI as a research partner you have secured the application of stringently tested, secure and industry specific methods of evaluating your centre's performance. CERM PI manages the only national benchmarks for public sports and leisure facilities, run annually to ensure currency and evaluated regularly in partnership with industry to ensure relevance.

This report incorporates results from these benchmarking exercises with your centre's results. Compare your results against last year's survey, and the CERM PI benchmarks for a quick and reliable check of your centre's performance over time, and compared to industry. CERM PI protocols, developed to meet strict UniSA ethics standards, allow the opportunity to compare with external industry benchmarks, whilst ensuring the security and privacy of sensitive information.

This report uses three separate sets of performance indicators (PIs) developed for sports and leisure centre management. These PIs were derived from industry input including focus groups

- |  |  |   |
|--|--|---|
| <p>1. <b>CUSTOMER SERVICE QUALITY</b> (CSQ) indicators for public aquatic and leisure centres, include the following process dimensions of service quality: facility presentation, staffing, organisation, and secondary services.</p> | <p>2. <b>CUSTOMER BENEFITS</b> are desired goals or positive outcomes for aquatic centre customers, and include health &amp; fitness, relaxation, personal accomplishment, social, success in competition, and enjoyment benefits.</p> | <p>3. <b>OPERATIONAL MANAGEMENT</b> performance indicators have been grouped to cover six major aspects of centre operation: services, marketing, staff, facilities, utilities and finance.</p> |
|--|--|---|

## METHODOLOGY

Data for this review was collected using the CERM CSQ and Operational management questionnaires under the guidance of the appropriate protocols issued by CERM PI®, UniSA. Copies of the questionnaires and protocols have been provided to you previously. If you require additional copies please contact us.

Customers of the centre were asked to complete self-administered online questionnaires during 2020. The times chosen to administer the questionnaire were nominated by centre staff in order to produce a representative sample of customers. Completed online questionnaires from 199 respondents were used in this analysis.

## ANALYSIS

In this report CERM PI has made some linkages between your centre's CSQ and operational management performance indicator results. As a CERM PI partner you have also received access to CERM PI benchmarks for CSQ and Operational management PIs. **The CERM CSQ PI benchmarks for each variable represent the median of the means from all centres that contributed reliable data to the CERM PI reviews, and are updated annually.**

The data provided in this report is best analysed by the centre's management staff who should have an in-depth understanding of the wider environmental context in which the centre operates (e.g. council policies, age of buildings, socio-demographic backgrounds of customer groups, facility design constraints). Accordingly, special circumstances of the centre must be considered in interpreting the data provided in this report. This report provides important customer feedback that can be considered alongside other information on which management decisions are based.

## CONFIDENTIALITY

The information contained in the report is the property of the client and CERM PI, and may not be reproduced or transmitted in any form without their consent. CERM PI may utilise information gathered for further research and education and is committed to do so whilst protecting the confidentiality of the client. Outcomes of research efforts are usually reported in professional forums.

# CUSTOMER RELATIONS 1.1

## CUSTOMER SATISFACTION 1.1.1

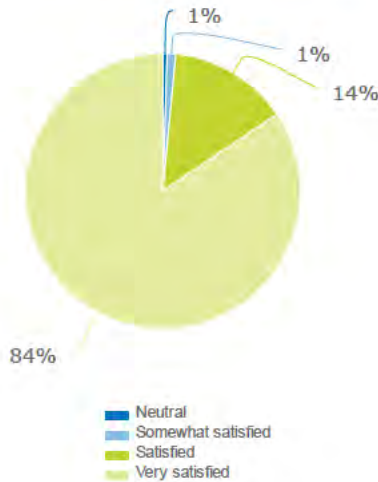
This section of the report presents some key indicators of the centre's relationship with customers, including respondents' levels of satisfaction, loyalty and advocacy for the centre.

**Table 1: Overall Satisfaction Mean**

	Your centre's result	CERM PI benchmark
Overall satisfaction (out of 7)	<b>6.8</b>	<b>5.9</b>

Using the 7 point scale, respondents were asked to rate their 'overall satisfaction' with the centre on a scale from 1 'very dissatisfied' to 7 'very satisfied'.

**Figure 1: Overall Satisfaction**



99% of respondents were satisfied as customers of the centre, compared to the CERM PI median of 89%; based on their ratings of '5' (Somewhat satisfied), '6' (Satisfied) and '7' (Very satisfied) (Figure 1).

## PROBLEM RESOLUTION 1.1.2

**Table 2: Problems experienced, reported and resolved**

	2020 %	CERM PI %
Problem experienced	8	39
Problems reported	53	62
Problems resolved	25	28

8% of respondents experienced a problem at the centre. Of those, 53% reported the problem, 25% of whom considered the problem successfully resolved. Compared to CERM PI benchmarks, your centre's respondents experienced less problems.

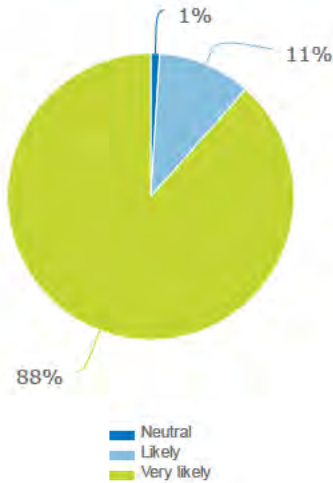
\* Problems experienced are expressed as a percentage of the total responses to this question.

\* Problems reported are expressed as a percentage of problems experienced.

\* Problems resolved satisfactorily are expressed as a percentage of problems reported.

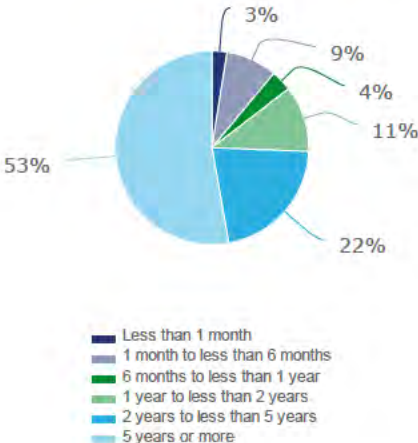
# CUSTOMER ADVOCACY AND LOYALTY 1.1.3

Figure 2: Recommend Levels



99% of the respondents indicated that they would recommend the centre, compared to the CERM PI benchmark (90%), based on their ratings of '5' (Maybe), '6' (Likely), and '7' (Very likely).

Figure 3: Customers have been using the centre



75% of the respondents have been customers at the centre for two years or more.

## CUSTOMER SERVICE QUALITY 1.2

In the questionnaire respondents were asked to rate expectations and perceptions of performance in relation to attributes of customer service quality (CSQ). The scale used for this section ranges from 1 ('disagree') to 6 ('very strongly agree'). The scale is an unbalanced one with more positives, and is used because these attributes have already been identified through previous CSQ research with sports and leisure centres as the most important to customers. (e.g. Crompton et al., 1991; Howat et al., 1999; Kim and Kim, 1998).

<p>Expectations refer to the extent to which customers believe a particular service attribute should be provided at a sports and leisure centre. High expectations means tend to represent higher priority CSQ attributes. Low expectations may indicate customers have limited interest or need for this CSQ attribute (e.g. many customers of centres may never use the child minding service).</p>	<p>The performance mean measures how a service attribute is perceived to be performing. High performance means indicate a service quality attribute is perceived by customers to be well delivered. A low performance mean may identify a potential problem requiring monitoring. Alternatively, it may be due to a unique circumstance of the centre (e.g. shared use of public parking facilities).</p>
<p>The expectations and the performance means are used to calculate the <b>Customer Service Quality Gap</b> (CSQ Gap) for each CSQ attribute; the extent to which performance does not correspond to expectations.</p>	<p>The <b>Customer Service Quality Score</b> (CSQ Score) reflects the service quality gap as a percentage, allowing for more direct comparison with other customer feedback such as <i>overall</i> satisfaction with the centre and <i>willingness</i> to recommend the centre.</p>

## CUSTOMER SERVICE QUALITY RESULTS 1.2.1

**Table 3. CSQ Results**

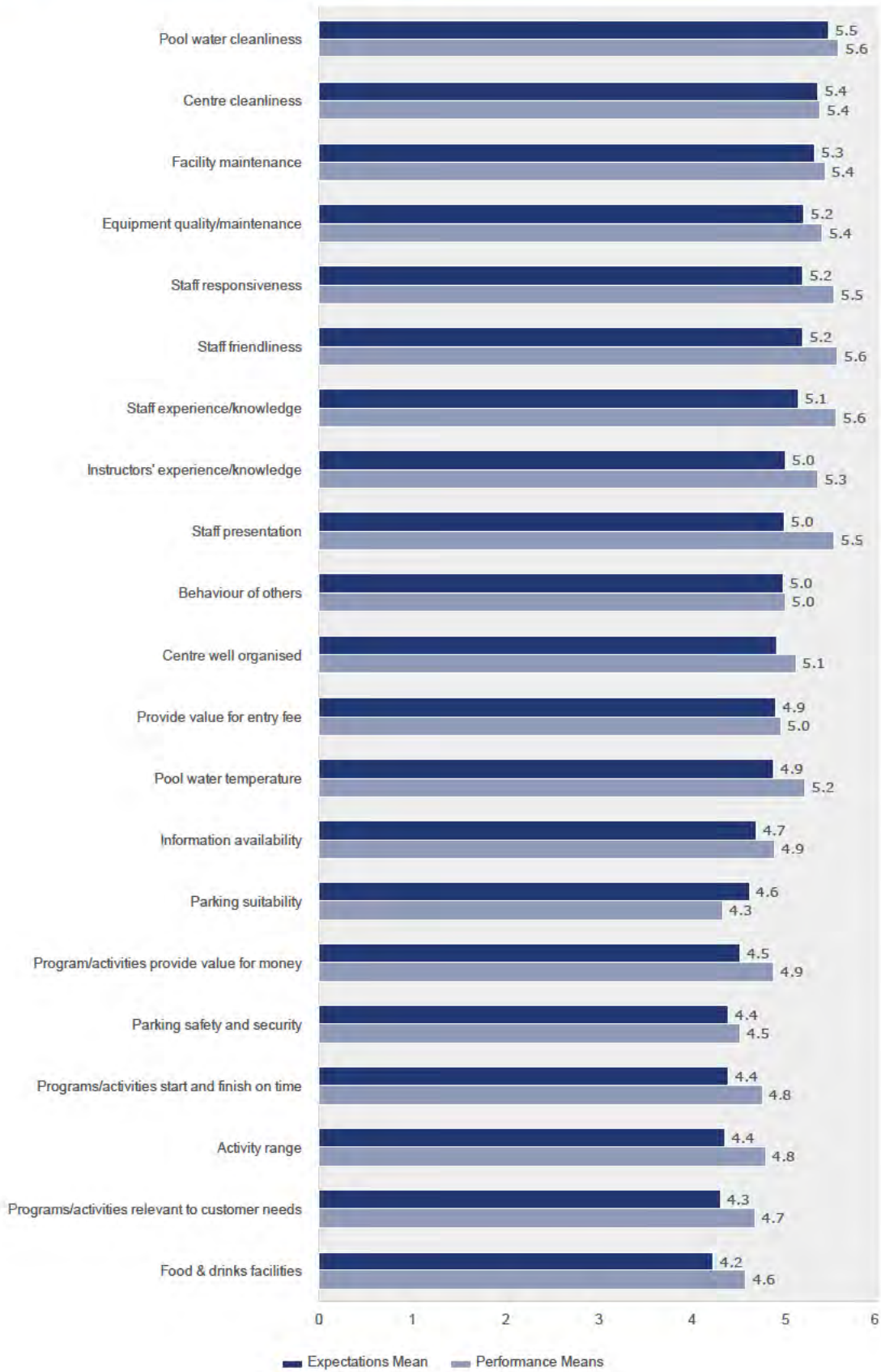
	Expectations 2020	Performance 2020	CSQ Gap 2020	CSQ Score 2020 %	CERM PI Benchmarks
<b>Facility Presentation</b>				103	Median
Centre cleanliness	5.4	5.4	0.0	100	-1.1
Facility maintenance	5.3	5.4	0.1	102	-1.0
Equipment quality/maintenance	5.2	5.4	0.2	104	-1.0
Pool water cleanliness	5.5	5.6	0.1	102	-1.1
Pool water temperature	4.9	5.2	0.3	107	-0.8
<b>Organisation</b>				106	
Information availability	4.7	4.9	0.2	104	-0.6
Centre well organised	4.9	5.1	0.2	104	-0.7
Activity range	4.4	4.8	0.4	110	-0.5
Programs/activities start and finish on time	4.4	4.8	0.4	108	-0.4
Programs/activities relevant to customer needs	4.3	4.7	0.4	109	-0.4
Provide value for entry fee	4.9	5.0	0.0	101	-0.8
Program/activities provide value for money	4.5	4.9	0.4	108	-0.7
Behaviour of others	5.0	5.0	0.0	100	-0.9
<b>Secondary Services</b>				102	
Parking safety and security	4.4	4.5	0.1	103	-0.6
Parking suitability	4.6	4.3	-0.3	94	-0.9
Food & drinks facilities	4.2	4.6	0.3	108	-0.3
Child minding facilities	*	*	*	*	-0.2
<b>Staffing</b>				108	
Staff friendliness	5.2	5.6	0.4	107	-0.4
Staff responsiveness	5.2	5.5	0.3	106	-0.6
Staff presentation	5.0	5.5	0.5	111	-0.2
Staff experience/knowledge	5.1	5.6	0.4	108	-0.6
Instructors' experience/knowledge	5.0	5.3	0.3	107	-0.5
<b>Overall service quality</b>				105	

The scale used for this part of the questionnaire ranges from 1 ('disagree') to 6 ('very strongly agree')

\* Indicates information is unavailable or not applicable.

**Figure 4. Ranking of attributes according to expectations**

Higher ranked expectations denote higher priority attributes for customers.





## CUSTOMER BENEFIT ANALYSIS 1.3

Benefits are defined as desired goals or positive outcomes for centre customers as a result of their participation as customers of the centre.

The questionnaire asked the respondents to rate their level of importance and achievement in relation to a list of nine benefits identified through focus groups conducted across Australia & NZ, as well as the international research literature.

The importance mean measures the relative importance of particular benefits as a reason for attending this centre.	The performance mean indicates the extent to which the benefits were achieved as a customer of the centre.
The <b>importance and achievement</b> means are used to calculate the ' <b>Benefits gap</b> ' for each attribute - that is, the extent to which achievement does not correspond with the importance rating.	<b>Use of Benefits</b> : Understanding the benefits achieved by your centre customers will aid in the design, promotion and delivery of opportunities appropriate for different target groups at your centre.

**Table 4: Customer benefits and their achievement**

	Importance 2020	Achieved 2020	Benefits Gap 2020	CERM PI Median
Improved health	4.2	4.2	-0.1	-0.4
Improved physical fitness	4.2	4.2	-0.1	-0.4
Improved well-being	4.3	4.3	0.0	-0.3
Relaxation	4.3	4.3	0.1	-0.2
Reduced stress levels	4.1	4.3	0.1	-0.3
Improved skill level	3.5	3.6	0.1	-0.2
Socialising with family and/or friends	3.7	3.9	0.2	0.0
Improved performance in competitive sports	2.7	2.8	0.1	0.0
Enjoyment	4.4	4.5	0.1	-0.2

The scale used for this section ranged from 1 ('not at all') to 5 ('very high').

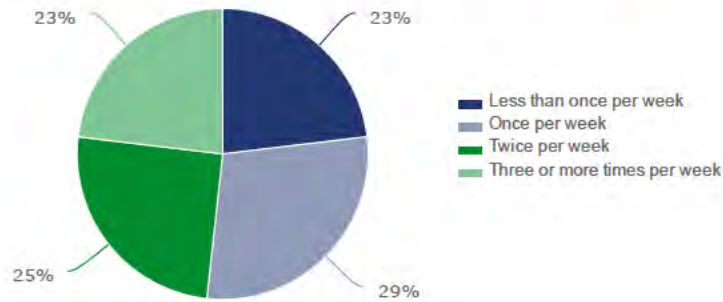
Respondents rated Enjoyment (importance means 4.4) as the most important benefit.

## RESPONDENT USAGE PATTERNS 2.1

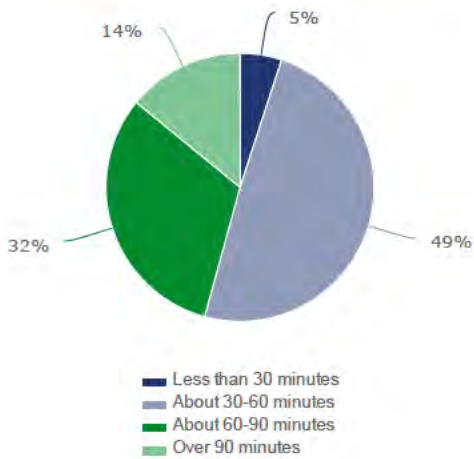
**Table 5: Main and secondary activities usually participated in at the centre**

	Main 2020 %	Secondary 2020 %
Swimming lessons	5	4
Lap swimming	56	21
Recreational swimming	37	30
Spectator	1	15
Other	2	7

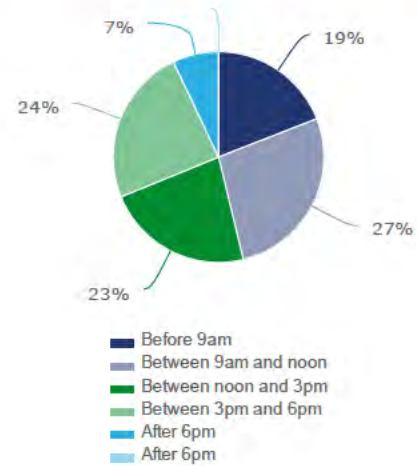
**Figure 5: Customers who visit the centre on average**



**Figure 6: Average time spent at the centre per visit**



**Figure 7: Customers (most often) use the centre**



NOTE: \* Percentage totals may equal more than 100% due to rounding.

## RESPONDENT USAGE PATTERNS CONT. 2.1

**Table 6: Customers usually attend the centre with**

	2020 %
Alone	42
With others (family, friend, partner, etc)	58
With organised group	0

**Table 7: Visiting groups usually attend the centre with**

	2020 %
Children under 5 years of age	19
Children 5 to 15 years of age	49
No children	37

**Table 8: Distance travelled to the centre**

	2020 %
5 km or less	71
Over 5, to 10 kms	13
Over 10 kms	16
Over 20 kms	0

**Table 9: Mode of transport to the centre**

	2020 %
Private car	73
Walk	16
Bicycle	11
Public transport	1
Hire bus/shuttle bus	0

## DEMOGRAPHIC PROFILE OF RESPONDENTS 2.2

**Table 10: Age group**

	2020 %
15-19 years	7
20-29 years	11
30-39 years	15
40-49 years	25
50-59 years	19
60-69 years	14
70 years and over	10

**Table 11: Gender**

	2020 %
Male	41
Female	58
Other	1

**Table 12: Aboriginal or Torres Straight Islander background**

	2020 %
No	96
Yes	4

**Table 13: Disability**

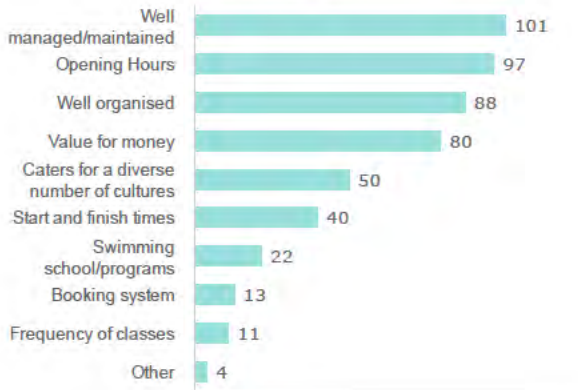
	2020 %
No	91
Yes	9

**Table 14: Ethnic background**

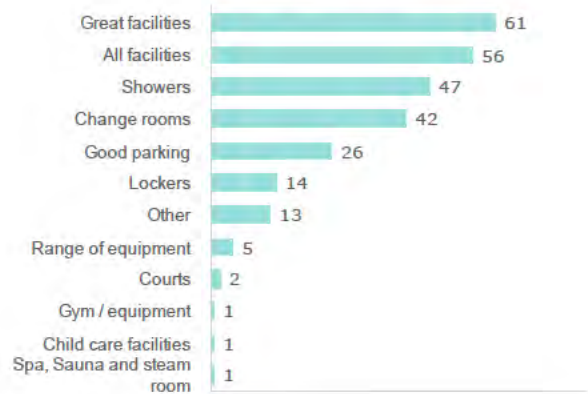
	2020 %
Australia	81
Overseas English speaking country	13
Non-English speaking country	6
Asian	0
Other	0

# CUSTOMER ENJOYMENT BY THEME 3.1

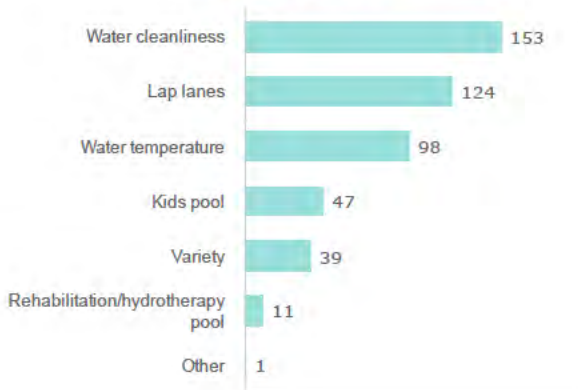
**Figure 8: Organisation**



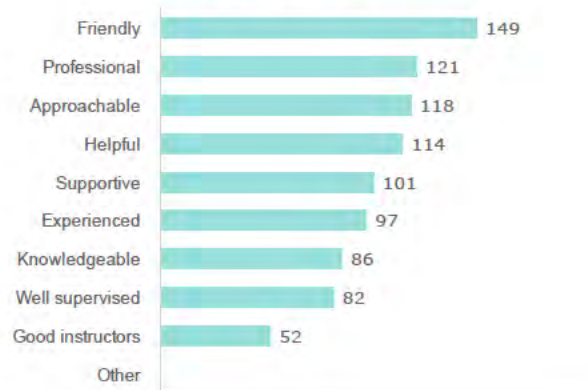
**Figure 9: Facilities**



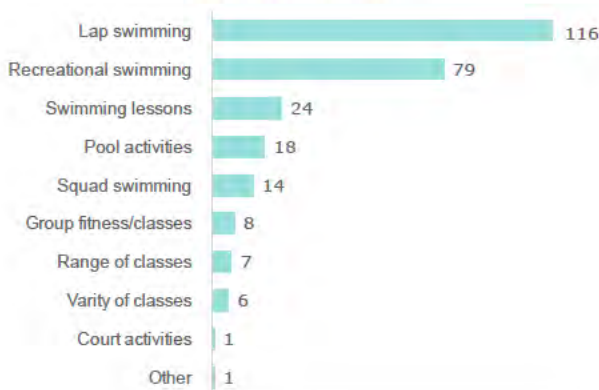
**Figure 10: Pools**



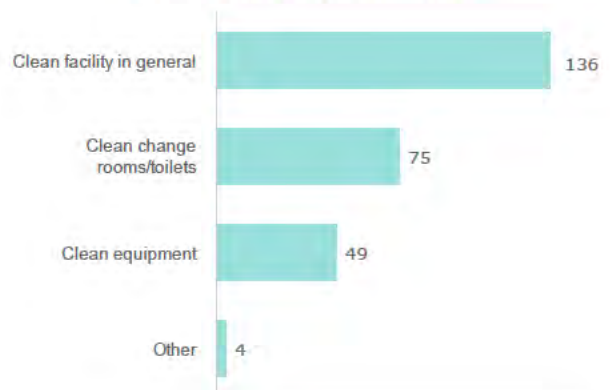
**Figure 11: Staff**



**Figure 12: Activities**



**Figure 13: Facility cleanliness**



## CUSTOMER ENJOYMENT BY THEME CONT. 3.1

Figure 14: Centre comfort

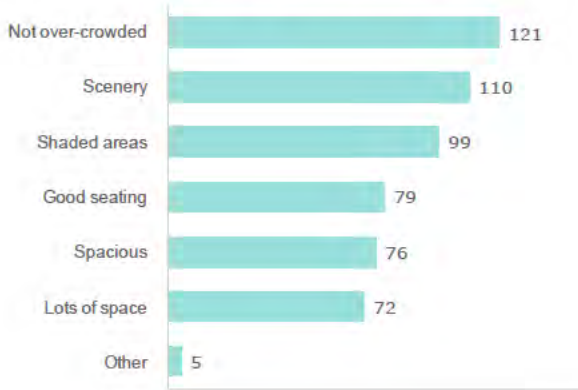


Figure 15: Location

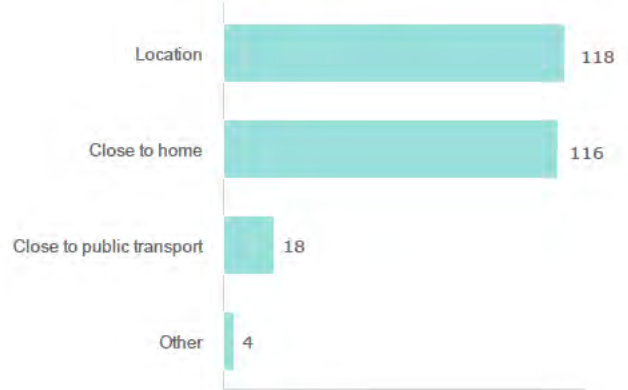


Figure 16: Environment

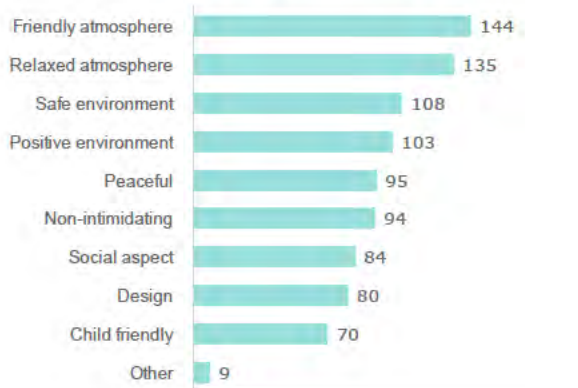


Figure 17: Behaviour of others

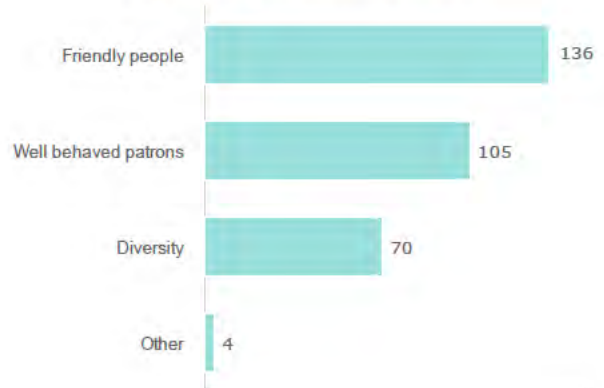
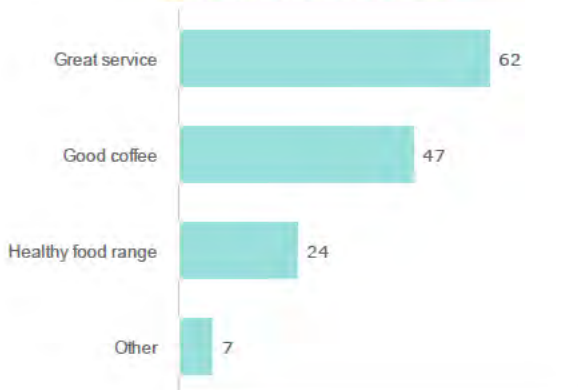


Figure 18: Food and drinks



## CUSTOMER PROBLEMS BY THEME 3.2

Figure 19: Activities (Problems)



Figure 20: Behaviour of others (Problems)

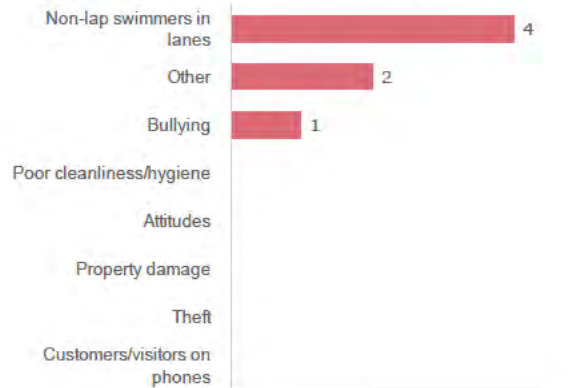


Figure 21: Centre comfort (Problems)

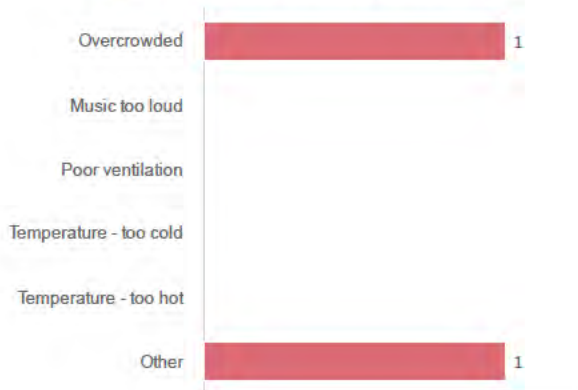


Figure 22: Facility cleanliness (Problems)

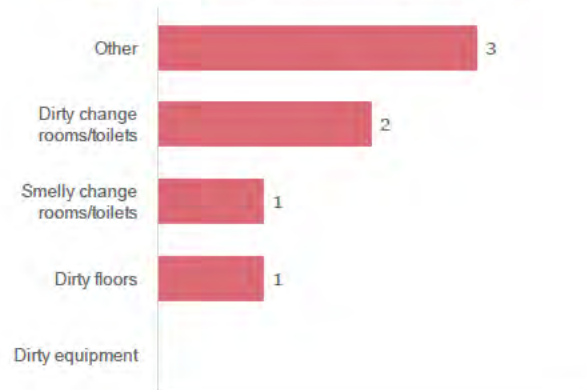
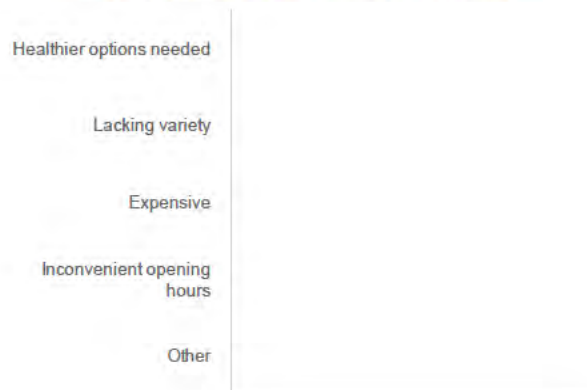


Figure 23: Facilities (Problems)



Figure 24: Food and drinks (Problems)

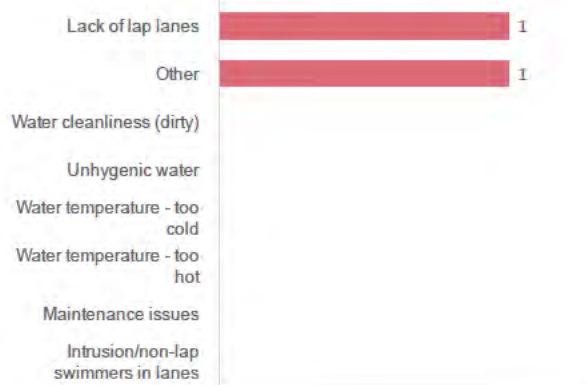


## CUSTOMER PROBLEMS BY THEME CONT. 3.2

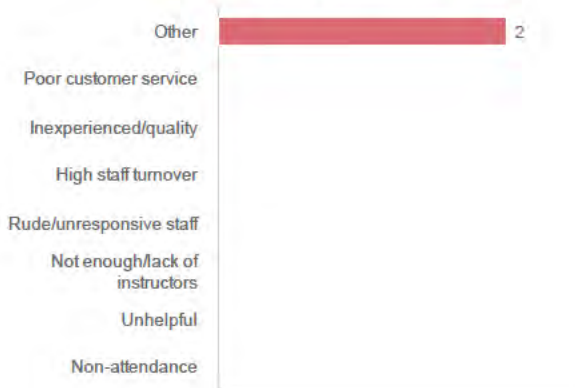
**Figure 25: Organisation (Problems)**



**Figure 26: Pool (Problems)**

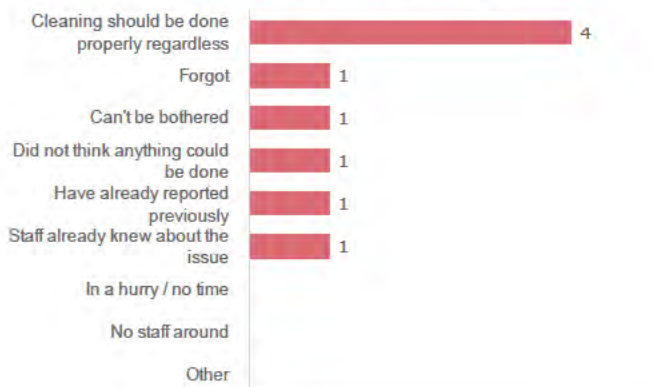


**Figure 27: Staff (Problems)**



## CUSTOMER PROBLEM REPORTING 3.3

**Figure 28: Reasons for non reporting of problems**



## 3 YEAR TREND - CUSTOMER SERVICE QUALITY 4.1

This section presents key responses from the three most recent CERM PI surveys conducted at your centre. Only figures from your centre are included as the purpose of this data is to track your results over time rather than compare to industry.

**Table 15: Customer Service Quality (CSQ) Results**

	Expectations			Performance			CSQ Gap		
	2018	2019	2020	2018	2019	2020	2018	2019	2020
<b>Facility Presentation</b>									
Centre cleanliness	5.4	5.5	5.4	5.2	5.0	5.4	-0.2	-0.4	0.0
Facility maintenance	5.4	5.5	5.3	5.2	5.1	5.4	-0.1	-0.3	0.1
Equipment quality/maintenance	5.3	5.3	5.2	5.1	5.0	5.4	-0.2	-0.3	0.2
Pool water cleanliness	5.6	5.6	5.5	5.3	5.2	5.6	-0.2	-0.5	0.1
Pool water temperature	5.0	4.9	4.9	4.8	5.0	5.2	-0.1	0.1	0.3
<b>Organisation</b>									
Information availability	4.7	4.7	4.7	4.8	4.9	4.9	0.2	0.2	0.2
Centre well organised	5.1	5.1	4.9	5.0	5.1	5.1	-0.1	0.0	0.2
Activity range	4.4	4.4	4.4	4.6	4.8	4.8	0.2	0.4	0.4
Programs/activities start and finish on time	4.4	4.4	4.4	4.7	4.7	4.8	0.3	0.3	0.4
Programs/activities relevant to customer needs	4.3	4.4	4.3	4.7	4.7	4.7	0.3	0.3	0.4
Provide value for entry fee	4.9	5.0	4.9	5.0	5.1	5.0	0.0	0.1	0.0
Program/activities provide value for money	4.5	4.6	4.5	4.7	4.7	4.9	0.3	0.2	0.4
Behaviour of others	5.1	5.1	5.0	5.0	4.9	5.0	-0.1	-0.2	0.0
<b>Secondary Services</b>									
Parking safety and security	4.5	4.4	4.4	4.5	4.4	4.5	-0.1	0.0	0.1
Parking suitability	4.7	4.6	4.6	4.2	4.2	4.3	-0.5	-0.3	-0.3
Food & drinks facilities	4.5	4.1	4.2	4.6	4.5	4.6	0.2	0.4	0.3
Child minding facilities	*	*	*	*	*	*	*	*	*
<b>Staffing</b>									
Staff friendliness	5.3	5.3	5.2	5.4	5.5	5.6	0.2	0.2	0.4
Staff responsiveness	5.4	5.3	5.2	5.5	5.4	5.5	0.1	0.1	0.3
Staff presentation	5.1	5.1	5.0	5.5	5.4	5.5	0.4	0.3	0.5
Staff experience/knowledge	5.3	5.2	5.1	5.5	5.4	5.6	0.2	0.2	0.4
Instructors' experience/knowledge	5.3	5.2	5.0	5.3	5.2	5.3	0.0	0.0	0.3

\* Indicates information is unavailable or not applicable.

## 3 YEAR TREND - CUSTOMER SATISFACTION 4.2

**Table 16: Overall Satisfaction**

	2018 %	2019 %	2020 %
Very dissatisfied	0	1	0
Dissatisfied	0	0	0
Somewhat dissatisfied	1	1	0
Neutral	1	1	1
Somewhat satisfied	4	3	1
Satisfied	20	18	14
Very satisfied	75	78	84
Overall satisfaction (%)	99	98	99
Mean (out of 7)	6.7	6.7	6.8

'Overall satisfaction' with the centre is based on respondents' ratings of '5' (Somewhat satisfied), '6' (Satisfied) and '7' (Very satisfied).



### 3 YEAR TREND - RESPONDENT USAGE PATTERNS 4.3

**Table 17: Main activities usually participated in**

	2018 %	2019 %	2020 %
Swimming lessons	10	7	5
Lap swimming	37	59	56
Recreational swimming	47	29	37
Spectator	5	3	1
Other	0	3	2

**Table 18: Customers usually attend the centre**

	2018 %	2019 %	2020 %
Alone	32	49	42
With others (family, friend, partner, etc)	68	51	58

### 3 YEAR TREND - DEMOGRAPHIC PROFILE 4.4

**Table 19: Age group**

	2018 %	2019 %	2020 %
15-19 years	4	11	7
20-29 years	10	5	11
30-39 years	29	15	15
40-49 years	29	19	25
50-59 years	16	21	19
60-69 years	9	20	14
70 years and over	4	9	10

**Table 20: Gender**

	2018 %	2019 %	2020 %
Male	37	45	41
Female	63	55	58
Other	0	0	1

## 3 YEAR TREND - PROBLEM RESOLUTION 4.5

**Table 21: Problems experienced, reported and resolved**

	2018 %	2019 %	2020 %
Problem experienced	9	6	8
Problem reported	42	50	53
Problem resolved	40	50	25

## 3 YEAR TREND - ADVOCACY AND LOYALTY 4.6

**Table 22: Customer recommendation levels**

	2018 %	2019 %	2020 %
Very unlikely	0	2	0
Unlikely	1	1	0
Maybe not	0	0	0
Neutral	1	1	1
Maybe	2	4	0
Likely	14	10	11
Very likely	82	82	88
<b>Overall willingness to recommend</b>	<b>98</b>	<b>96</b>	<b>99</b>

99% of the respondents indicated that they would recommend the centre, compared to the CERM PI benchmark (90%), based on their ratings of '5' (Maybe), '6' (Likely) and '7' (Very likely).

**Table 23: How long customers have been using the centre**

	2018 %	2019 %	2020 %
Less than 1 month	4	5	3
1 month to less than 6 months	9	9	9
6 months to less than 1 year	3	4	4
1 year to less than 2 years	10	10	11
2 years to less than 5 years	24	25	22
5 years or more	49	48	53

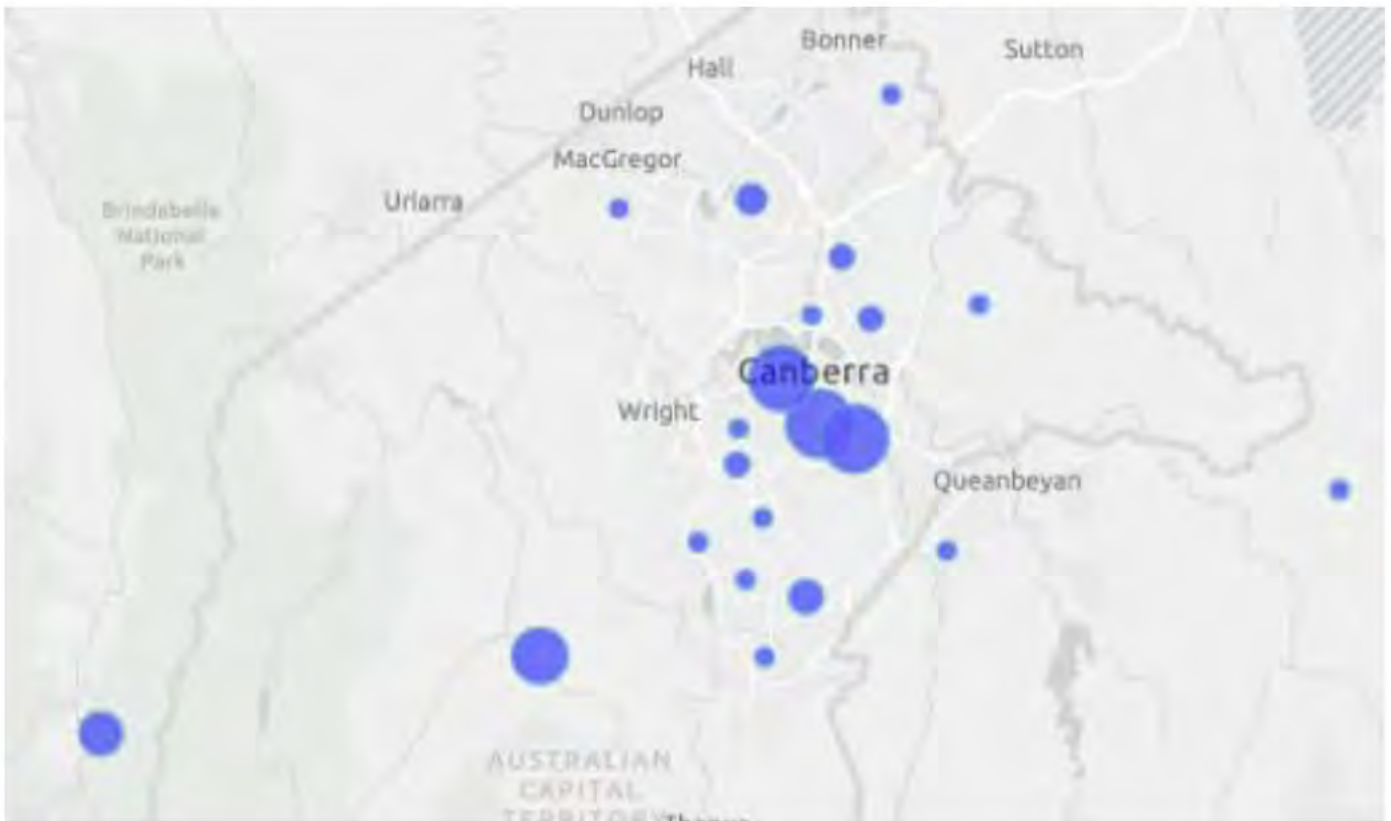
# DEMOGRAPHIC INFORMATION OF RESPONDENTS 5.1

## POSTCODE HEATMAPPING

### WIDE DEMOGRAPHIC VIEW



### FOCUSED DEMOGRAPHIC VIEW



## DEMOGRAPHIC INFORMATION OF RESPONDENTS CONT 5.1

<i>Postcode</i>	<i>Number of respondents</i>
2603	61
2604	39
2600	31
2620	13
2611	7
2904	4
2617	3
2602	2
2606	2
2612	2
2550	1
2601	1
2605	1
2607	1
2609	1
2615	1
2619	1
2621	1
2680	1
2902	1
2903	1
2905	1
2914	1
4506	1

## SITE SPECIFIC QUESTIONS AND ADDITIONAL “OTHER” RESPONSES 5.2

### HOW CUSTOMERS USED THE CENTRE 5.2.1

#### Main program/activity “Other”

---

- Working on my tan
  - Rehab training
  - Lap swimming and recreational for children
  - Coach
- 

#### Secondary program/activity “Other”

---

- Swim club
  - Suntanning, coffee drinking
  - Sunbathing
  - Squad swimming
  - Relaxing (2 responses)
  - Pilates
  - Picnic
  - Physical and water aerobics
  - No other programs
  - Looking after child
  - Chatting to staff and friends
- 

### ASPECTS ENJOYED (BY THEME) 5.2.2

#### ORGANISATION

---

- Staff always friendly and helpful
  - Great staff
  - Closest pool
  - Beautiful water temp and atmosphere
- 

#### POOL

---

- Quiet during the day
- 

#### ACTIVITIES

---

- Pilates
- 

#### FACILITY CLEANLINESS

---

- Refurbishment of pool and buildings is excellent
  - Garden
  - Character
  - Cafe-great
-

## ASPECTS ENJOYED (BY THEME CONT) 5.2.2

### FOOD & DRINK FACILITIES

---

- I don't purchase food and drink so can't comment.
  - Hot chips and Ice cream keep children going
  - Hot chips a big winner with an 8 year old. Great incentive for lap swimming
  - Hot chips
- 

### FACILITIES

---

- Theres a spa???
  - Pool (2 responses)
  - Playground (2 Responses)
  - Perfect lawn to lie on.
  - Heritage pool
  - Grassed area
  - Grass
  - Gorgeous looking
  - Garden, trees, birds, kiosk, pirate ship, sunshine
  - Cafe
  - Beautiful pool
- 

### LOCATION

---

- Within easy bicycle riding distance
  - Close to work and school (2 Responses)
  - Close to my gym
- 

### CENTRE COMFORTS

---

- Lovely ambiance
  - Heritage ambience (2 Responses)
  - Green grass
  - Great management beautiful lawn and fantastic atmosphere
- 

### ATMOSPHERE

---

- Very strong sense of community
  - Lovely preservation of original Art Deco design by government
  - It's outdoors
  - It is a neighbourhood pool, sometimes not relaxed due to lap swimmers getting upset with kids
  - Heritage building and pool
  - Heritage atmosphere
  - Community feel
  - Authenticity & history of the pool
  - Art Deco splendour
-

## ASPECTS ENJOYED (BY THEME CONT) 5.2.2

### BEHAVIOURS OF OTHERS

- 'Family Pool'

## PROBLEMS EXPERIENCED (BY THEME) 5.2.3

### ORGANISATION

- The late opening was a bit frustrating. I felt like the retiling could (should) have
- Season is too short
- I know there are messages posted on facebook about emergency closures. it would be good if this was information was also posted on the website

### POOL

- Not enough information about lane availability published on facebook or website

### ACTIVITIES

- Lap swimmers come second on hot days and regular lap session times changed without warning
- It would be great if the pool opened earlier, 6 every day would be great especially mid season when it is very busy

### FACILITIES

- The shower area needs a door for privacy - very important!!
- No changing tables

### STAFF

- Non lap swimmers in lap lane not managed

### FACILITY CLEANLINESS

- The toilets and change room area were disgusting- my daughter refused to go to the toilet due to the state of them then which in turn meant we had to leave . :(

### BEHAVIOUR OF OTHERS

- Those doing lap swimming should come low peak times & not get aggressive with
- There are always the odd person who can't share lanes or is not thoughtful of
- Kids not playing in lap lanes
- Non lap swimmers not managed
- Kids

## PROBLEMS EXPERIENCED (BY THEME CONT) 5.2.3

### CENTRE COMFORT/PLEASANTNESS

---

- Wall tiles in showers need a clean to match the sparkling cleanliness of the swimming pool. Floors are often gritty / dusty - need a hose-out daily
  - No toilet paper in women's toilets (several occasions)
  - Change rooms old and could do with more thorough sweeping and dusting
-





## HOW CAN THE RESULTS BE USED?

Each year CERM PI service quality reports are conducted for Australian and New Zealand sports, leisure & aquatic centres. Some of the ways your organisation may benefit from the information in this report include:

- Share and discuss the results of the report with staff at the centre.
- Promote key results to customers and thank them for their contribution.
- Incorporate the information into management plans, KPI's and contracts where relevant.
- Consider further analysis. Does this report highlight something you'd like to know more about? We can help with this.
- Consider incorporating CERM PI reporting into other areas of your organisation. For example, CERM PI has completed similar work in a range of sectors including:
  - Tennis clubs
  - Botanic gardens
  - Organisational Culture Surveys
  - National parks e.g. Uluru, Kakadu and Booderee
  - Golf courses
  - Public Libraries SA

**COLLABORATIVE RESEARCH OPPORTUNITIES**

- Joint research publications and conference presentations
- Workshops and seminars - interpreting your CERM PI report

CERM PI are leaders in benchmarking for the aquatics and leisure industry. Close links with industry through forums such as our industry workshops and conference presentations ensure that we provide information that is practical and current.

The CERM PI Project has numerous national and International links with community and professional sport, leisure and aquatic organisations as well as close relationships with LGAs through library and outdoor space projects.

**EXAMPLES OF CERM PI INDUSTRY COLLABORATORS**

Aquatics and Recreation Victoria (ARV)  
 Australian University Sport  
 Australian Museums and Galleries Association SA  
 Botanic Gardens of Australia and New Zealand  
 Botanic Gardens Conservation International  
 Christchurch City Council  
 City of Adelaide  
 City of Campbelltown  
 City of Fremantle  
 City of Monash  
 City of Rockingham  
 City of Sydney  
 City of Unley  
 Department of Environment and Water SA  
 Dunedin City Council  
 Moreland City Council  
 Parks Australia  
 Public Library Services SA  
 Rectangular Stadiums Australia  
 Surf Life Saving SA  
 Tennis Australia  
 Treasury & Economic Development Directorate (ACT)  
 VenuesWest (WA)  
 Warringah Aquatic Centre  
 Whitehorse City Council  
 YMCA Boroondara  
 YMCA Victoria  
 YMCA WA

Further information can be obtained by contacting CERM PI®

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 e [cermpi@unisa.edu.au](mailto:cermpi@unisa.edu.au)  
 w [unisabusinessschool.edu.au/cerm-pi](http://unisabusinessschool.edu.au/cerm-pi)

## Overview of the survey results

### Participant survey:

- 81 submissions were received.
- 25.93% respondents attended one or two sessions, 20.99% attending the four sessions. Session three was impacted by the cooler weather as reported by the COP Centre Manager.
- 72.84% participated in casual swim, 37.04% swimming lessons and 16.05% lap swimming.
- 82.72% are not an existing patron/member of COP.
- 55.70% have attended similar same gender swimming program in the ACT.
- 78.48% have not participated in the similar programs in another state or territory.
- 60.76% heard about the program via word of mouth.
- 95.52% would support the program at the same time over the summer season.
- 55.22% would not support the program from 7pm – 8.30pm during the summer season. Due to this being prayer time and/or too late for the kids.
- 92.42% would support the program at the same time over the next winter season.
- Swimming ability prior to this program was rated 33.33% as somewhat confident, 25.76% not so confident and 16.67% very confident.
- Prior to the trial program, 39.9% of respondents engaged in no sport/and or physical activity, 27.27% participated once a week and 27.27% participated one to three times per week.
- Benefits of attending the program fell into the following categories:
  - Being in a comfortable environment
  - Gaining swimming skills
  - Health benefits
  - Social connection
- Why respondents choose to participate in the program fell into the following categories:
  - Allows participants to swim comfortably in a safe environment
  - Stay within religious values
  - To increase swimming skills and get active

### Patron Survey:

- 41 submission were received.
- 36.58% of respondents have been a member/patron of COP for 10+ years, 29.27% for 1 – 5 years.
- 63.41% of respondents participate in lap swimming, 51.22% rec swimming, 24.39% fitness programs.
- 82.93% were aware of the trial program, with 64.71% advising via signs up at the pool.
- 61.76% of respondents advised that the trial did not impact their attendance at the COP.
- 58.54% of respondents would not support the continuation of the program at the same time during summer, based on:
  - no need for the program;
  - it is dividing the community;
  - it's discriminatory; and
  - it is inconvenient to members who want to attend the facility at these times.
- 63.16% of respondents would support the program from 7pm – 8.30pm during summer

- 52.63% of respondents would support the program at the same time during the next winter season.
- Under general feedback there were three respondents that supported this program.

# ACT Government CMTEDD

Community Views Survey (October 2019 Cycle)

	Overall Results		Age						Region							Gender		Income		
	% Agree/Satisfied	% Disagree/Dissatisfied	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Belconnen	Gungahlin	North Canberra	South Canberra	Tuggeranong	Weston Creek	Woden	Male	Female	Less than \$80,000	\$80,000 to less than \$160,000	\$160,000 or more
	Total number of respondents: 601		74	118	115	105	88	101	86	87	86	85	86	85	86	295	306	154	212	193
<b>Energy and the environment</b>																				
q1. Have you taken steps to improve the energy efficiency of your household in the past two years?																				
Yes	49%	-	39%	48%	56%	43%	60%	46%	49%	42%	48%	40%	59%	43%	46%	49%	49%	37%	52%	55%
No	51%	-	58%	52%	44%	57%	40%	54%	50%	58%	52%	60%	41%	56%	54%	51%	50%	63%	47%	45%
Not sure	0%	-	3%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%	0%	1%	1%	1%	0%
q2. Which do you think is better for the environment as an energy source?																				
Gas	23%	-	15%	23%	30%	29%	23%	11%	20%	30%	16%	24%	28%	22%	18%	26%	19%	21%	24%	23%
Electricity	59%	-	75%	64%	51%	59%	52%	53%	59%	53%	64%	58%	55%	61%	66%	60%	58%	59%	58%	63%
Not sure	19%	-	10%	13%	20%	12%	25%	36%	21%	17%	20%	18%	17%	17%	16%	14%	24%	21%	18%	14%
q3mr. Which of the following energy sources do you use in your household? (Multiple Response)																				
Electricity	100%	-	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Gas	77%	-	75%	75%	72%	83%	85%	75%	77%	91%	67%	65%	83%	71%	75%	79%	75%	67%	78%	84%
Solar	30%	-	27%	24%	18%	28%	47%	47%	27%	28%	24%	26%	36%	31%	39%	30%	31%	24%	28%	38%
None of the above	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
q4. If you were buying a house, how likely would you be to consider buying one that only has electricity as a power source (i.e. no gas)?																				
Definitely	23%	-	23%	20%	21%	31%	19%	23%	30%	23%	17%	20%	21%	19%	22%	26%	19%	26%	24%	23%
Definitely or probably	49%	-	50%	48%	44%	53%	60%	42%	55%	42%	53%	36%	52%	40%	48%	47%	51%	52%	51%	49%
Definitely, probably or possibly	78%	22%	87%	72%	74%	83%	87%	66%	88%	65%	85%	80%	76%	57%	80%	80%	76%	83%	79%	79%
q5. Have you replaced a gas-powered appliance in your household with an electric equivalent in the past 12 months?																				
Yes	6%	-	10%	7%	10%	6%	2%	3%	3%	5%	9%	6%	11%	5%	3%	6%	7%	7%	5%	8%
No	92%	-	82%	93%	90%	94%	98%	97%	95%	93%	91%	94%	89%	91%	95%	93%	92%	91%	94%	92%
Not sure	1%	-	8%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	5%	2%	1%	1%	2%	0%	0%
q6. Have you replaced an electric-powered appliance in your household with a gas-powered equivalent in the past 12 months?																				
Yes	4%	-	4%	3%	7%	3%	6%	2%	5%	5%	6%	2%	1%	5%	7%	4%	5%	3%	4%	5%
No	95%	-	91%	97%	91%	97%	94%	98%	94%	94%	92%	98%	99%	91%	92%	95%	94%	95%	96%	95%
Not sure	1%	-	5%	0%	1%	0%	0%	0%	1%	1%	2%	0%	0%	3%	2%	1%	1%	2%	0%	0%
q7mr. Which types of appliances in your household are reliant on gas? (Multiple response)																				
Cooking	60%	-	62%	67%	57%	57%	72%	44%	51%	82%	54%	58%	63%	64%	53%	59%	62%	47%	65%	68%
Heating	61%	-	50%	55%	64%	46%	78%	76%	56%	53%	59%	69%	66%	65%	67%	56%	66%	61%	53%	66%
Hot water	65%	-	55%	59%	65%	79%	60%	67%	66%	73%	66%	69%	59%	67%	59%	66%	64%	72%	67%	60%
Other	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	1%	-	5%	1%	0%	0%	0%	0%	1%	0%	3%	0%	0%	0%	2%	0%	1%	3%	0%	0%
q8mr. What would encourage you to convert your gas appliances to electric appliances? (Multiple response)																				
Lower energy bills	44%	-	47%	49%	44%	58%	27%	35%	53%	45%	44%	49%	33%	48%	42%	50%	37%	48%	41%	43%
Rebates or other incentives	30%	-	23%	30%	31%	33%	36%	25%	32%	20%	41%	30%	34%	31%	17%	33%	26%	20%	27%	40%
If I was convinced it was better for the environment	17%	-	26%	19%	15%	14%	15%	14%	23%	14%	16%	30%	9%	13%	20%	14%	20%	21%	20%	11%
If there were better quality electric appliances	10%	-	10%	11%	15%	10%	7%	8%	14%	10%	12%	13%	7%	6%	6%	12%	9%	10%	12%	10%
If there were cheaper electric appliances	14%	-	16%	13%	10%	20%	16%	8%	20%	9%	21%	7%	12%	11%	10%	15%	13%	11%	13%	16%
If maintenance costs were lower	14%	-	20%	15%	9%	21%	9%	8%	19%	12%	11%	10%	9%	23%	15%	19%	8%	12%	19%	12%
Other	26%	-	27%	19%	25%	25%	32%	27%	21%	25%	27%	24%	31%	28%	20%	25%	26%	27%	24%	26%
[Nothing]	7%	-	6%	5%	4%	2%	11%	22%	7%	8%	11%	4%	4%	6%	13%	5%	10%	10%	10%	3%
<b>Roads and transport</b>																				
q10@. How many cars are owned in total amongst the people in your household? (Recoded)																				
None	2%	-	4%	2%	1%	2%	2%	5%	4%	1%	4%	2%	0%	2%	3%	1%	3%	4%	2%	0%
One	23%	-	20%	17%	28%	19%	19%	36%	23%	20%	37%	25%	16%	19%	24%	19%	28%	34%	24%	9%
Two	49%	-	43%	54%	56%	45%	50%	46%	51%	55%	36%	48%	53%	47%	52%	52%	47%	41%	51%	58%
Three	15%	-	14%	18%	11%	20%	16%	12%	16%	12%	12%	19%	15%	15%	18%	12%	13%	12%	23%	
Four	6%	-	10%	6%	2%	7%	9%	1%	5%	4%	5%	5%	8%	11%	3%	5%	7%	6%	6%	7%
Five or more	4%	-	10%	3%	2%	7%	4%	0%	1%	8%	5%	1%	8%	2%	3%	5%	3%	2%	6%	4%
q11. How do you think petrol prices in the ACT compare to prices in the rest of Australia?																				
More expensive	86%	-	75%	94%	89%	94%	73%	88%	82%	94%	80%	91%	86%	93%	92%	87%	86%	82%	88%	89%
About the same	11%	-	20%	4%	8%	5%	22%	10%	12%	6%	20%	8%	12%	4%	5%	11%	11%	14%	10%	9%
Cheaper	3%	-	5%	3%	2%	0%	5%	2%	7%	0%	0%	1%	1%	3%	3%	2%	4%	4%	2%	2%
q12. Do you think that direct intervention is required by the ACT Government to regulate petrol pricing in the ACT?																				
Definitely	50%	-	38%	49%	57%	47%	56%	50%	57%	58%	32%	41%	50%	56%	50%	49%	51%	51%	54%	42%
Definitely or probably	67%	-	65%	66%	68%	72%	64%	65%	71%	68%	52%	61%	70%	79%	66%	66%	68%	70%	71%	59%
Definitely, probably or possibly	81%	19%	84%	82%	83%	82%	76%	77%	82%	83%	76%	73%	85%	90%	73%	77%	86%	79%	87%	76%

# ACT Government CMTEDD

Community Views Survey (October 2019 Cycle)

	Overall Results		Age						Region							Gender		Income		
	% Agree/Satisfied	% Disagree/Dissatisfied	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Belconnen	Gungahlin	North Canberra	South Canberra	Tuggeranong	Weston Creek	Woden	Male	Female	Less than \$80,000	\$80,000 to less than \$160,000	\$160,000 or more
			74	118	115	105	88	101	86	87	86	85	86	85	86	295	306	154	212	193
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="font-size: 0.8em;"> <p>Cohort result is better (green) or worse (red) than overall result:</p> <div style="display: flex; gap: 5px;"> <div style="width: 10px; height: 10px; background-color: #90EE90; border: 1px solid black;"></div> 10%  <div style="width: 10px; height: 10px; background-color: #90EE90; border: 1px solid black;"></div> 5%  <div style="width: 10px; height: 10px; background-color: #FFA07A; border: 1px solid black;"></div> 5%  <div style="width: 10px; height: 10px; background-color: #FF4500; border: 1px solid black;"></div> 10%                 </div> </div> <div style="font-size: 0.8em;"> <p>Cohort result is higher (yellow) or lower (orange) than overall result:</p> <div style="display: flex; gap: 5px;"> <div style="width: 10px; height: 10px; background-color: #FFD700; border: 1px solid black;"></div> 5%  <div style="width: 10px; height: 10px; background-color: #FFA07A; border: 1px solid black;"></div> 5%                 </div> </div> <div style="font-size: 0.8em;"> <p>High negative result overall:</p> <div style="width: 10px; height: 10px; background-color: #FF4500; border: 1px solid black; display: inline-block;"></div> 20%                 </div> </div>																				

# ACT Government CMTEDD

Community Views Survey (October 2019 Cycle)

Cohort result is better (green) or worse (red) than overall result: 10% 5% 5% 10%	Cohort result is higher (yellow) or lower (orange) than overall result: 5% 5%	High negative result overall: 20%	Overall Results		Age						Region						Gender		Income			
			% Agree/Satisfied	% Disagree/Dissatisfied	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Belconnen	Gungahlin	North Canberra	South Canberra	Tuggeranong	Weston Creek	Woden	Male	Female	Less than \$80,000	\$80,000 to less than \$160,000	\$160,000 or more
Total number of respondents:			601		74	118	115	105	88	101	86	87	86	85	86	85	86	295	306	154	212	193

ACT Health																					
<b>q22. Have you used any ACT Health walk-in centres in the past 12 months?</b>																					
Yes	40%	-	50%	54%	45%	36%	29%	20%	46%	45%	32%	26%	47%	29%	31%	42%	39%	40%	43%	39%	
No	60%	-	50%	45%	55%	63%	71%	80%	54%	55%	68%	73%	53%	71%	67%	58%	61%	60%	57%	61%	
Not sure	0%	-	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	
<b>q23. Where do you think the nearest walk-in centre to you is located?</b>																					
Belconnen	31%	-	39%	28%	32%	24%	32%	29%	78%	10%	49%	5%	0%	5%	9%	31%	30%	37%	29%	25%	
Gungahlin	10%	-	10%	13%	16%	7%	7%	6%	1%	72%	9%	0%	0%	0%	0%	9%	12%	7%	13%	8%	
Tuggeranong	22%	-	17%	21%	20%	33%	18%	25%	0%	2%	3%	14%	75%	17%	21%	21%	23%	22%	28%	19%	
Weston Creek	2%	-	1%	3%	1%	0%	1%	3%	0%	0%	1%	1%	1%	20%	1%	1%	2%	1%	2%	1%	
Other	8%	-	13%	12%	8%	5%	0%	5%	8%	7%	20%	10%	2%	2%	4%	8%	7%	8%	8%	8%	
Not sure	12%	-	9%	10%	12%	12%	12%	17%	12%	6%	12%	31%	9%	13%	13%	13%	11%	10%	8%	17%	
[Canberra Hospital / Woden]	16%	-	10%	14%	10%	19%	29%	15%	2%	3%	6%	39%	13%	42%	52%	15%	16%	14%	13%	21%	
<b>q24. Who would likely be your first point of contact for the following conditions?</b>																					
<b>q24a. Common illnesses, like cold and flu</b>																					
No-one (Self-treat)	54%	-	59%	56%	58%	46%	60%	44%	43%	53%	70%	54%	53%	57%	62%	49%	59%	47%	53%	61%	
Phone advice line (e.g. 13SICK)	1%	-	2%	2%	0%	0%	0%	0%	0%	1%	2%	3%	0%	0%	1%	1%	0%	0%	0%	2%	
GP	41%	-	31%	36%	38%	50%	37%	54%	52%	43%	25%	37%	40%	35%	37%	44%	37%	48%	41%	34%	
Walk-in Centre	5%	-	8%	7%	4%	4%	3%	2%	5%	4%	3%	7%	6%	8%	0%	6%	3%	6%	5%	3%	
Hospital	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Not sure	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
<b>q24b. Cuts and bruises</b>																					
No-one (Self-treat)	77%	-	78%	74%	77%	80%	82%	68%	72%	72%	80%	83%	77%	75%	86%	75%	79%	67%	79%	84%	
Phone advice line (e.g. 13SICK)	0%	-	0%	1%	1%	0%	0%	0%	0%	0%	0%	3%	1%	0%	0%	1%	0%	0%	0%	2%	
GP	11%	-	9%	12%	11%	3%	15%	17%	17%	11%	9%	8%	9%	12%	7%	12%	10%	15%	8%	8%	
Walk-in Centre	10%	-	10%	11%	8%	16%	3%	11%	10%	12%	10%	6%	13%	11%	2%	10%	9%	14%	11%	5%	
Hospital	2%	-	1%	2%	1%	1%	0%	3%	0%	5%	2%	0%	1%	1%	5%	2%	1%	2%	2%	1%	
Not sure	0%	-	1%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	2%	1%	1%	0%	1%	0%	0%	
<b>q24c. Minor infections and wounds</b>																					
No-one (Self-treat)	45%	-	35%	31%	37%	47%	64%	65%	39%	39%	55%	42%	43%	41%	63%	46%	44%	40%	36%	60%	
Phone advice line (e.g. 13SICK)	1%	-	0%	3%	0%	0%	0%	0%	1%	0%	0%	3%	0%	0%	2%	1%	1%	0%	0%	2%	
GP	37%	-	48%	49%	43%	25%	26%	28%	41%	42%	32%	43%	35%	44%	28%	35%	41%	40%	43%	26%	
Walk-in Centre	15%	-	14%	14%	17%	27%	6%	7%	16%	17%	12%	11%	20%	12%	5%	17%	13%	14%	20%	12%	
Hospital	2%	-	3%	2%	2%	0%	3%	0%	2%	2%	2%	1%	2%	3%	3%	2%	2%	5%	1%	0%	
Not sure	0%	-	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	
<b>q24d. Strains and sprains</b>																					
No-one (Self-treat)	39%	-	31%	33%	42%	37%	52%	39%	28%	39%	47%	43%	40%	38%	48%	43%	34%	36%	36%	45%	
Phone advice line (e.g. 13SICK)	1%	-	0%	3%	0%	0%	0%	0%	1%	0%	0%	3%	0%	1%	1%	0%	1%	0%	0%	2%	
GP	40%	-	41%	39%	45%	36%	31%	43%	48%	40%	34%	31%	39%	41%	30%	39%	40%	40%	42%	33%	
Walk-in Centre	12%	-	14%	13%	8%	19%	15%	6%	13%	10%	12%	12%	14%	13%	10%	10%	15%	12%	15%	13%	
Hospital	7%	-	13%	9%	4%	6%	1%	10%	9%	7%	5%	7%	6%	5%	10%	5%	9%	9%	5%	5%	
Not sure	2%	-	2%	3%	2%	2%	2%	1%	2%	4%	2%	5%	1%	2%	1%	3%	1%	2%	2%	3%	
<b>q24e. Skin conditions and rashes</b>																					
No-one (Self-treat)	22%	-	23%	15%	24%	20%	30%	25%	17%	21%	26%	22%	22%	26%	32%	20%	25%	25%	20%	22%	
Phone advice line (e.g. 13SICK)	1%	-	0%	3%	1%	0%	0%	0%	1%	2%	0%	3%	1%	0%	0%	1%	1%	0%	2%	1%	
GP	68%	-	66%	70%	68%	72%	57%	73%	72%	68%	63%	70%	70%	62%	62%	69%	67%	64%	72%	67%	
Walk-in Centre	7%	-	10%	10%	7%	4%	8%	2%	7%	6%	9%	5%	7%	11%	3%	8%	6%	8%	6%	9%	
Hospital	1%	-	2%	1%	0%	1%	4%	0%	3%	1%	1%	0%	0%	1%	2%	2%	1%	3%	0%	0%	
Not sure	0%	-	0%	0%	0%	2%	0%	0%	0%	2%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	
<b>q25. Did you get the influenza vaccination in 2019?</b>																					
Yes	57%	-	40%	57%	51%	52%	60%	87%	55%	56%	60%	64%	50%	60%	67%	52%	63%	53%	57%	61%	
No	42%	-	57%	43%	48%	48%	40%	13%	44%	44%	38%	36%	50%	38%	33%	48%	37%	45%	43%	39%	
Not sure / Prefer not to say	1%	-	3%	0%	1%	0%	0%	0%	1%	0%	2%	0%	0%	2%	0%	1%	1%	2%	0%	0%	
<b>q26. Where did you get your vaccine in 2019?</b>																					
A GP	35%	-	27%	23%	12%	12%	34%	86%	35%	29%	25%	44%	33%	45%	43%	27%	41%	52%	31%	20%	
A Pharmacy	19%	-	41%	16%	20%	12%	34%	7%	14%	22%	33%	13%	23%	8%	16%	23%	16%	19%	23%	16%	
A Walk in Centre	2%	-	0%	1%	1%	11%	0%	0%	7%	2%	0%	0%	0%	0%	1%	4%	1%	9%	0%	0%	
My Workplace	42%	-	31%	56%	65%	64%	33%	3%	42%	46%	43%	42%	41%	41%	36%	43%	40%	16%	42%	64%	
Other	2%	-	1%	3%	3%	1%	0%	4%	2%	1%	0%	1%	3%	6%	3%	3%	2%	4%	3%	1%	
Not sure / Prefer not to say	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
<b>q27mr. Why did you decide not to get a vaccine in 2019? (Multiple response)</b>																					
I don't believe in vaccinations	11%	-	17%	6%	13%	14%	4%	4%	11%	8%	6%	12%	15%	14%	9%	14%	7%	10%	14%	4%	
I don't consider the vaccine is worthwhile for me	47%	-	38%	39%	41%	51%	63%	88%	48%	42%	64%	32%	47%	51%	32%	46%	49%	44%	45%	60%	
It is too costly to get the vaccine	1%	-	3%	0%	3%	0%	0%	4%	5%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	2%	
I could not schedule a time with an immunisation provider that was convenient for me	12%	-	18%	17%	16%	3%	8%	0%	11%	6%	15%	27%	13%	8%	10%	9%	16%	16%	10%	10%	
[Forgetful / procrastinating]	10%	-	19%	9%	2%	16%	6%	4%	15%	13%	3%	21%	8%	8%	4%	11%	9%	6%	11%	17%	
[Habit / never had vaccine before]	4%	-	2%	7%	10%	0%	0%	0%	4%	3%	0%	0%	5%	10%	6%	5%	3%	3%	7%	2%	
[Concerned of side-effects]	4%	-	0%	3%	2%	10%	4%	0%	0%	8%	8%	6%	1%	6%	6%	2%	6%	6%	3%	2%	
[Lack of awareness]	2%	-	3%	3%	0%	2%	0%	0%	2%	0%	8%	0%	0%	0%	0%	3%	0%	3%	2%	0%	
[Overseas at the relevant time]	2%	-	0%	8%	3%	0%	1%	0%	0%	0%	0%	2%	4%	8%	8%	3%	1%	1%	2%	2%	
Other	11%	-	6%	13%	12%	7%	21%	8%	6%	20%	5%	7%	11%	13%	26%	12%	10%	13%	9%	10%	

# ACT Government CMTEDD

Community Views Survey (October 2019 Cycle)

	Overall Results		Age						Region							Gender		Income		
	% Agree/Satisfied	% Disagree/Dissatisfied	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Belconnen	Gungahlin	North Canberra	South Canberra	Tuggeranong	Weston Creek	Woden	Male	Female	Less than \$80,000	\$80,000 to less than \$160,000	\$160,000 or more
<b>Total number of respondents:</b>	601		74	118	115	105	88	101	86	87	86	85	86	85	86	295	306	154	212	193
<p>Legend: Cohort result is better (green) or worse (red) than overall result: 10% (dark green/red), 5% (medium green/red), 5% (light green/red), 10% (dark orange/red). Cohort result is higher (yellow) or lower (orange) than overall result: 5% (light yellow/orange), 5% (medium yellow/orange). High negative result overall: 20% (dark orange/red).</p>																				
<p>q28. Do you fit into one or more of the following groups in 2019: 65 years or older; pregnant; Aboriginal or Torres Strait Islander; have severe asthma, lung or heart disease, low immunity or diabetes?</p>																				
Yes	27%	-	12%	15%	12%	15%	30%	95%	34%	14%	26%	25%	23%	31%	36%	19%	36%	39%	27%	14%
No	73%	-	88%	85%	88%	85%	70%	5%	66%	86%	74%	75%	77%	69%	64%	81%	64%	61%	73%	86%
<p>q29. Were you aware that the vaccine would have been free for you in 2019?</p>																				
Yes	81%	-	66%	74%	60%	89%	73%	91%	97%	77%	61%	85%	68%	89%	81%	87%	78%	83%	86%	87%
No	19%	-	34%	26%	40%	11%	27%	9%	3%	23%	39%	15%	32%	11%	19%	13%	22%	17%	14%	13%
<p><b>Demographics (unweighted)</b></p>																				
<p>q30. Which of the following income brackets best describes your gross total household income?</p>																				
Less than \$80,000	28%	-	34%	25%	19%	15%	23%	55%	35%	27%	32%	18%	27%	33%	21%	22%	33%	100%	-	-
\$80,000 to less than \$120,000	22%	-	27%	24%	25%	17%	17%	22%	25%	29%	18%	16%	27%	22%	16%	23%	21%	-	58%	-
\$120,000 to less than \$160,000	16%	-	8%	23%	17%	17%	13%	12%	16%	22%	7%	18%	17%	14%	19%	17%	15%	-	42%	-
\$160,000 to less than \$200,000	14%	-	11%	13%	15%	19%	17%	5%	9%	9%	18%	11%	14%	16%	19%	15%	13%	-	-	40%
\$200,000 or more	21%	-	19%	14%	24%	32%	29%	5%	16%	13%	24%	37%	15%	16%	25%	23%	19%	-	-	60%
<p>q31. Which of the following best describes your household type?</p>																				
Single person household	13%	-	4%	8%	10%	12%	11%	29%	14%	9%	17%	15%	8%	15%	9%	10%	15%	29%	11%	3%
Couple household, no children	24%	-	14%	21%	13%	16%	34%	47%	20%	26%	27%	22%	29%	24%	20%	26%	22%	24%	25%	25%
Family household, at least one dependent child	44%	-	45%	46%	71%	61%	28%	6%	37%	51%	34%	48%	42%	42%	53%	45%	42%	26%	48%	54%
Family household, children no longer dependent	11%	-	18%	8%	0%	7%	20%	17%	14%	8%	8%	9%	15%	13%	8%	11%	11%	10%	8%	11%
Share house or other adult-only group household	9%	-	20%	16%	6%	4%	6%	2%	15%	6%	14%	5%	6%	6%	9%	8%	9%	11%	8%	6%
Other	0%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<p>q32@. How many people currently reside in your household (including yourself)? (Recorded)</p>																				
One	13%	-	4%	8%	10%	12%	11%	29%	14%	9%	17%	15%	8%	15%	10%	10%	16%	29%	11%	3%
Two	33%	-	24%	30%	18%	23%	47%	61%	37%	36%	36%	32%	37%	28%	28%	35%	32%	38%	33%	32%
Three	18%	-	24%	24%	14%	15%	30%	6%	22%	20%	19%	22%	13%	16%	16%	19%	17%	16%	16%	19%
Four	24%	-	34%	29%	37%	32%	9%	3%	16%	23%	19%	22%	33%	28%	30%	24%	25%	12%	27%	32%
Five or more	11%	-	14%	9%	20%	17%	3%	1%	10%	13%	9%	8%	9%	12%	15%	12%	10%	5%	12%	15%
<p>q33mr. Do you identify as being any of the following? (Multiple response)</p>																				
Aboriginal or Torres Strait Islander	2%	-	1%	3%	2%	2%	5%	0%	3%	0%	0%	2%	3%	1%	3%	2%	2%	3%	3%	1%
Disability	6%	-	7%	5%	7%	5%	7%	6%	7%	8%	9%	4%	5%	7%	2%	5%	7%	14%	5%	1%
Non-English speaking background	15%	-	15%	15%	23%	10%	11%	3%	15%	28%	7%	9%	6%	15%	10%	16%	10%	16%	13%	11%
None of the above	79%	-	77%	77%	69%	84%	78%	92%	76%	64%	84%	86%	86%	76%	84%	78%	81%	69%	79%	88%
<p>q34. How long have you lived in the ACT?</p>																				
Less than 1 year	0%	-	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%
1-5 years	9%	-	11%	16%	16%	1%	2%	4%	7%	15%	8%	2%	9%	5%	14%	7%	10%	15%	7%	6%
6-10 years	13%	-	20%	19%	21%	9%	5%	2%	23%	20%	12%	13%	5%	9%	7%	15%	11%	10%	17%	10%
More than 10 years	78%	-	68%	65%	63%	90%	93%	94%	70%	66%	80%	84%	86%	86%	78%	79%	78%	75%	75%	83%
<p><b>S1. Gender</b></p>																				
Male	49%	-	42%	48%	58%	61%	47%	35%	56%	52%	48%	42%	51%	47%	48%	-	-	40%	52%	55%
Female	51%	-	58%	52%	42%	39%	53%	65%	44%	48%	52%	58%	49%	53%	52%	-	-	60%	48%	45%
<p><b>S2. Age</b></p>																				
18-24 years	12%	-	100%	-	-	-	-	-	19%	24%	14%	5%	9%	7%	8%	11%	14%	14%	10%	10%
25-34 years	20%	-	-	100%	-	-	-	-	26%	26%	24%	7%	30%	8%	15%	19%	20%	18%	25%	16%
35-44 years	19%	-	-	-	100%	-	-	-	24%	21%	19%	8%	16%	20%	26%	23%	16%	14%	22%	22%
45-54 years	17%	-	-	-	-	100%	-	-	5%	10%	16%	33%	12%	25%	22%	22%	13%	10%	17%	27%
55-64 years	15%	-	-	-	-	-	100%	-	8%	11%	8%	33%	14%	15%	13%	14%	15%	12%	12%	20%
65-74 years	10%	-	-	-	-	-	-	58%	13%	3%	16%	7%	14%	9%	6%	7%	12%	15%	10%	4%
75+ years	7%	-	-	-	-	-	-	42%	6%	3%	2%	7%	5%	15%	10%	5%	9%	18%	4%	1%
<p><b>S5. Region</b></p>																				
Belconnen	14%	-	22%	19%	18%	4%	8%	16%	-	-	-	-	-	-	-	16%	12%	18%	15%	10%
Gungahlin	14%	-	28%	19%	16%	9%	11%	6%	-	-	-	-	-	-	-	15%	14%	14%	18%	9%
North Canberra	14%	-	16%	18%	14%	13%	8%	16%	-	-	-	-	-	-	-	14%	15%	17%	10%	18%
South Canberra	14%	-	5%	5%	6%	27%	32%	12%	-	-	-	-	-	-	-	12%	16%	9%	13%	20%
Tuggeranong	14%	-	11%	22%	12%	10%	14%	16%	-	-	-	-	-	-	-	15%	14%	14%	17%	12%
Weston Creek	14%	-	8%	6%	15%	20%	15%	21%	-	-	-	-	-	-	-	14%	15%	18%	14%	13%
Woden	14%	-	9%	11%	19%	18%	13%	14%	-	-	-	-	-	-	-	14%	15%	11%	13%	18%



# ACT Government

## Community Views Survey (October 2019)

November 2019

MELBOURNE CANBERRA SYDNEY BRISBANE

[www.orima.com](http://www.orima.com)



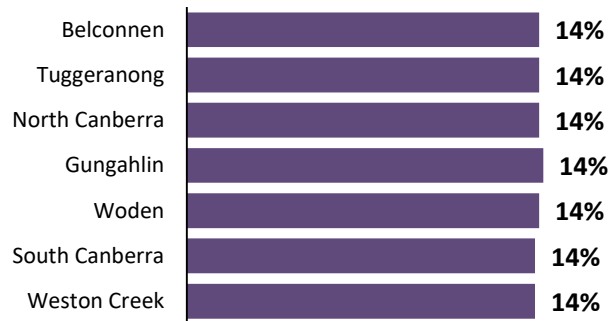
# Background

- Ongoing ACT community survey conducted
- Computer Assisted Telephone Interviewing (CATI) methodology
  - 26% of respondents interviewed on a landline phone; 74% on a mobile phone
- Sampling 600+ respondents per cycle, stratified by ACT regions (approximate 86 per region):
  - Belconnen; Tuggeranong; North Canberra; Gungahlin; Woden; South Canberra; and Weston Creek
  - Data is weighted after fieldwork to reflect the relative population proportions
- Fieldwork dates: 14<sup>th</sup> October 2019 – 30<sup>th</sup> October 2019
- Statistical confidence levels
  - **Overall results:** 95% ± 5pp
  - **Regions:** 90% ± 10pp

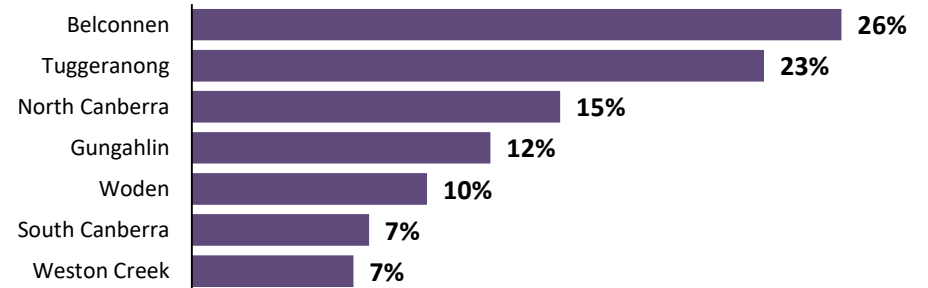
# Demographics

## October 2019 Cycle results

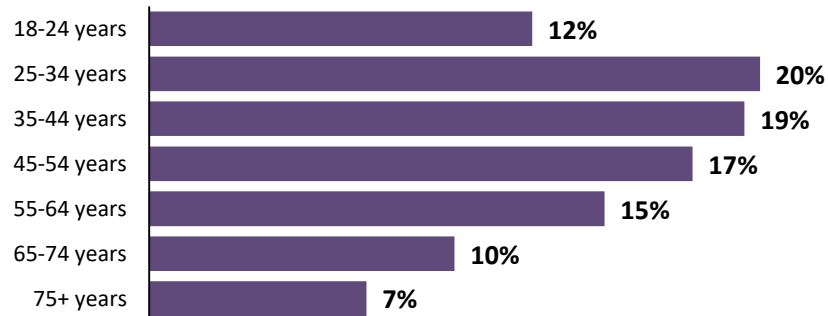
### Region (Unweighted)



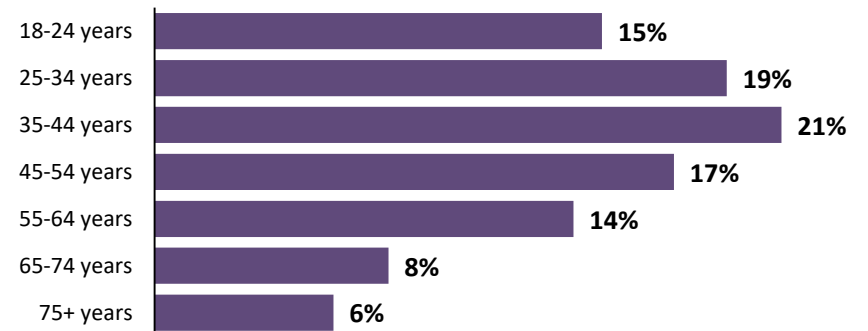
### Region (Weighted)



### Age (Unweighted)



### Age (Weighted)



# Demographics

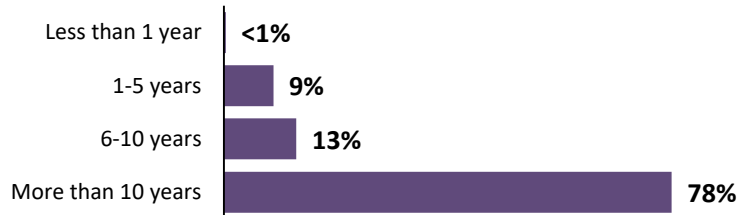
## Gender (Unweighted)



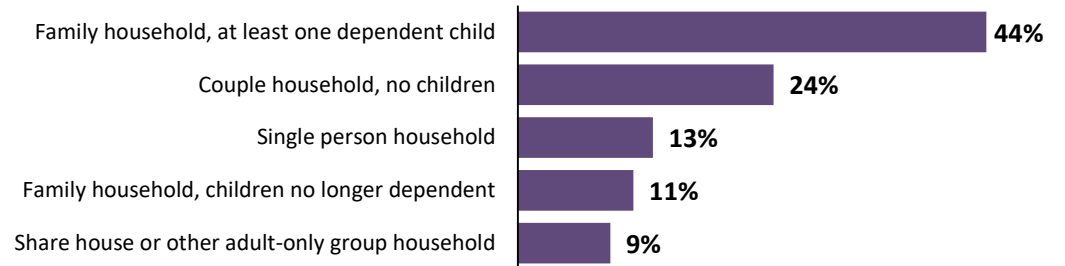
## Household Income (Unweighted)



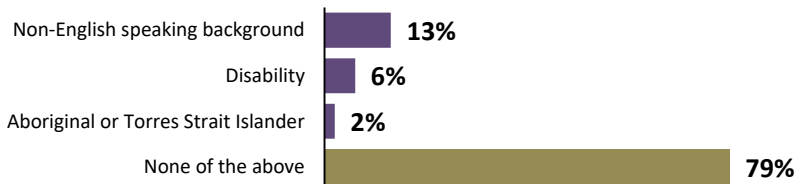
## Time in ACT (Unweighted)



## Family composition (Unweighted)

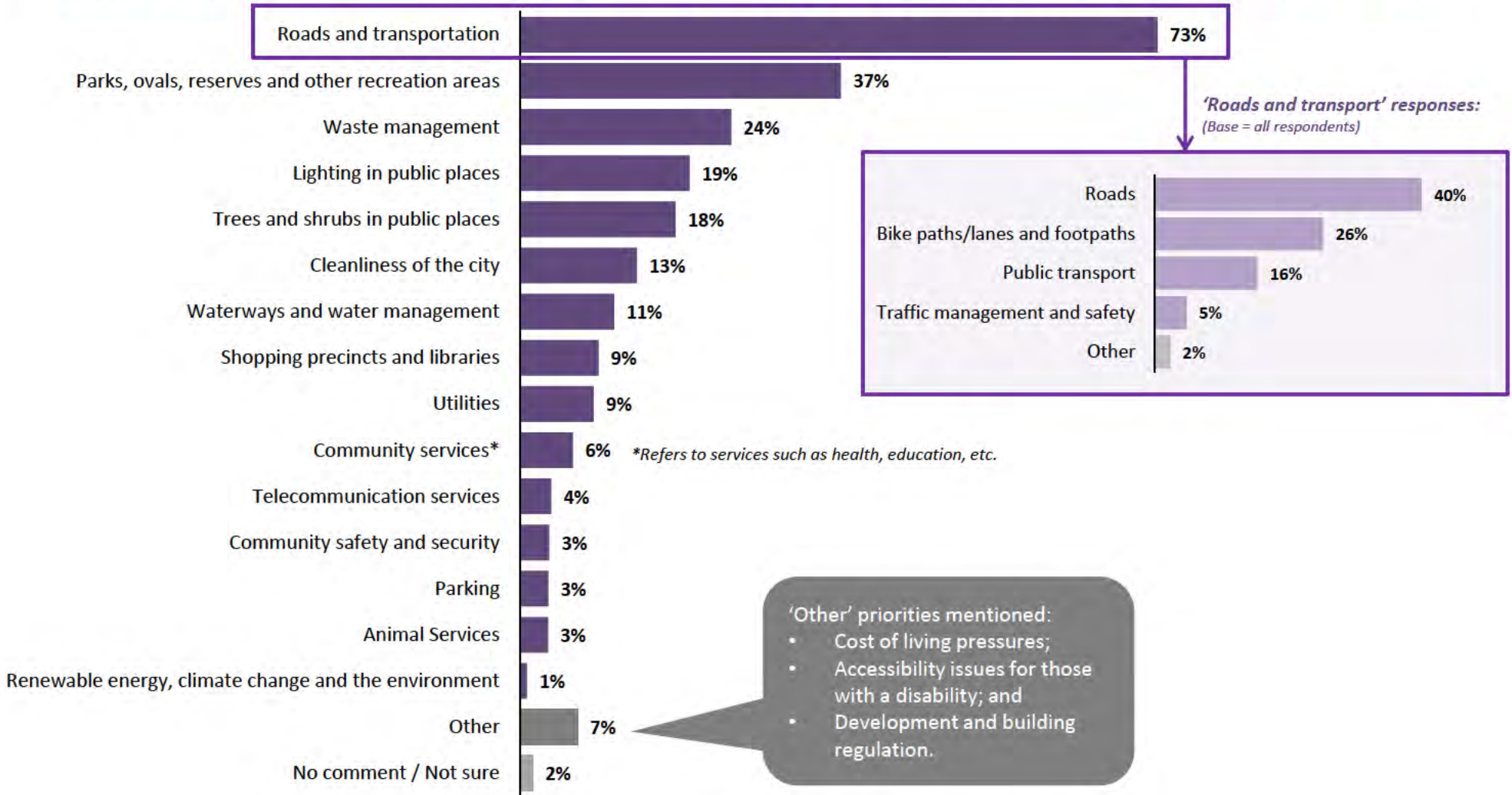


## Identification (Unweighted)



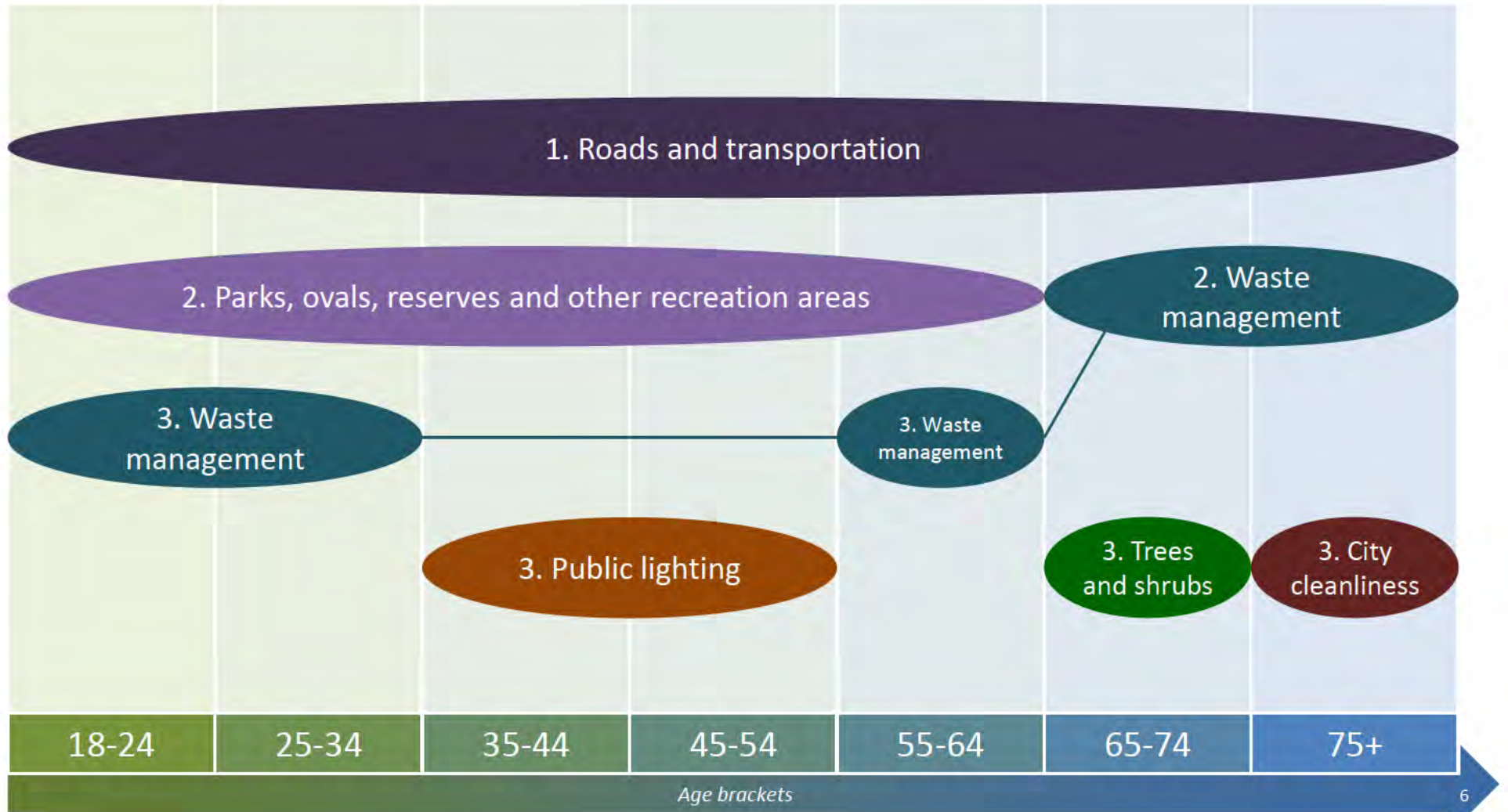
# Maintenance priorities

Maintenance priorities identified by respondents as being the **top three** most important for their suburb



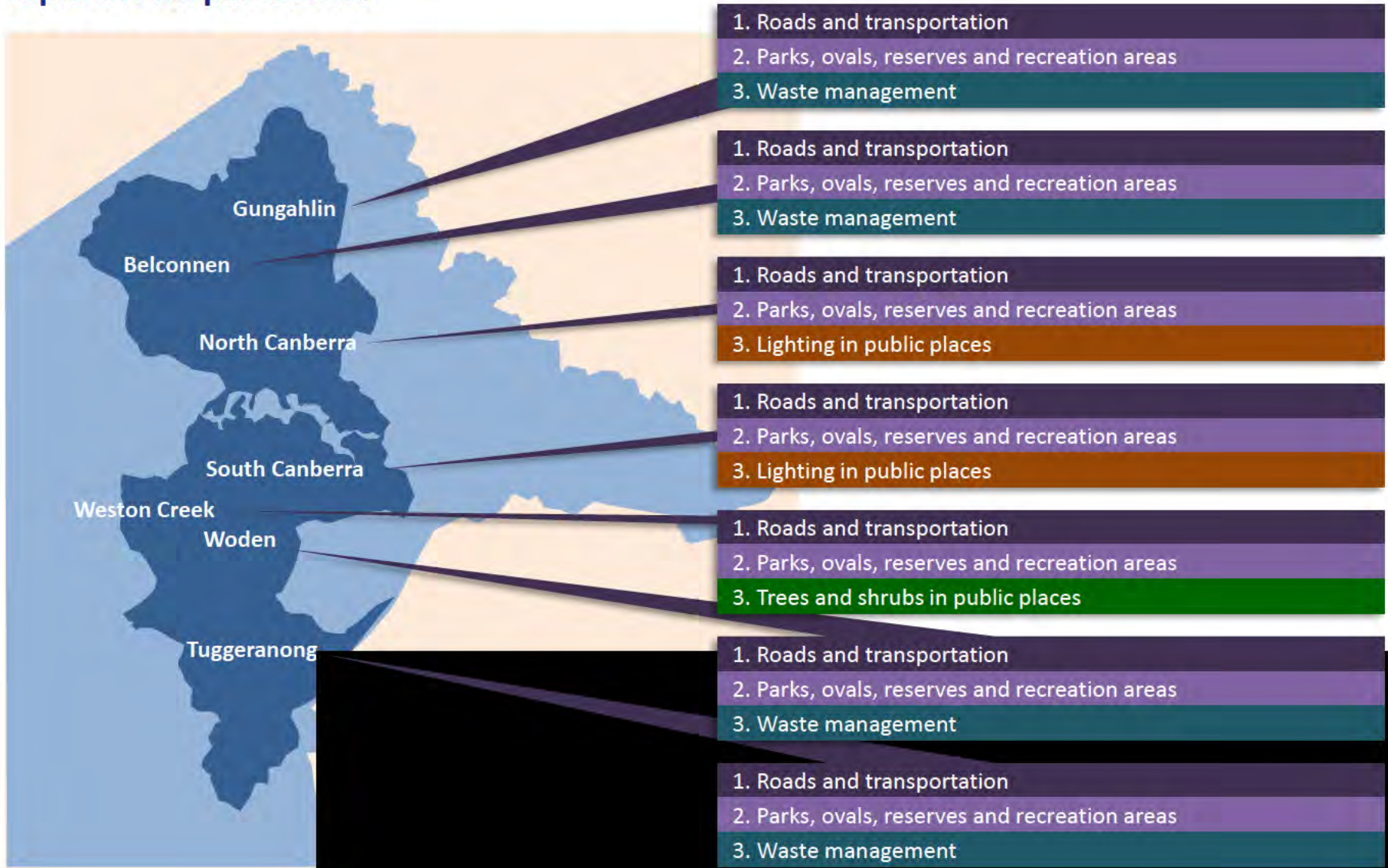
# Maintenance priorities

Maintenance priorities by age—**top 3 shown per age group**



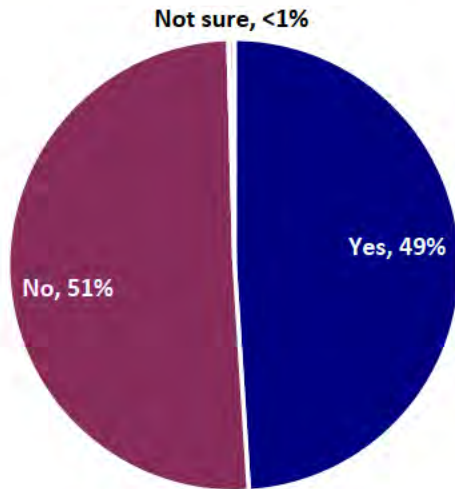
# Maintenance priorities

Top 3 shown per district



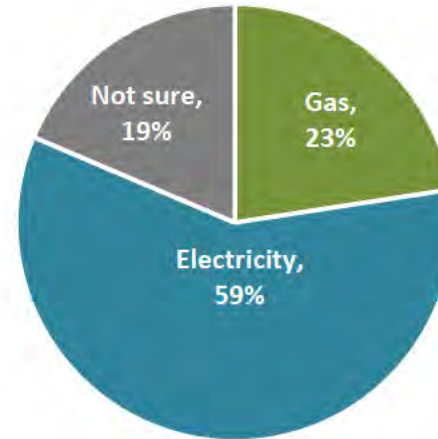
# Energy and the environment

Have you taken steps to improve the energy efficiency of your household in the past two years?

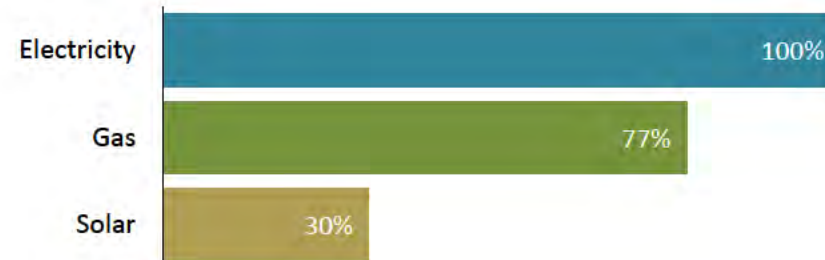


Base: All respondents (n=601)

Which do you think is better for the environment as an energy source?



Which of the following energy sources do you use in your household?

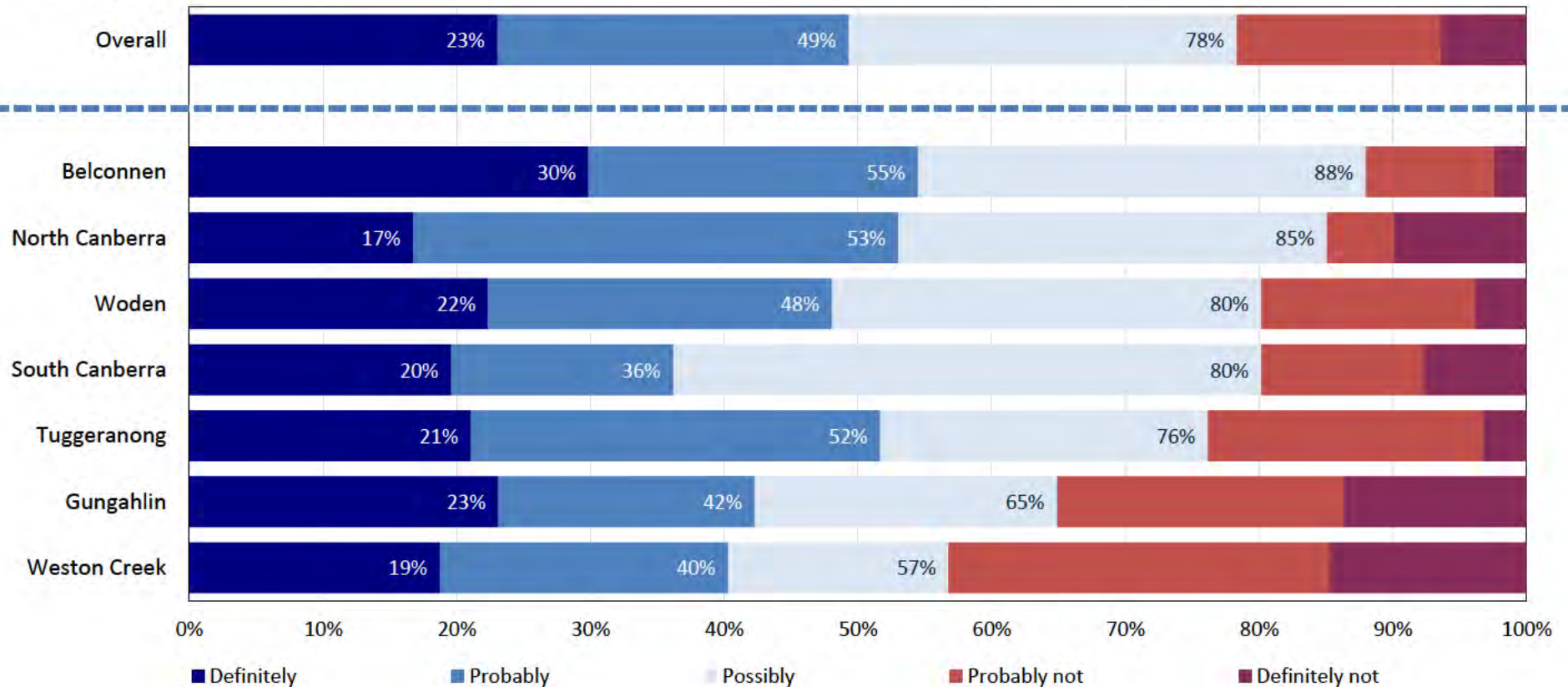




# Preference: Electricity as power source

## Across Regions

If you were buying a house, how likely would you be to consider buying one that **only** has electricity as a power source (i.e. no gas)?



Base: Respondents who are using gas as source of energy (n=438)

# Replacing appliances

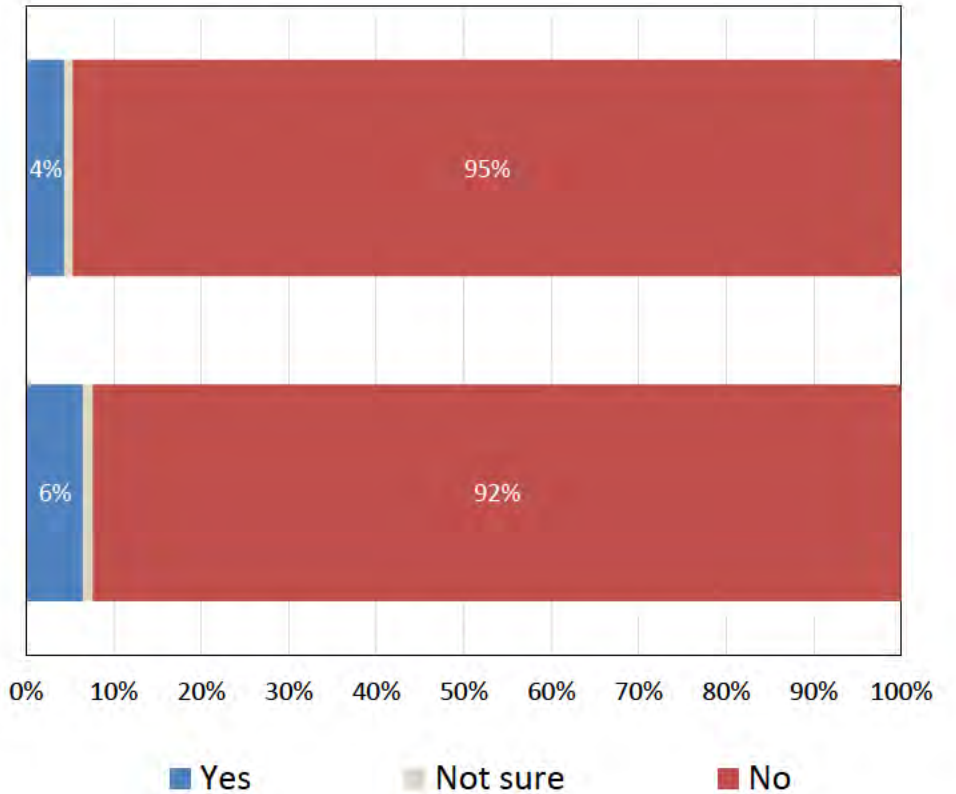
In the last 12 months, have you...



*Replaced a electric-powered appliance with gas equivalent*

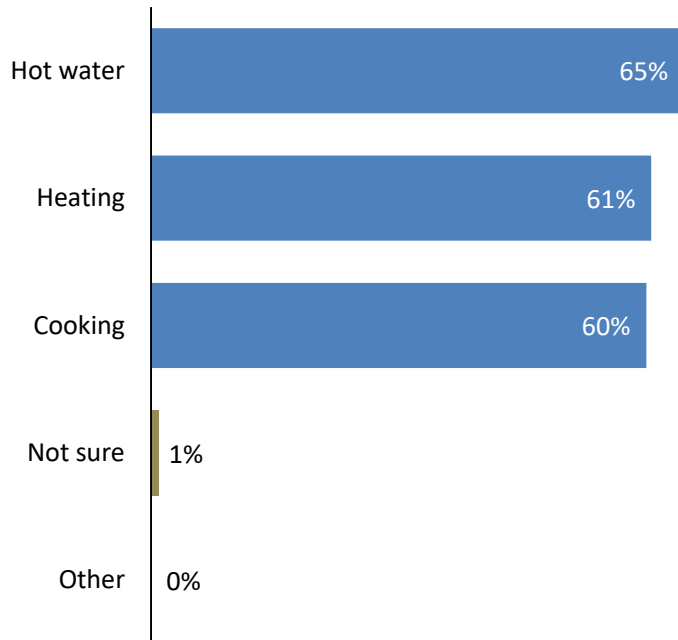


*Replaced a gas-powered appliance with electric equivalent*

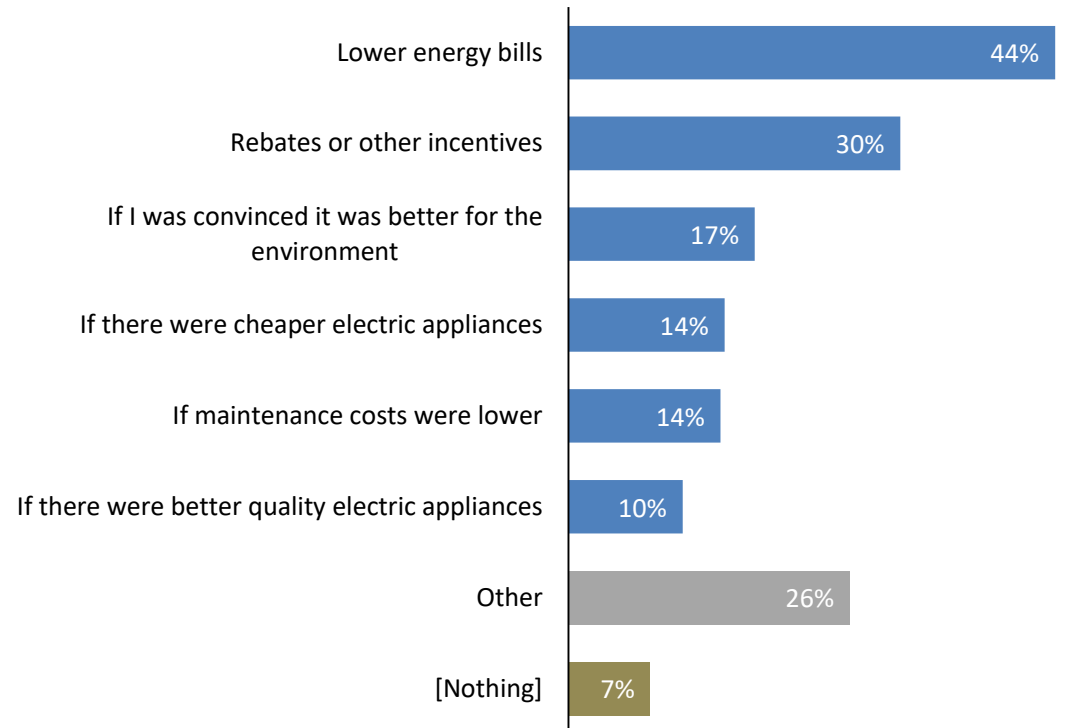


# Use of gas appliances

Which types of appliances in your household are reliant on gas?



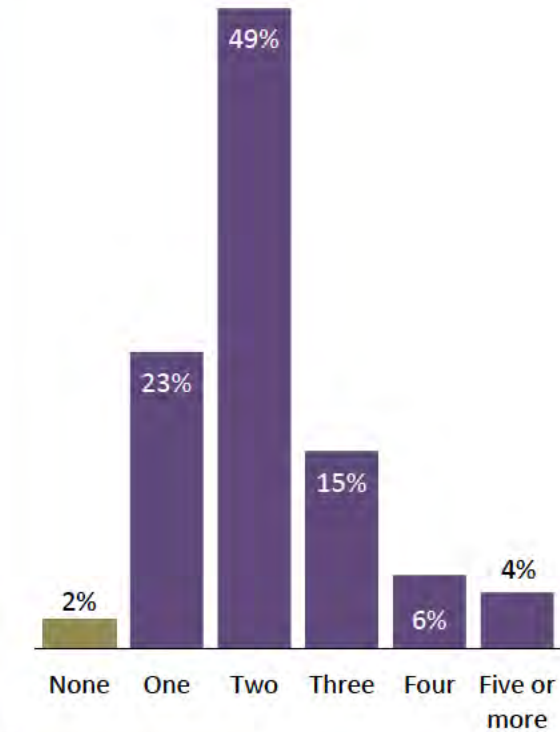
What would encourage you to convert your gas appliances to electric appliances?



Base: Respondents who use gas as source of energy (n=451)

# Cars owned

How many cars are owned in total amongst the people in your household?



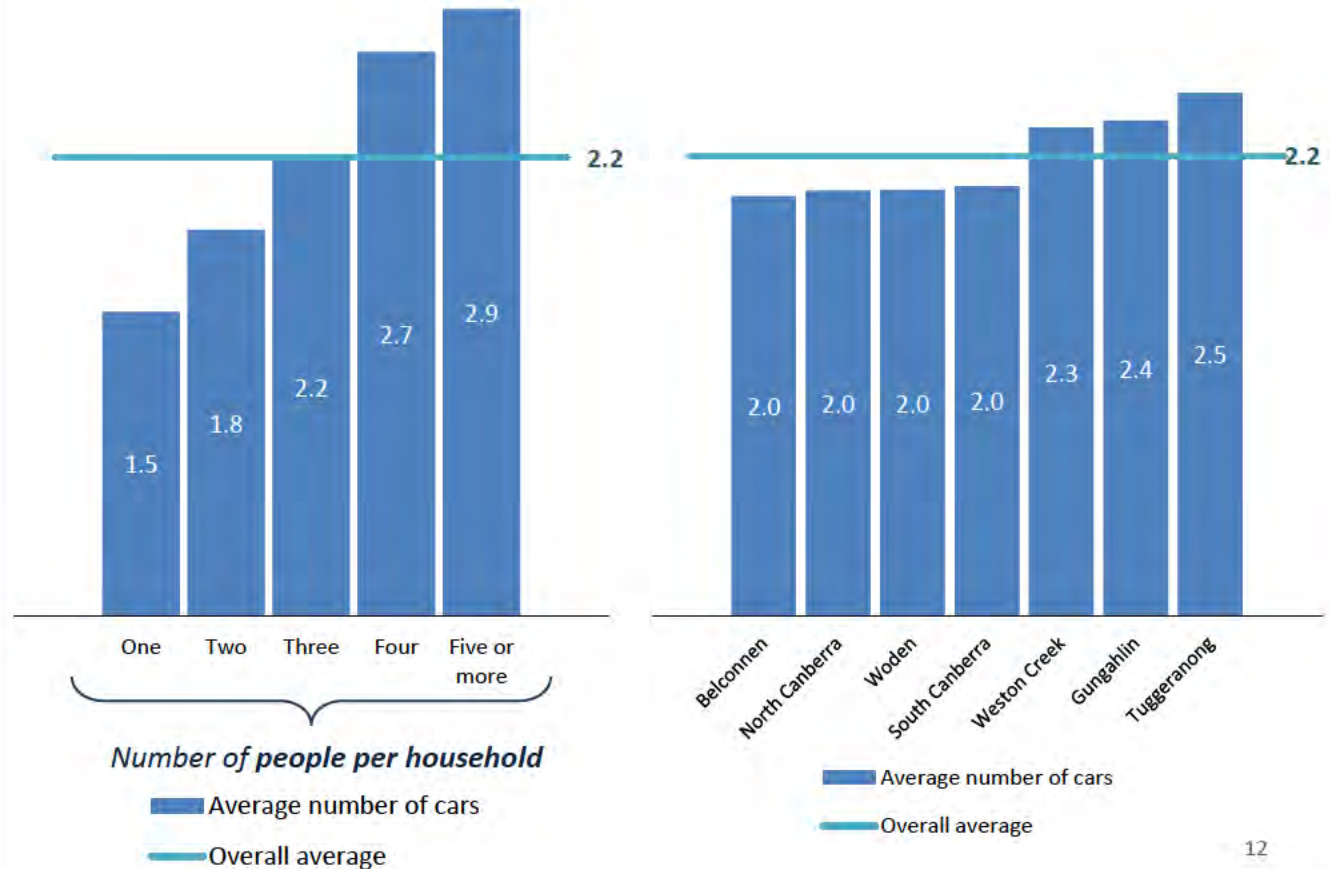
Number of cars

Base: All respondents (n=601)

## Average number of cars per household...

By household size

By region



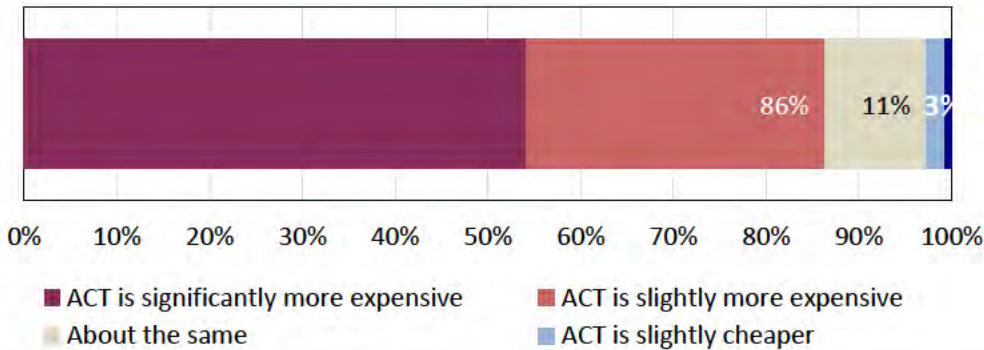
Number of people per household

■ Average number of cars  
— Overall average

■ Average number of cars  
— Overall average

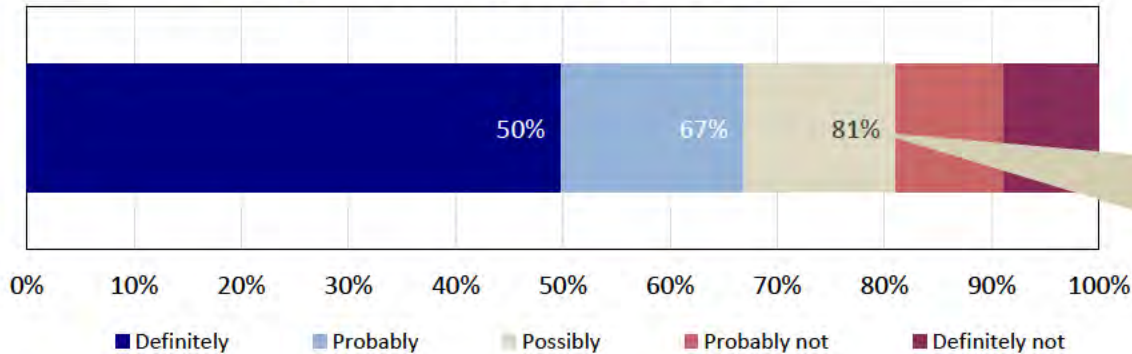
# Petrol pricing in the ACT

How do you think petrol prices in the ACT compare to prices in the rest of Australia?



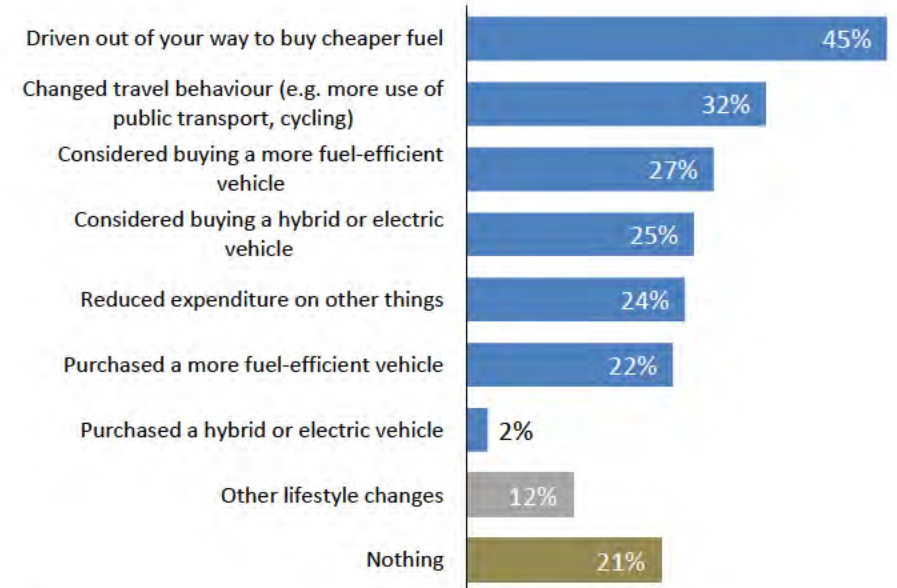
Base: All respondents (n=549, excluding 'not sure')

Do you think that direct intervention is required by the ACT Government to regulate petrol pricing in the ACT?



Base: All respondents (n=567, excluding 'not sure')

Have you done any of the following over the past 12 months to counteract the cost of petrol?

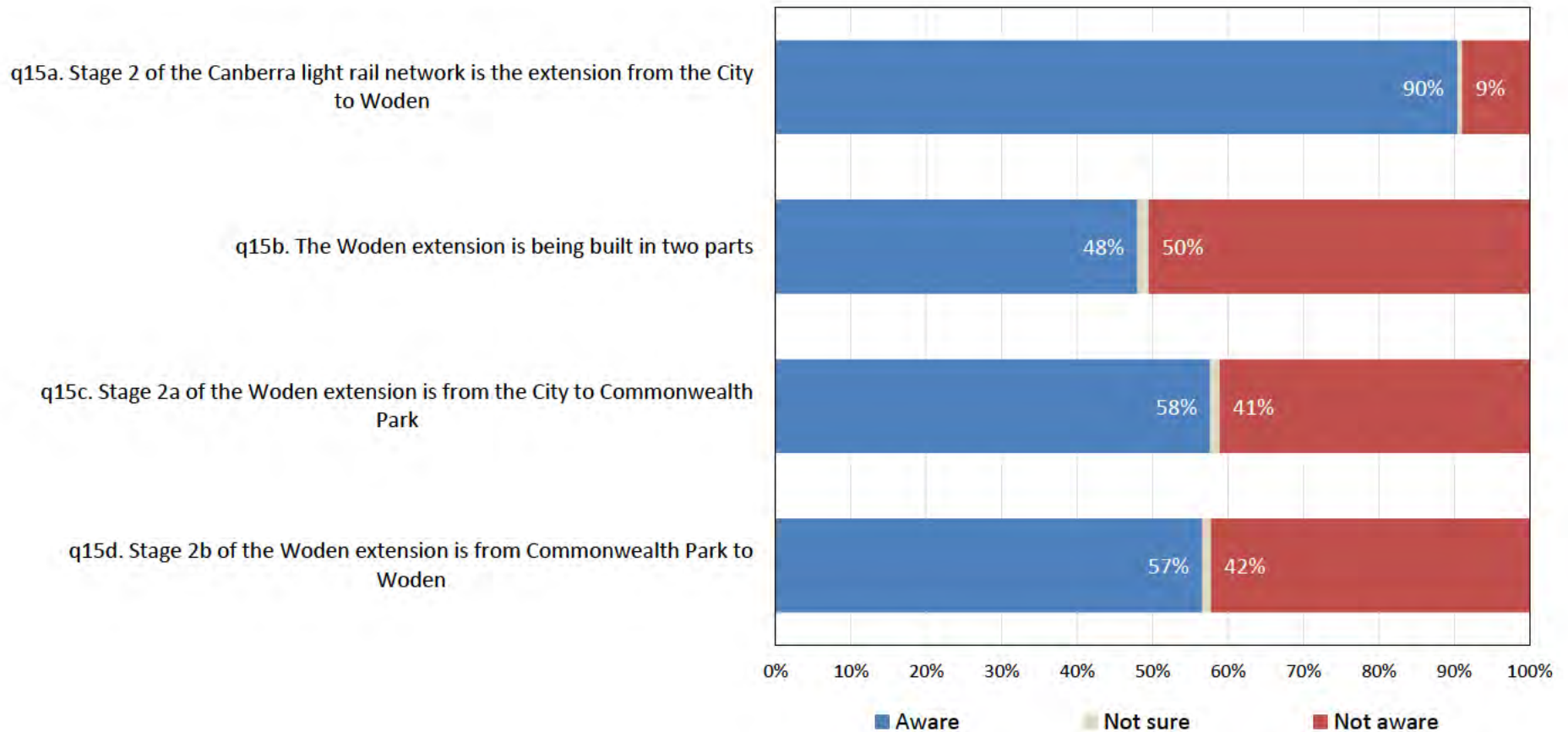


Base: All respondents (n=601)

Respondents open to government intervention were frequently unsure of the form it should take. Common themes among those who had specific suggestions included:

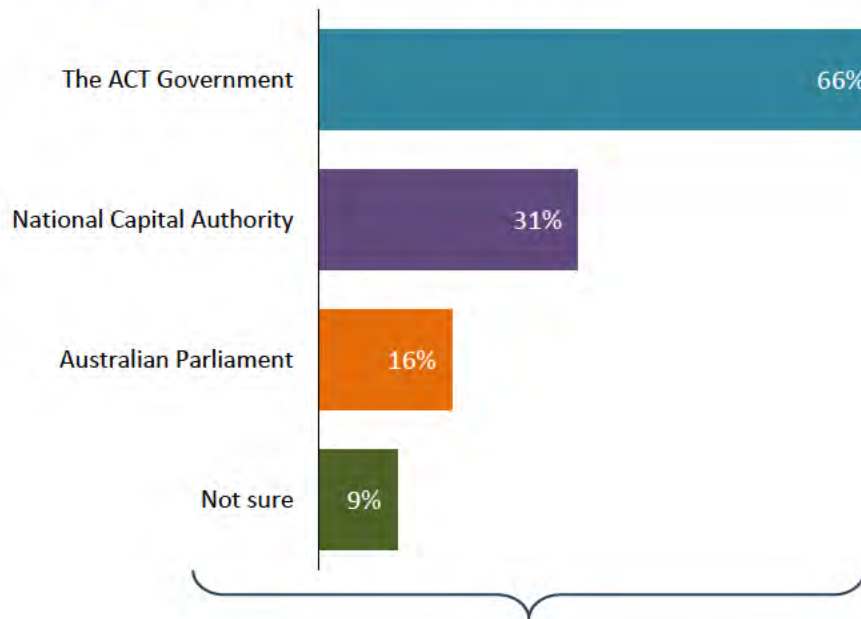
- Price caps
- Mechanisms to link ACT prices to the rest of Australia
- Monitoring, oversight and publishing of pricing information

# Awareness: Canberra's light rail network



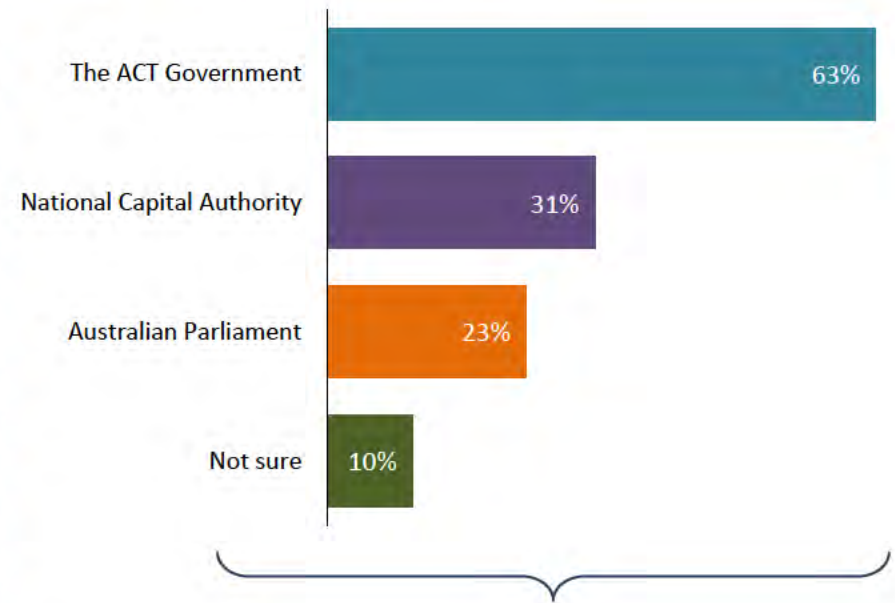
# Awareness : Canberra's light rail network

Who do you think needs to provide approval for stage 2a? (City to Commonwealth Park)



16% think authority is shared between one or more of these levels of government

Who do you think needs to provide approval for stage 2b? (Commonwealth Park to Woden)

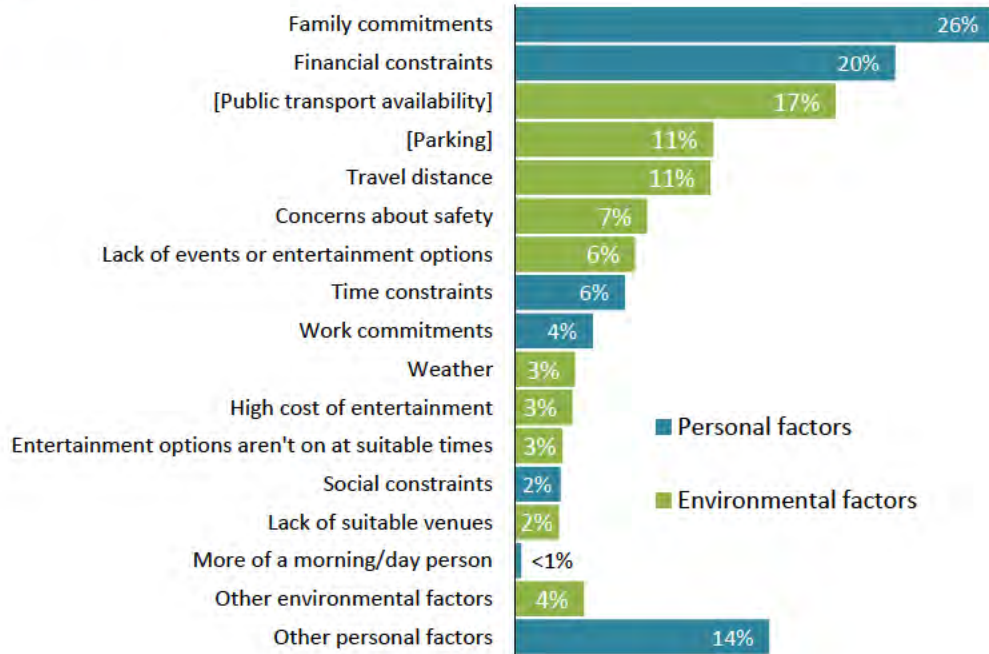


18% think authority is shared between one or more of these levels of government

# Live Entertainment

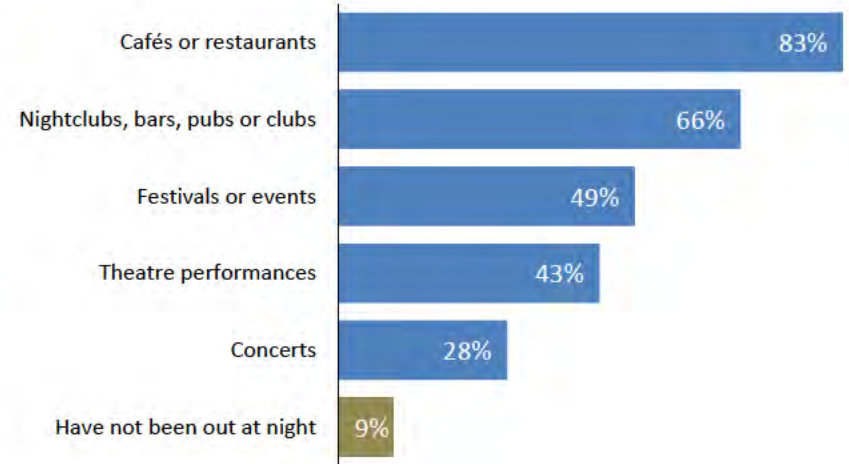
**54% of respondents had faced some barriers to going out at night in Canberra (n=601)**

Factors that either prevented, or made it more difficult, to go out in the evening.



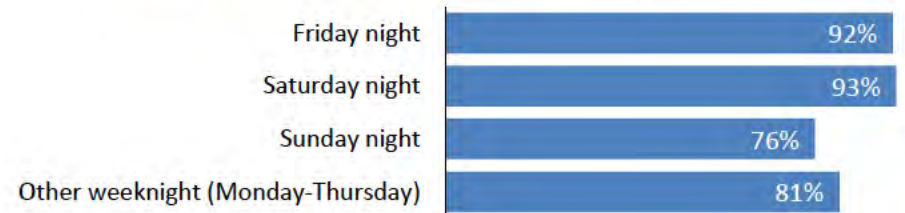
Base: Respondents who faced difficulty in going out in the evening (n=309)

In the past 12 months, have you been to any of the following, at night or in the evening, in Canberra?



Base: All respondents (n=601)

Willingness to go out in the evening

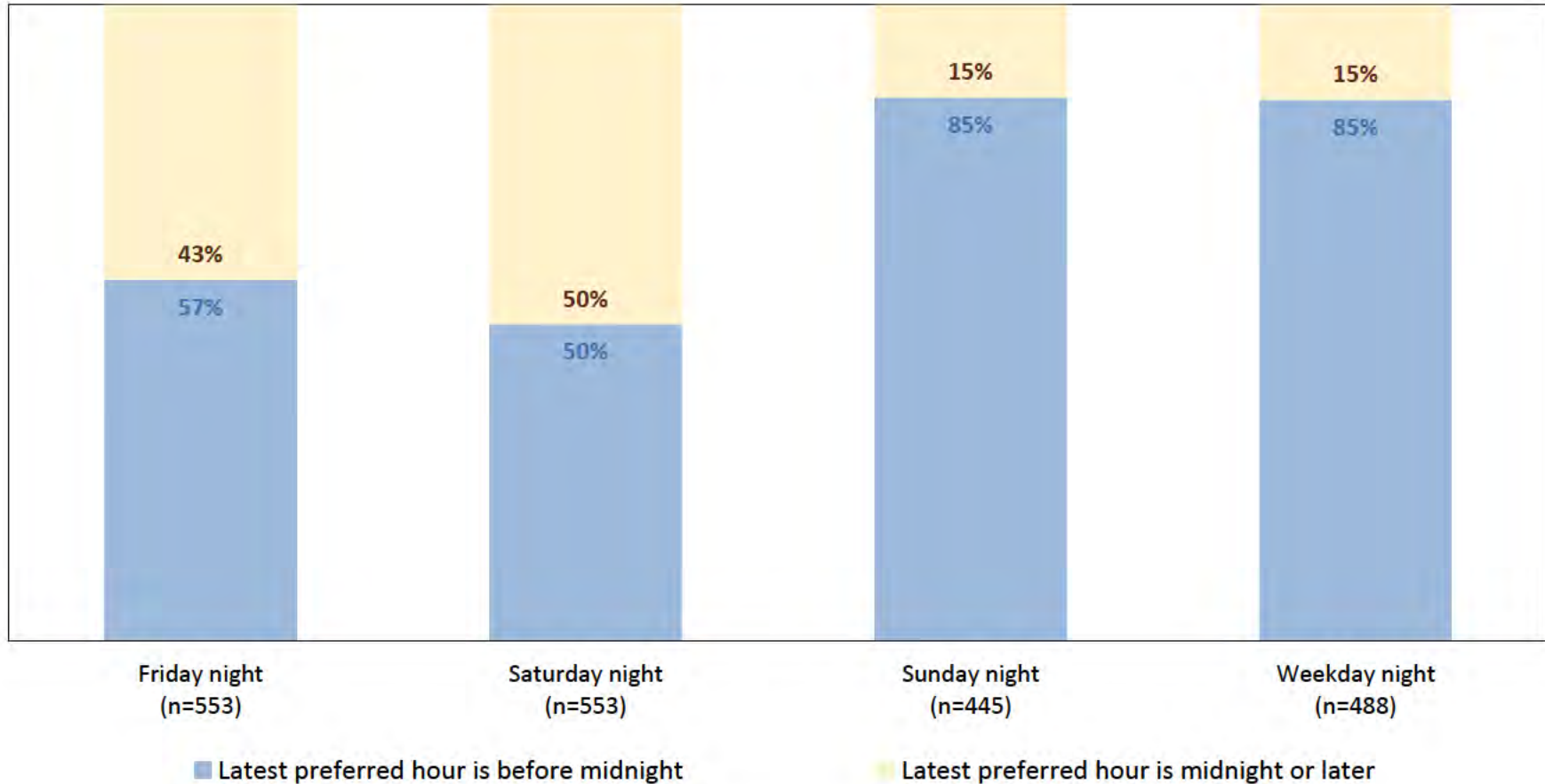


Base: All respondents (n=601)



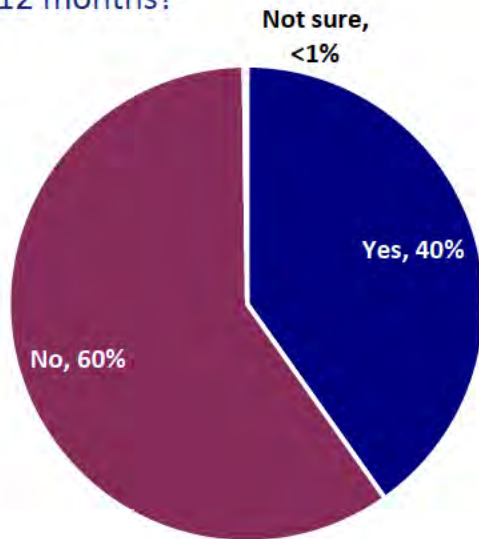
# Live entertainment: latest preferred hour

*“If you were to go out on the following nights, how late would you typically prefer to stay out?”*



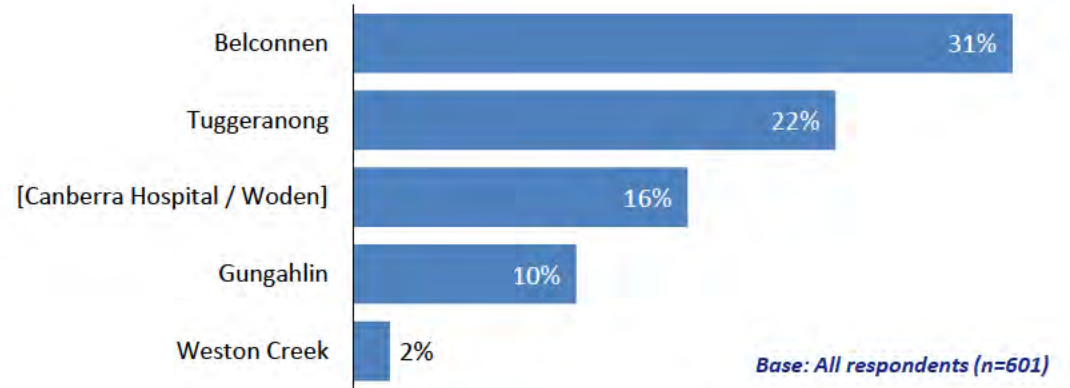
# Walk-in centres

Have you used any ACT Health walk-in centres in the past 12 months?



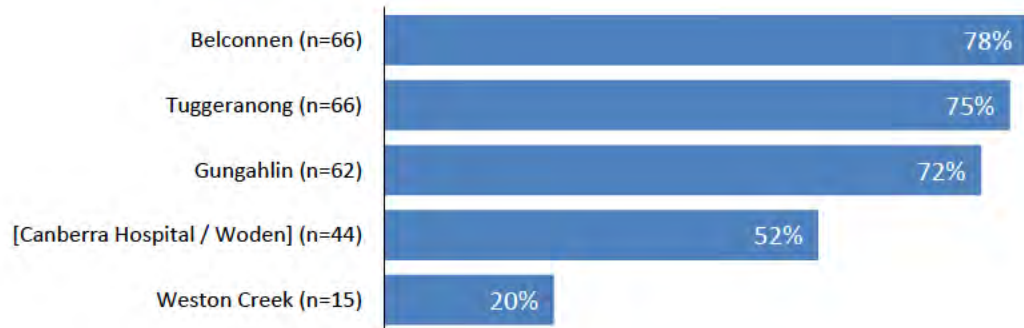
Base: All respondents (n=601)

Where do you think the nearest walk-in centre to you is located?



Where do you think the nearest walk-in centre to you is located?

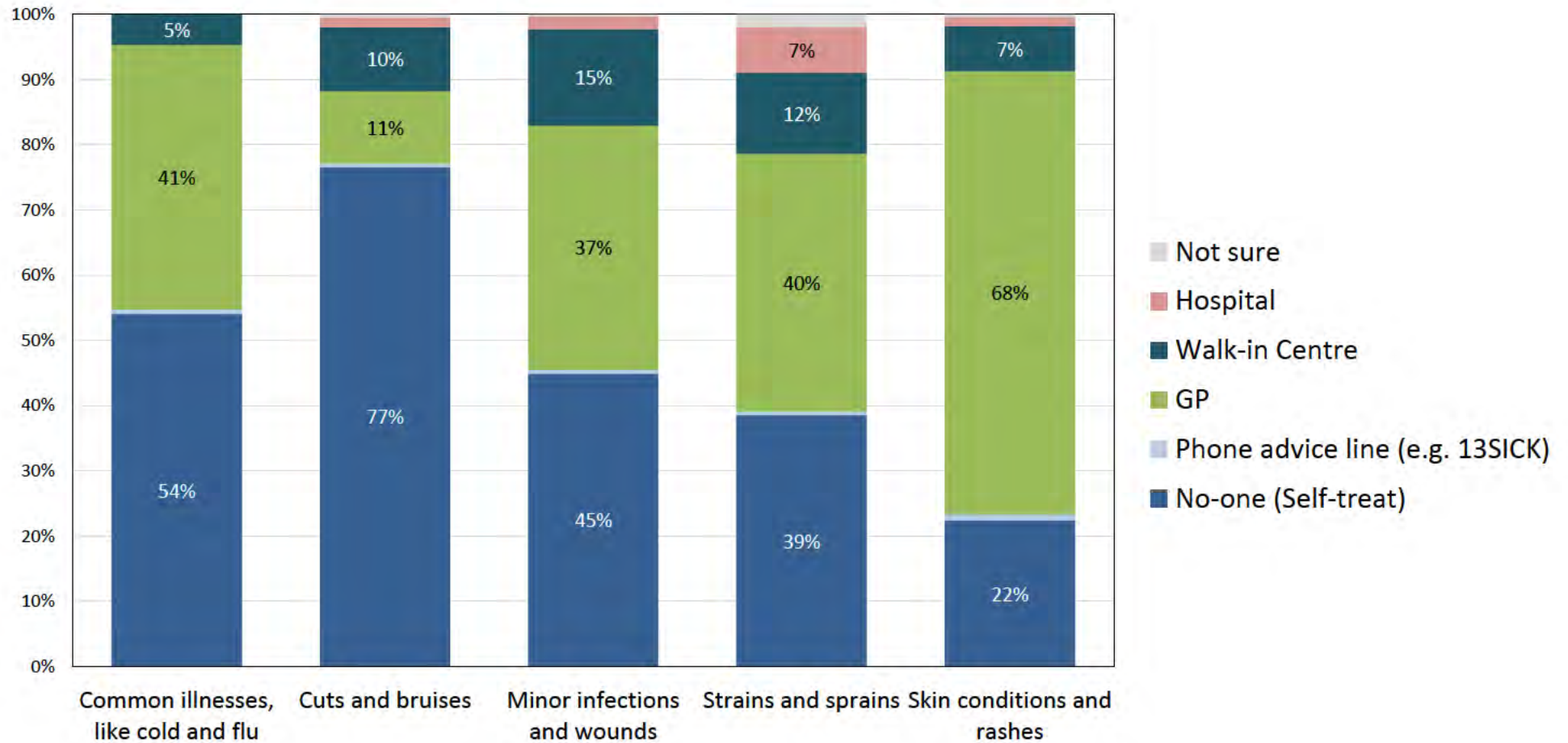
By regions



Base: Respondents located in each region

# Treatment of minor medical conditions

Who would likely be your **first point of contact** for the following conditions?



Base: All respondents (n=601)

# Demographic profiles of two key groups

Households who **would approach a hospital** as the first point of contact (for **some** conditions)

n=542

- **Lower-income** households (51% are <\$80k, compared to 28% for the ACT as a whole\*)
- **Younger** (45% under 35, compared to 34% ACT)
- **Less likely to have dependent children** (21%, compared to 43% ACT)
- From **smaller households** (64% from households of one or two people, compared to 46% ACT)
- Higher proportion of **Indigenous** (10%, compared to 2% ACT)

Households who **would not use a Walk-In Centre** as their first point of contact (for **any** conditions)

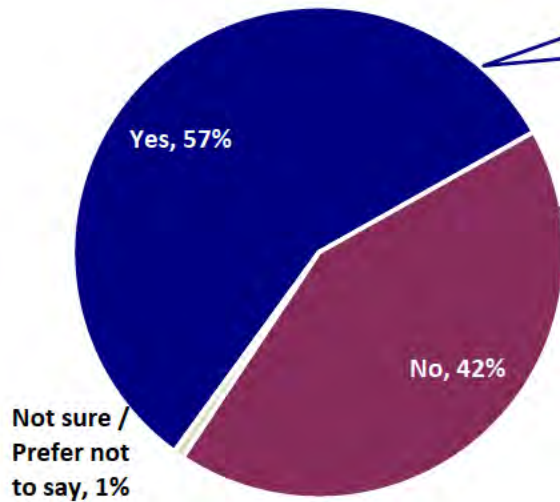
n=467

- Similar to the ACT population as a whole— with the same age, income, gender and household composition profile
- Compared to the ACT population as a whole, this group is **more likely to self-treat** for minor ailments

\* For comparability, all ACT figures are based on weighted survey results

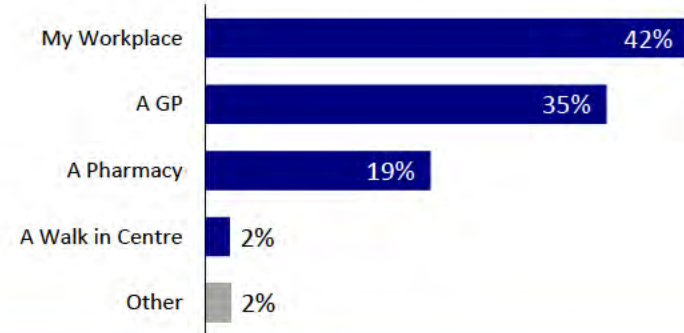
# Vaccination

Did you get the influenza vaccination in 2019?



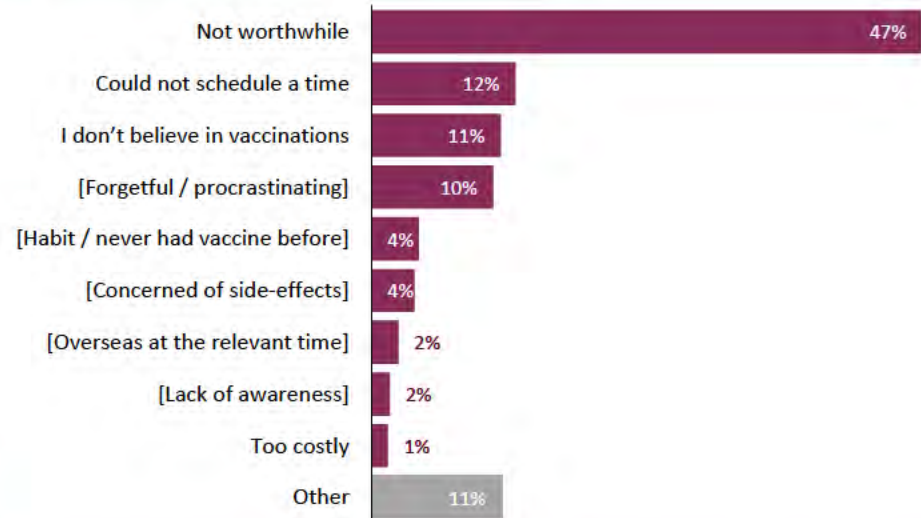
Base: All respondents (n=601)

Where did you get your vaccine in 2019?



Base: All respondents who got vaccinated in 2019 (n=362)

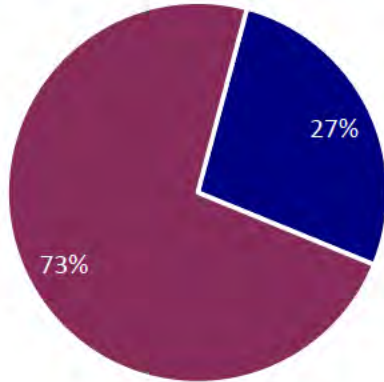
Why did you decide not to get a vaccine in 2019?



Base: All respondents who didn't get vaccinated in 2019 (n=235)

# Awareness of free vaccinations

Groups for whom the flu vaccine is free:



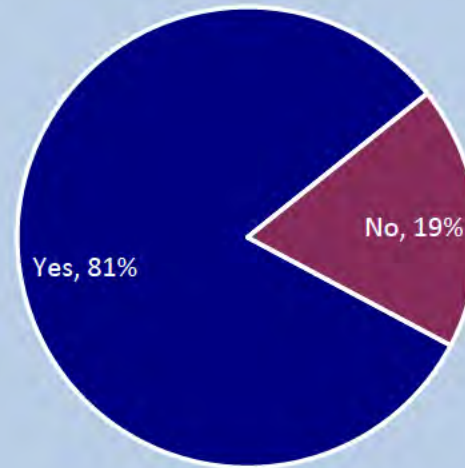
Base: All respondents (n=601)

**27%** of respondents fell into a group for whom the vaccine would have been free.

(These were: 65 years or older; pregnant; Aboriginal or Torres Strait Islander; severe asthma, lung or heart disease; low immunity; diabetes).

These respondents were asked:

**Were you aware that the vaccine would have been free for you in 2019?**



Base: Respondents in one of the above groups (n=165)

# What we do



## Data Portals and Ballots

- Online surveys
- Secure ballot platforms
- Online data collection portals
- Feedback and complaints management systems
- Dashboard reporting



## Policy Development and Program Management Research

- Exploring potential community reactions
- Testing policy / program options
- Co-designing service delivery approaches
- Impact studies



## Employee Research

- Employee surveys
- OREEM – ORIMA Employee Engagement Model
- Benchmarking



## Community Research

- Community awareness and attitude surveys
- Community perception tracking
- Audience segmentation research



## Client and Stakeholder Research

- Client surveys
- Voice of the customer programs
- Stakeholder perception/relationship management
- ORIMACEM – ORIMA Client Experience Model
- Benchmarking
- ORIMAstap co-creation workshops



## Data Analytics

- Actuarial analysis
- Administrative data analytics (Big Data)
- Compliance monitoring, reporting and tools



## Communications and Marketing Research

- Communication strategy research
- Campaign development and refinement
- Campaign tracking and evaluation
- Information product testing
- Communication audits
- Audience segmentation research



## Program Evaluations and Reviews

- Development of performance measurement frameworks and indicators
- Multi-method evaluations
- Compliance reviews
- Performance audits/reviews



## Aboriginal and Torres Strait Islander Omnibus

- Regular surveys of Australian Aboriginal and/or Torres Strait Islander adults
- Proportional to population coverage of metropolitan, regional and remote communities
- Cost effective survey – only pay for questions asked, not for the whole survey



## Aboriginal and Torres Strait Islander Field Force

- Australia's only nation-wide Indigenous interviewer field force
- 30+ interviewers embedded in urban, regional and remote locations across Australia
- Face-to-face surveys and interviewing using tablets
- Qualitative recruiting
- Telephone surveys



**ACT**  
Government

**YOURSAY**  
Community panel



# YourSay Community Panel

## *Bulky Waste survey*

14 January 2020







**Background:** The ACT Government is launching a bulky waste collection service beginning in Tuggeranong and Gungahlin in July 2020.

**Purpose:** The Transport Canberra and City Services (TCCS) ACT NoWaste team sought information on the community's likely uptake of this new service. The team also sought to better understand how individuals ordinarily dispose of their 'hard' household waste.

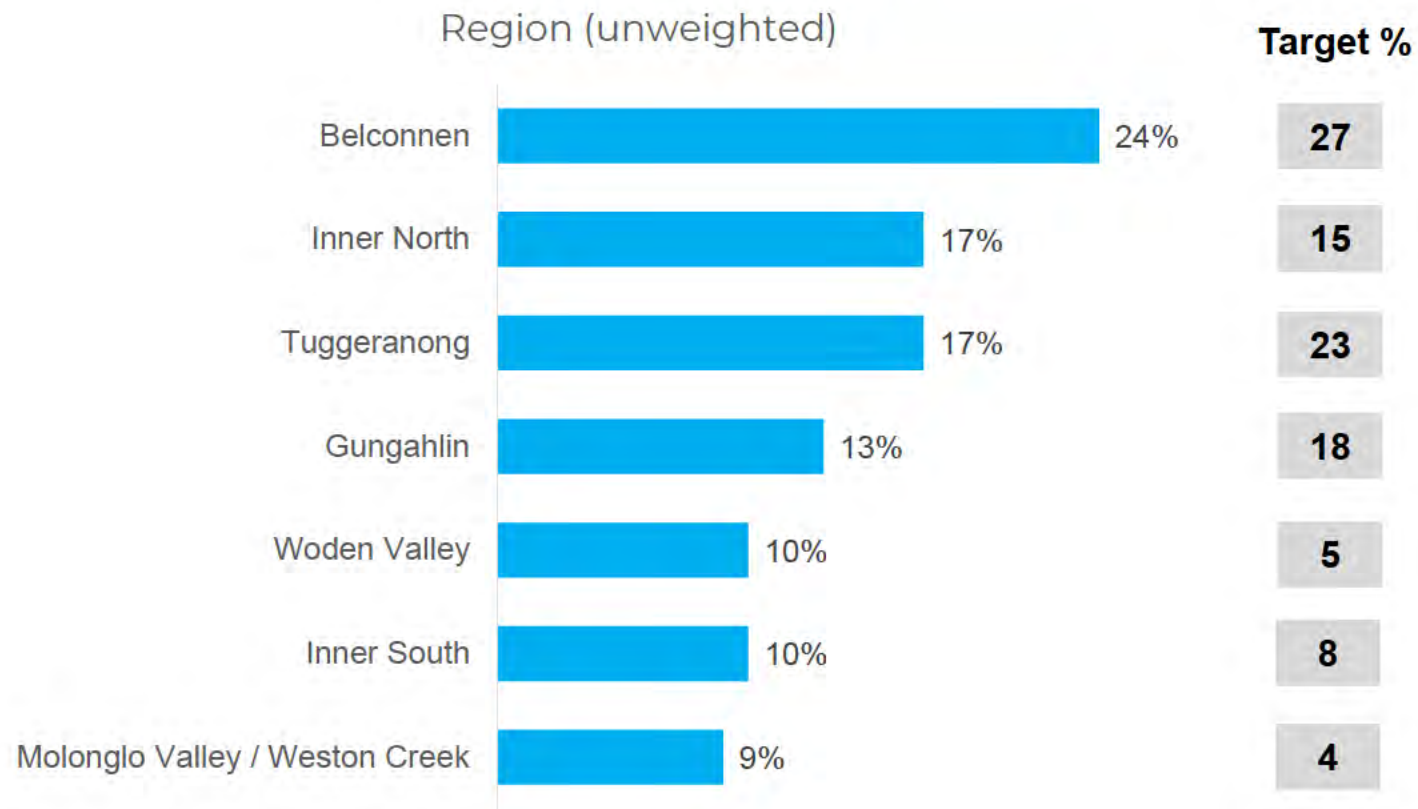
**Timeframe:** The survey opened on **22 November** and closed on **27 November 2019**.

**Sample:** **1,182** YourSay Community Panel members completed the survey. Members aged 16-17 years did not participate in the survey as we were primarily seeking feedback home owners and renters aged 18 years and over.

**Weighting:** The results have been weighted to reflect relative population proportions.



## Demographics

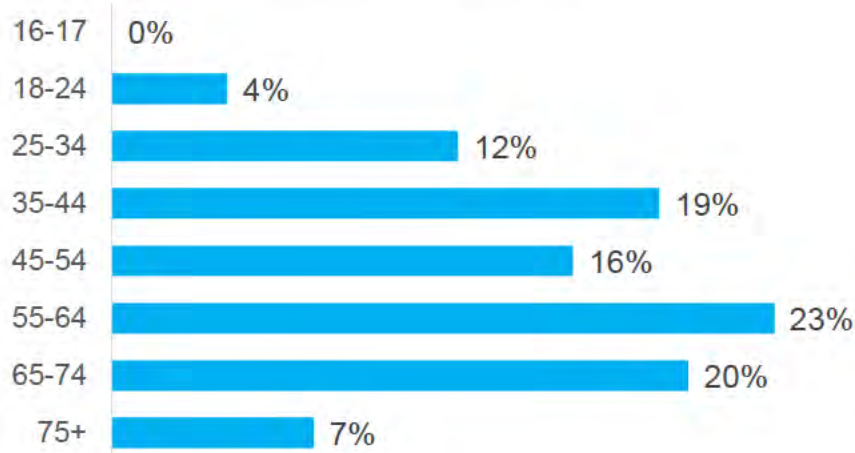


*n* = 1,182



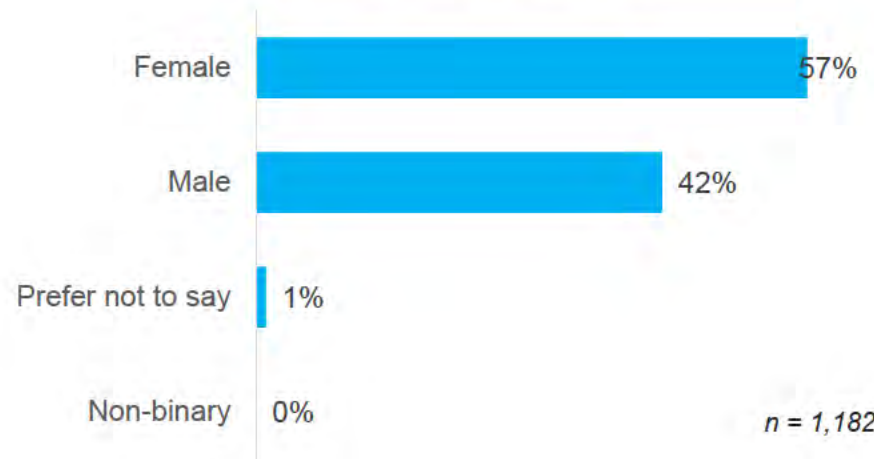
## Demographics

Age (unweighted)\*



\*Figures may not add up to 100 due to rounding

Gender (unweighted)

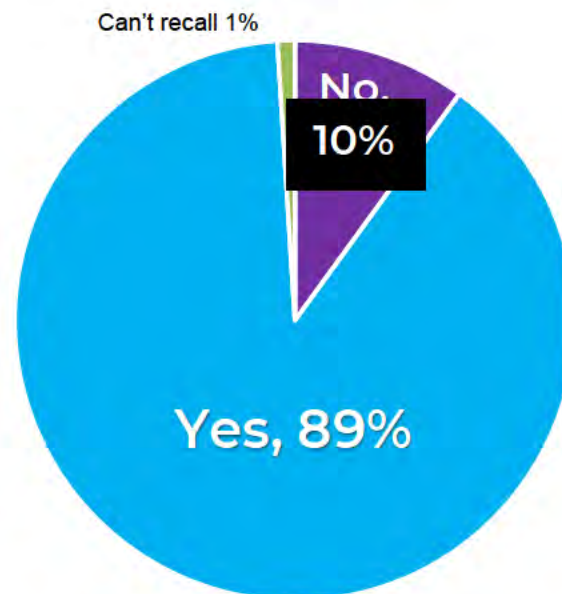


n = 1,182



## Need to dispose of bulky waste

Q. Have you ever had to dispose of bulky 'hard' waste items? (e.g. bed frames, chairs, fridges, dishwashers)

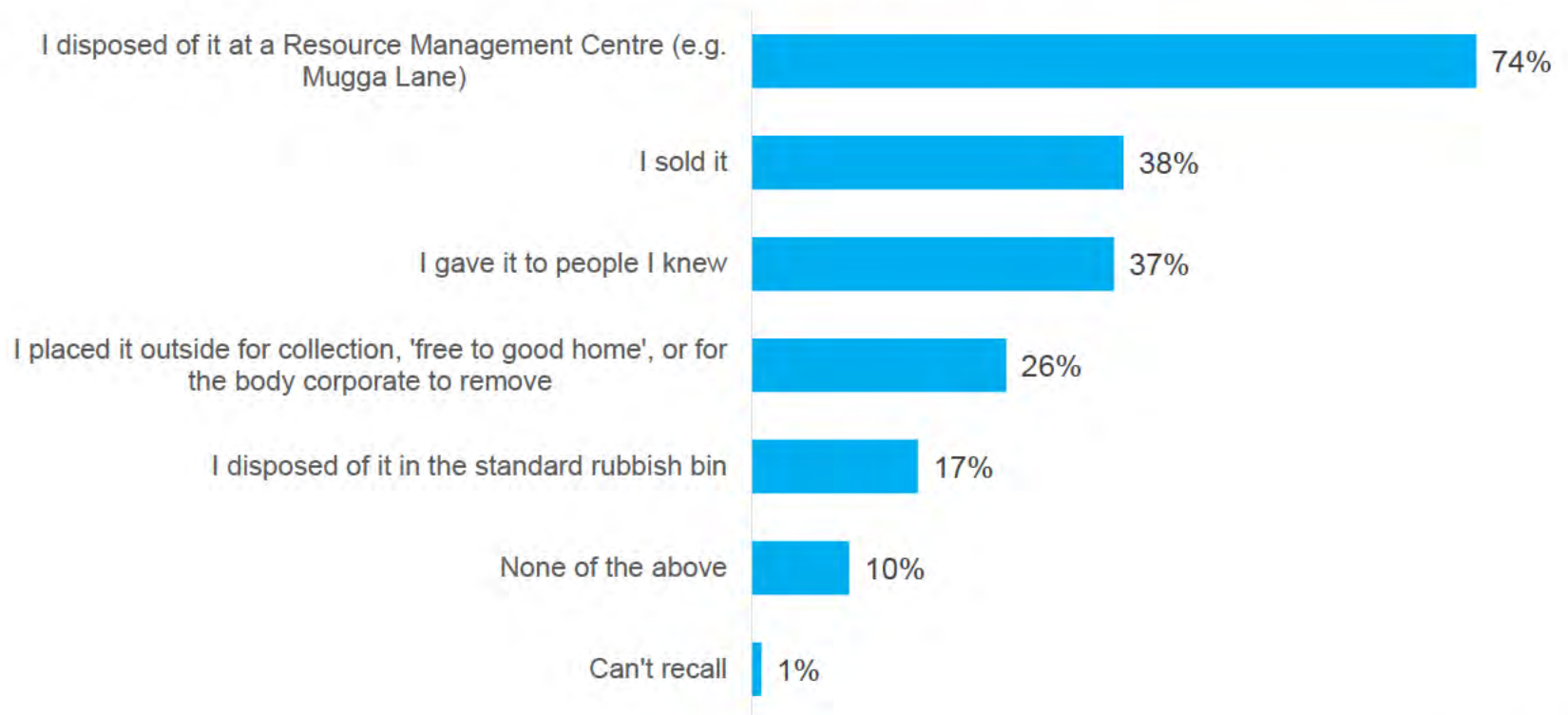


*n* = 1,182



## Methods of disposal

Q. If you can recall, how have you disposed of bulky waste in the past? (Multiple Choice)

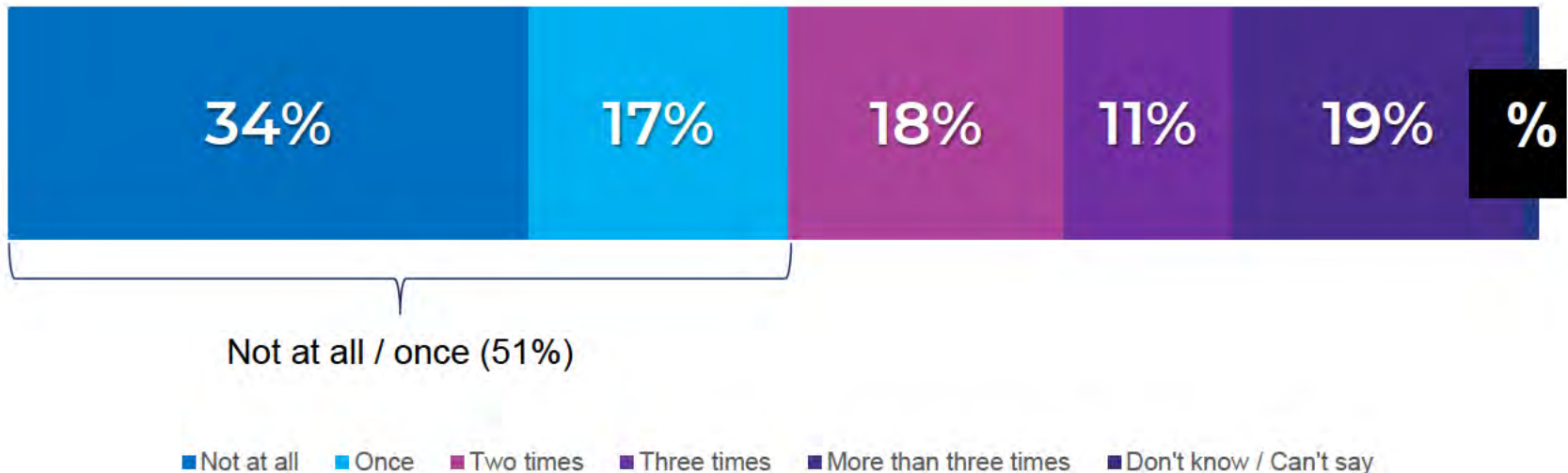


n = 1,100



## Visited Mugga Lane

Q. In the past 12 months, how often have you visited an ACT Resource Management Centre? (e.g. Mugga Lane in Symonston)

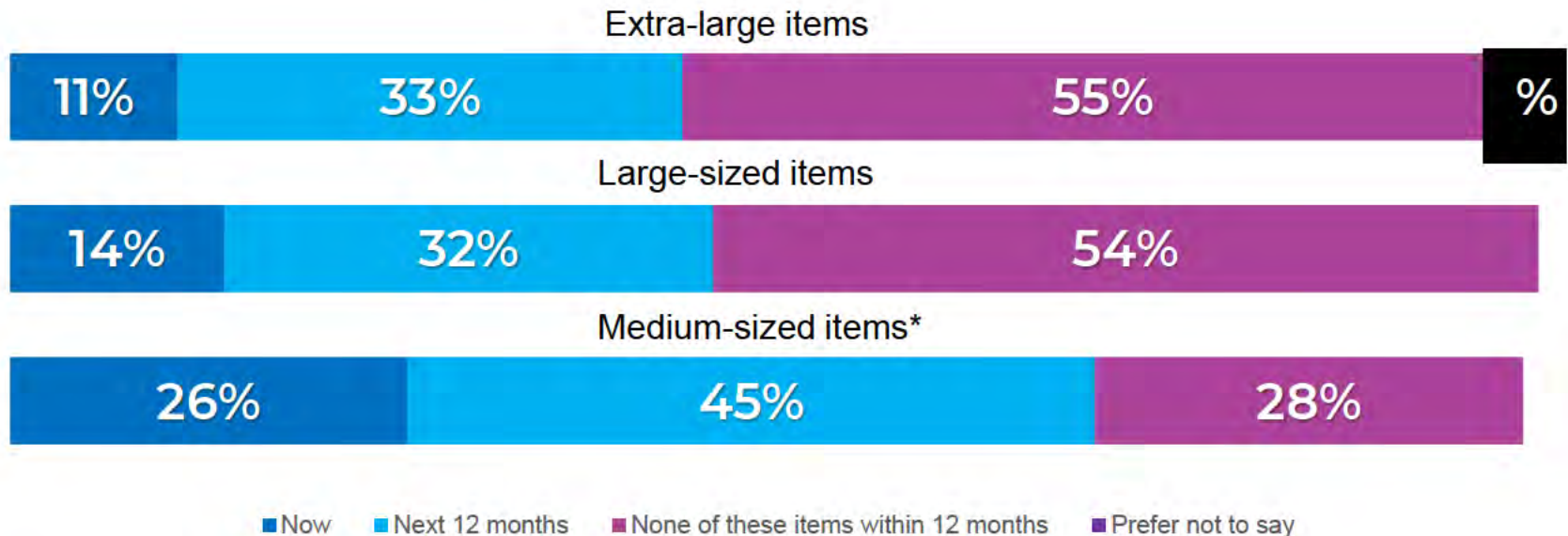


n = 1,182



## Items to dispose of

Q. Of the following items, what do you need to dispose of now, and potentially in the next 12 months?



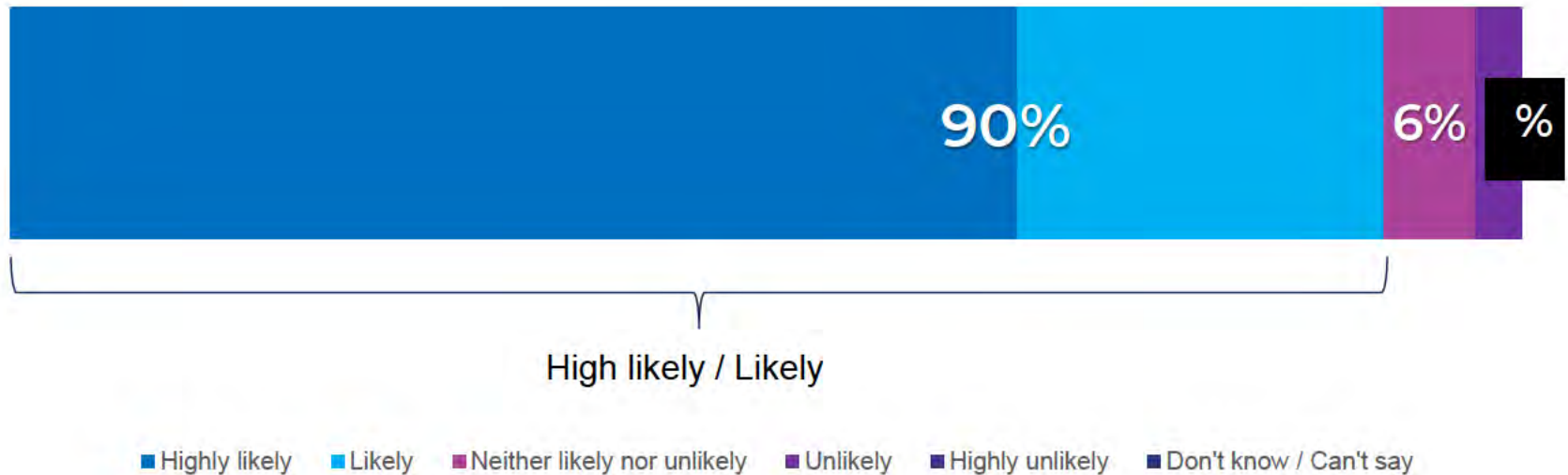
*\*Figures may not add up to 100 due to rounding*

*n = 1,182*



## Likelihood to use this service

Q. How likely or unlikely would you be to use a free bulky waste collection service



n = 1,182





**ACT**  
Government

**Y**OURsay  
Community panel



# YourSay Community Panel

## *Bushfire Preparedness Survey*

29 April 2020





**Background:** The ACT Government sought to evaluate the reach and effectiveness of its communications messaging in the lead up to, and during, the bushfire emergency inside and near the ACT border in January 2020.

This includes providing a better understanding of the proportion of Canberrans who have prepared a Bushfire Survival Plan and/or undertaken any other form of preparation in case of a critical bushfire emergency in the ACT.

**Purpose:** These survey results will provide information to the ACT Emergency Services Agency (ESA) and other Directorates that will help strengthen future communications to the community regarding bushfire preparedness.

**Timeframe:** The survey opened on **12 March** and closed on **22 March 2020**.

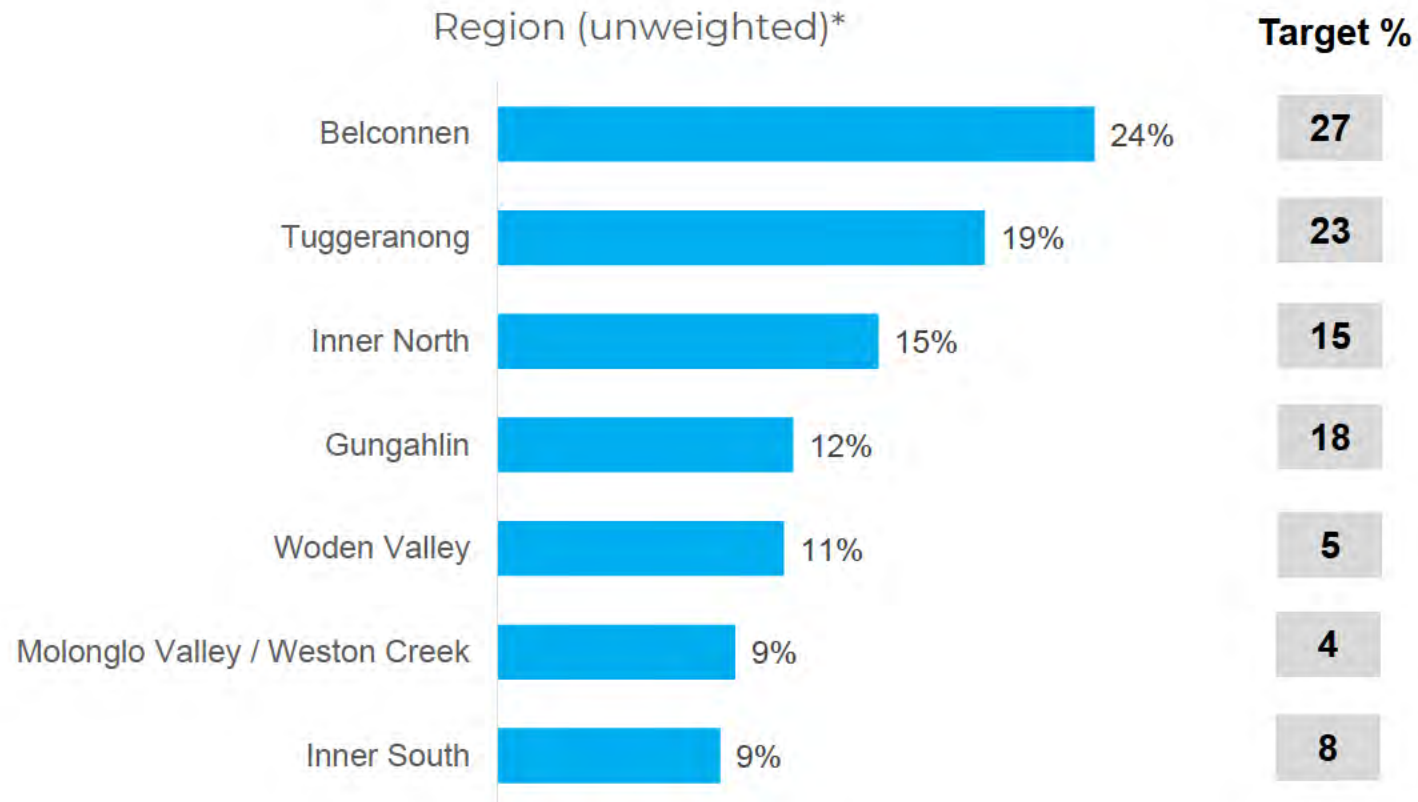
**Sample:** **823** YourSay Community Panel members completed the survey.

**Weighting:** The results have been weighted to reflect relative population proportions.

**Rounding:** Percentages may not total 100 due to rounding.



# Demographics

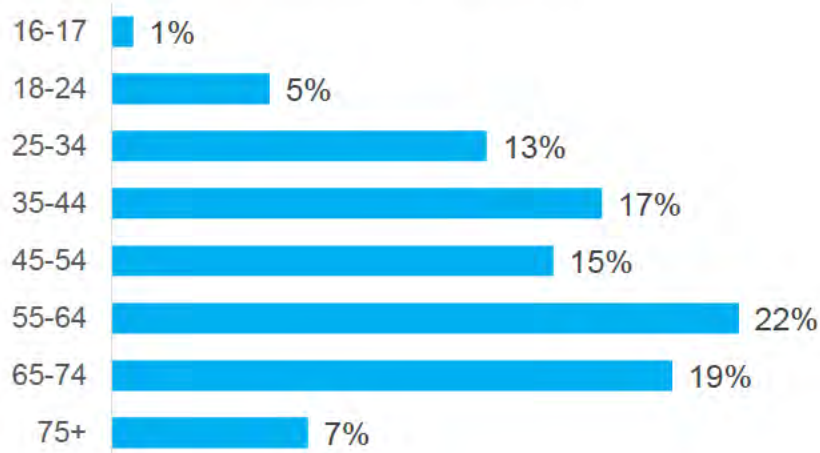


\*Total may not add up to 100 due to rounding



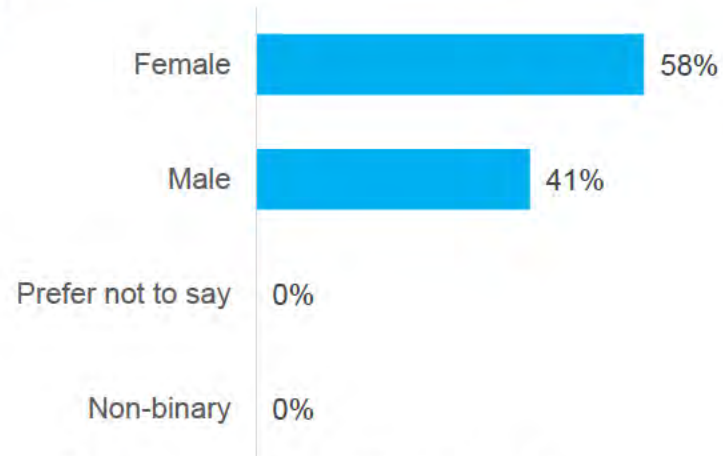
## Demographics

Age (unweighted)\*



\*Total may not add up to 100 due to rounding

Gender (unweighted)\*

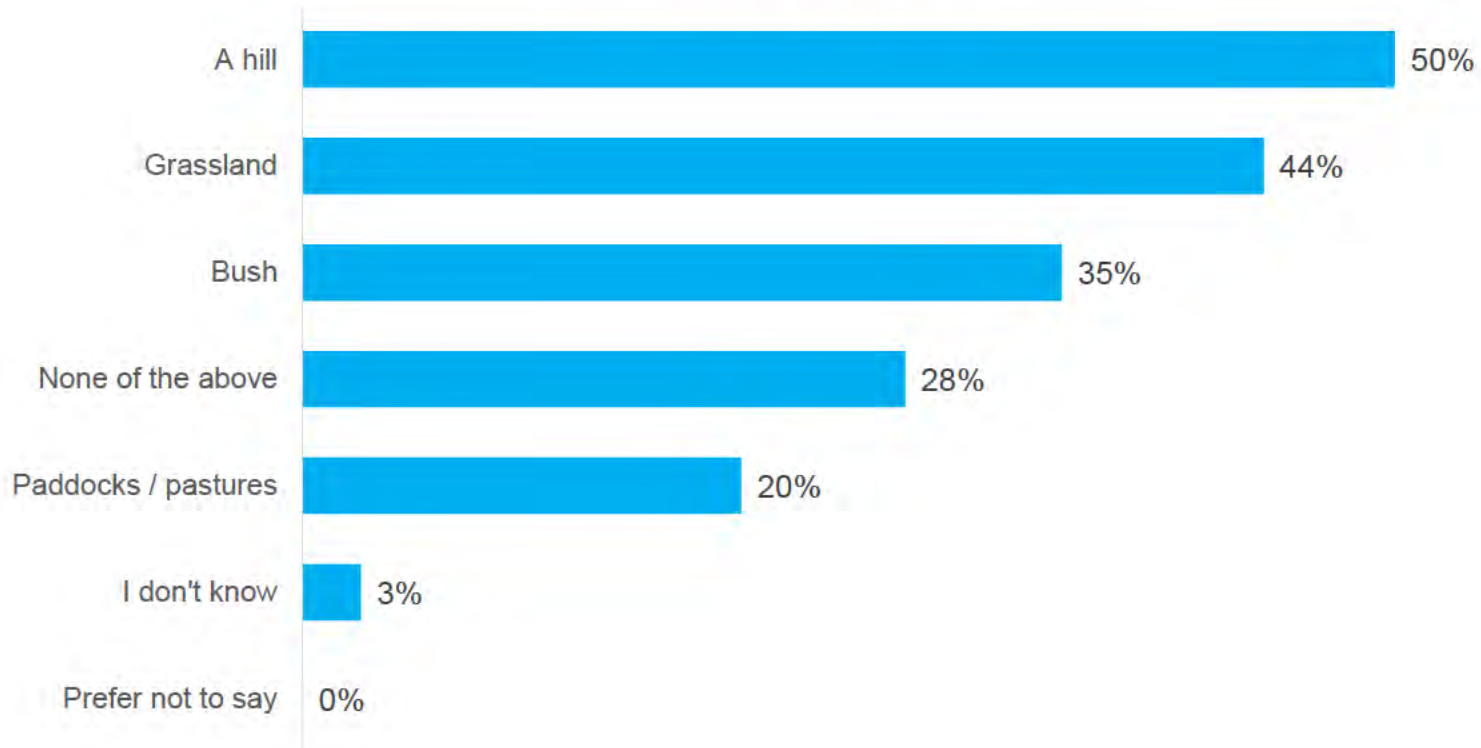


\*Total may not add up to 100 due to rounding



## Premise surrounds

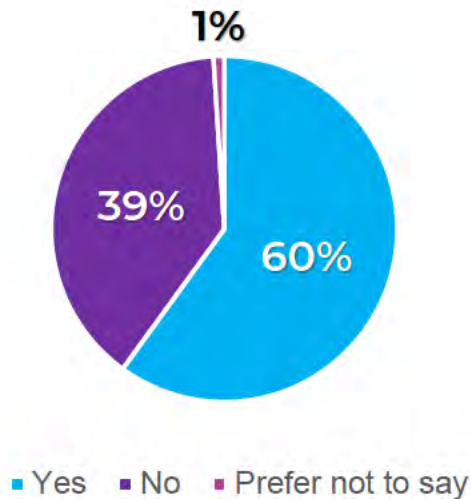
Q. Do you live near any of the following?  
(Multiple Choice)



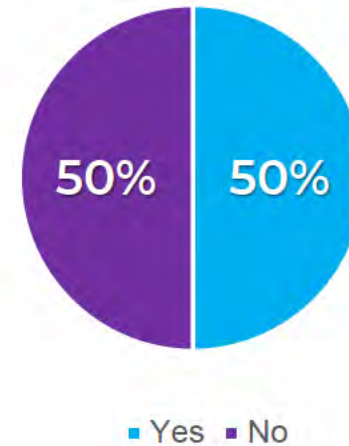


## Bushfire awareness and plan

**Q:** Do you know if you live in a bushfire prone area?



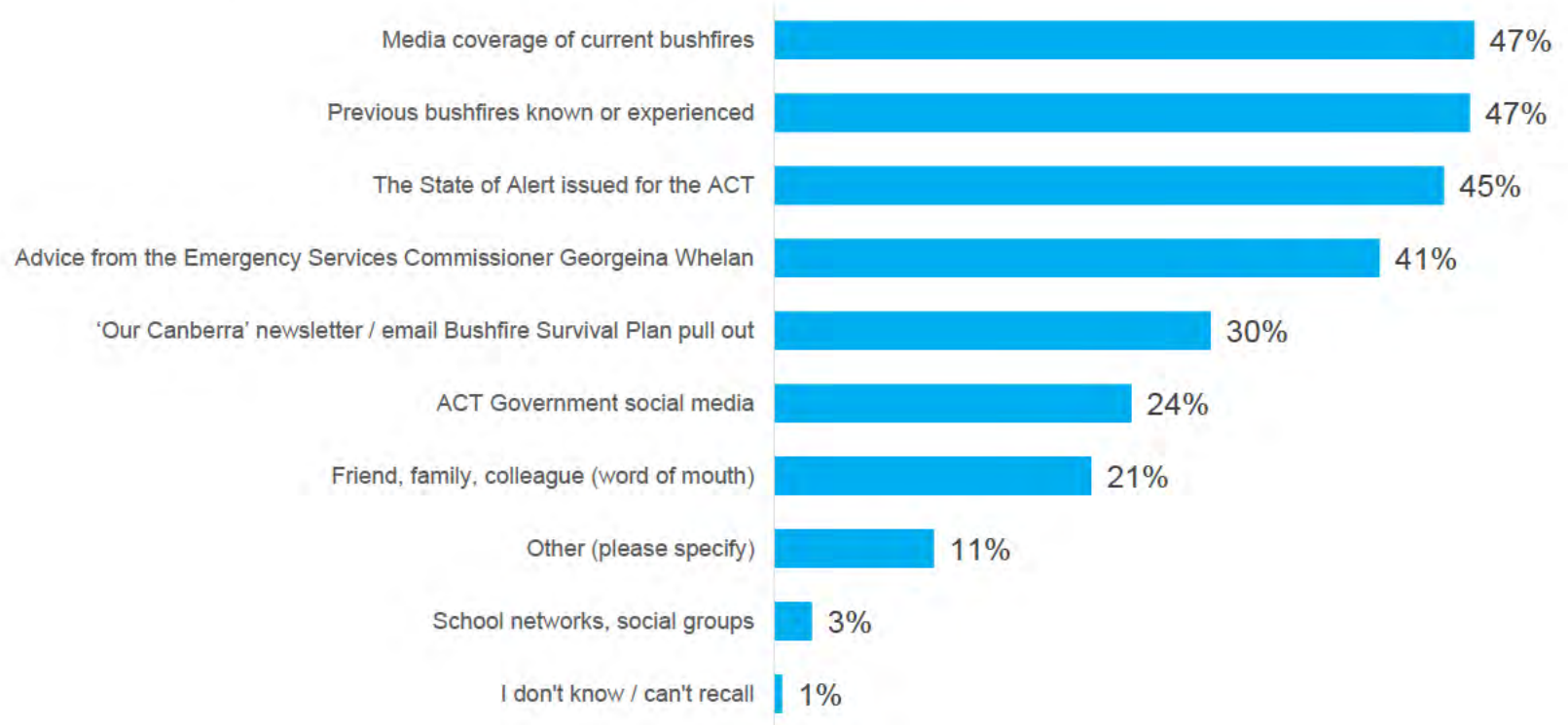
**Q:** Do you have a written or prepared Bushfire Survival Plan?





# Bushfire Survival Plan

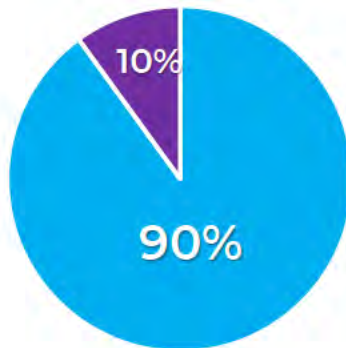
Q. What made you decide to prepare a Bushfire Survival Plan?  
(Multiple Choice)





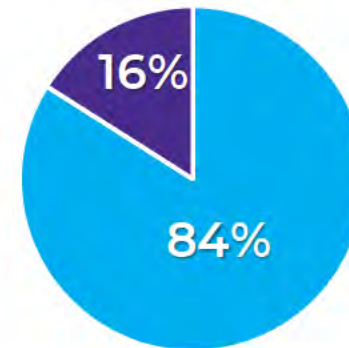
## Developing and discussing the Plan

**Q:** Was the Bushfire Survival Plan made with all members of your household?



■ Yes ■ No

**Q:** Did you know that you can download and complete a Bushfire Survival Plan template at [www.esa.act.gov.au](http://www.esa.act.gov.au)?



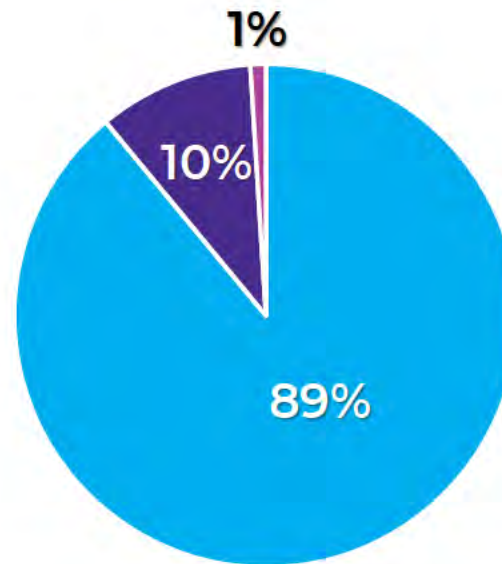
■ Yes ■ No





## Plan for bushfire event

Q: Do you know what you will do if a bushfire threatens?

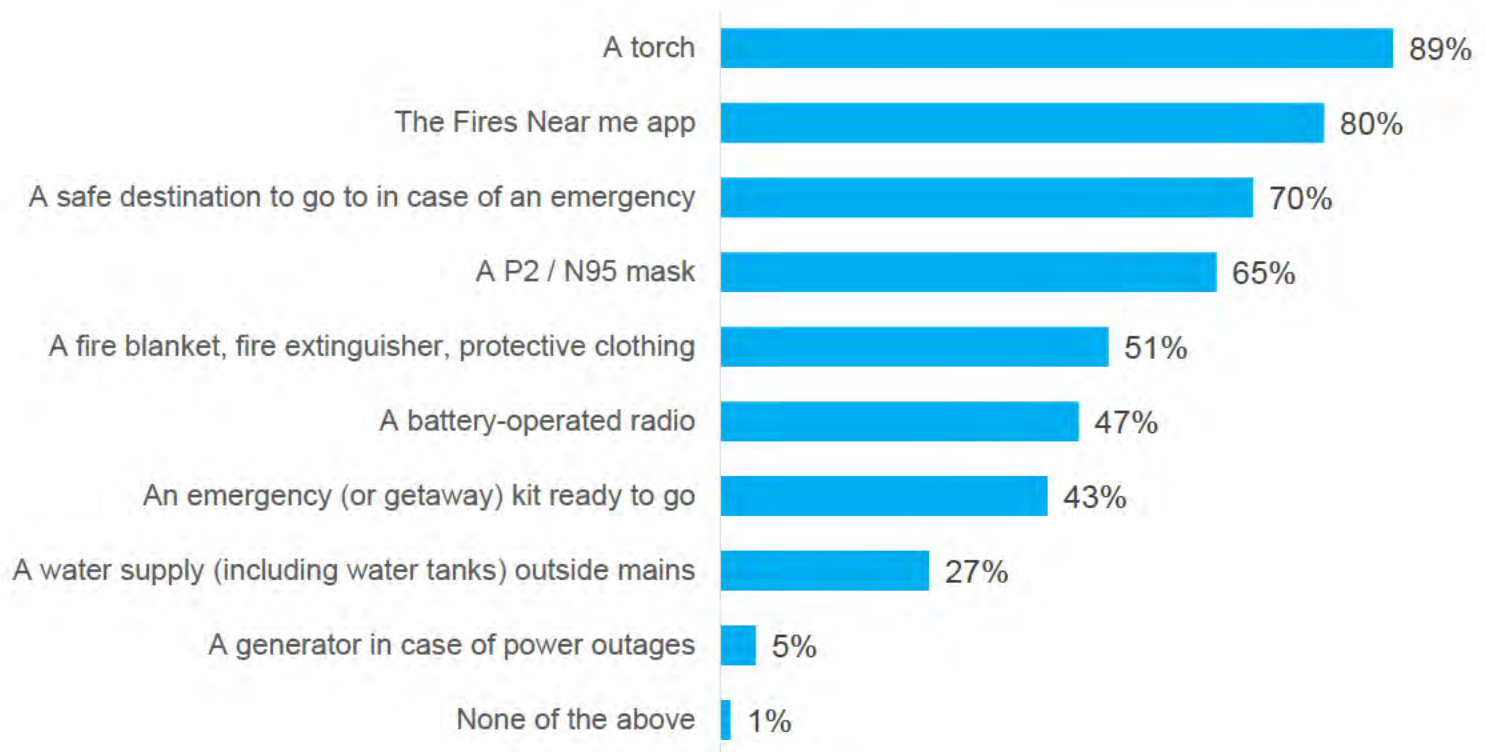


■ Yes ■ No ■ Prefer not to say



## Bushfire preparation items

Q. Do you have any of the following?  
(Multiple Choice)





## Bushfire preparation items

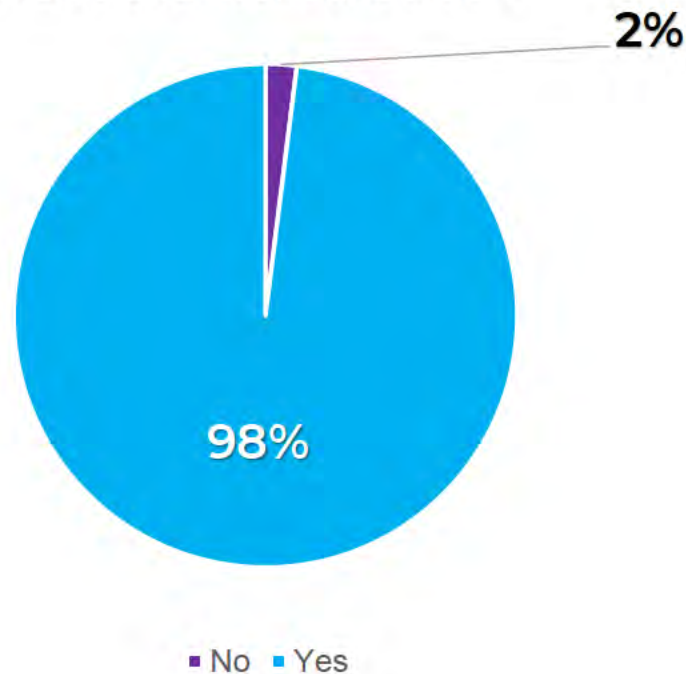
Q. Have you done any of the following to make your home safer?  
(Multiple Choice)





## Awareness of State of Alert / State of Emergency

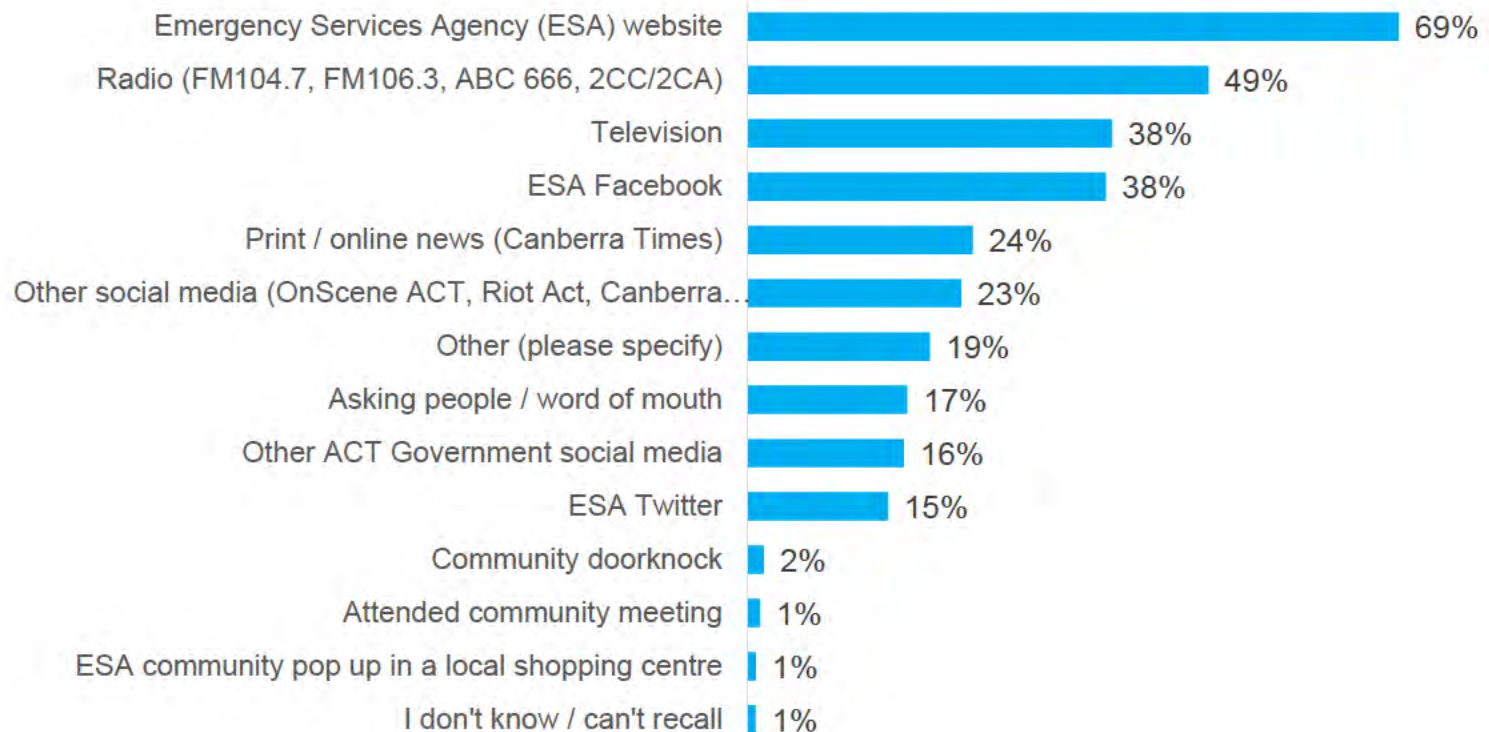
Q: Before today were you aware that the ACT was recently in a State of Emergency / Alert due to the bushfire situation inside and near our border?





## Communication channels

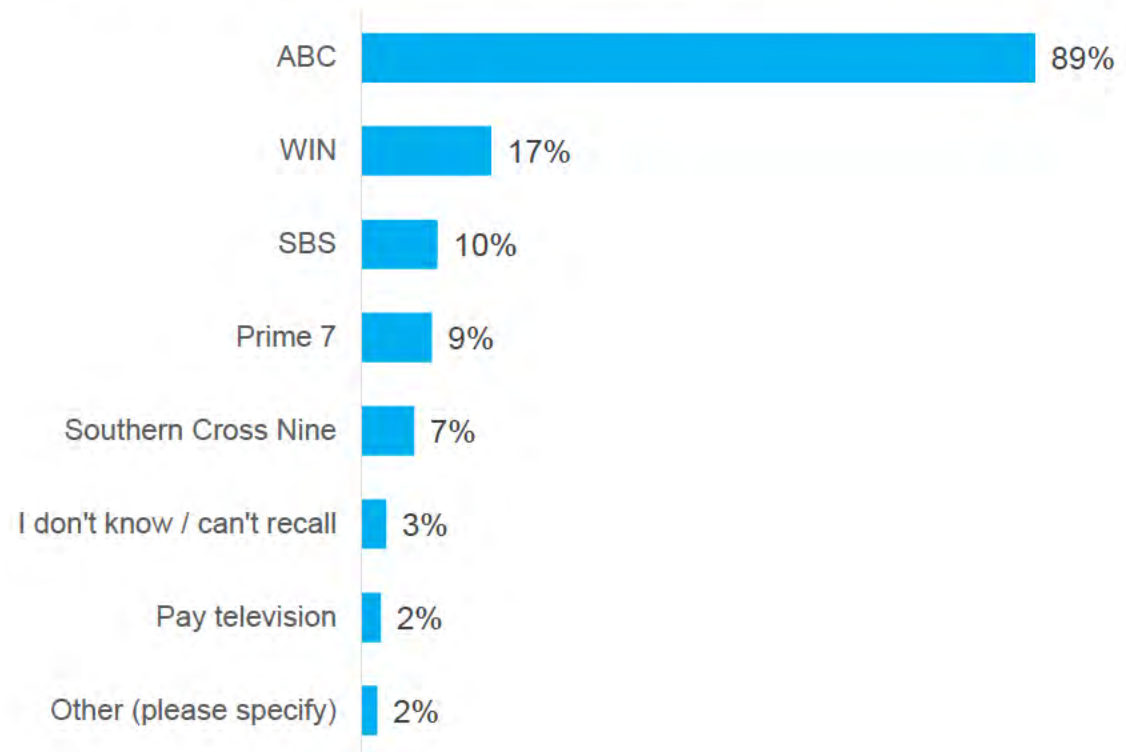
Q. Which of the following channels did you MOST use to keep informed about the recent bushfire situation? (Select up to 5)





## Television channel

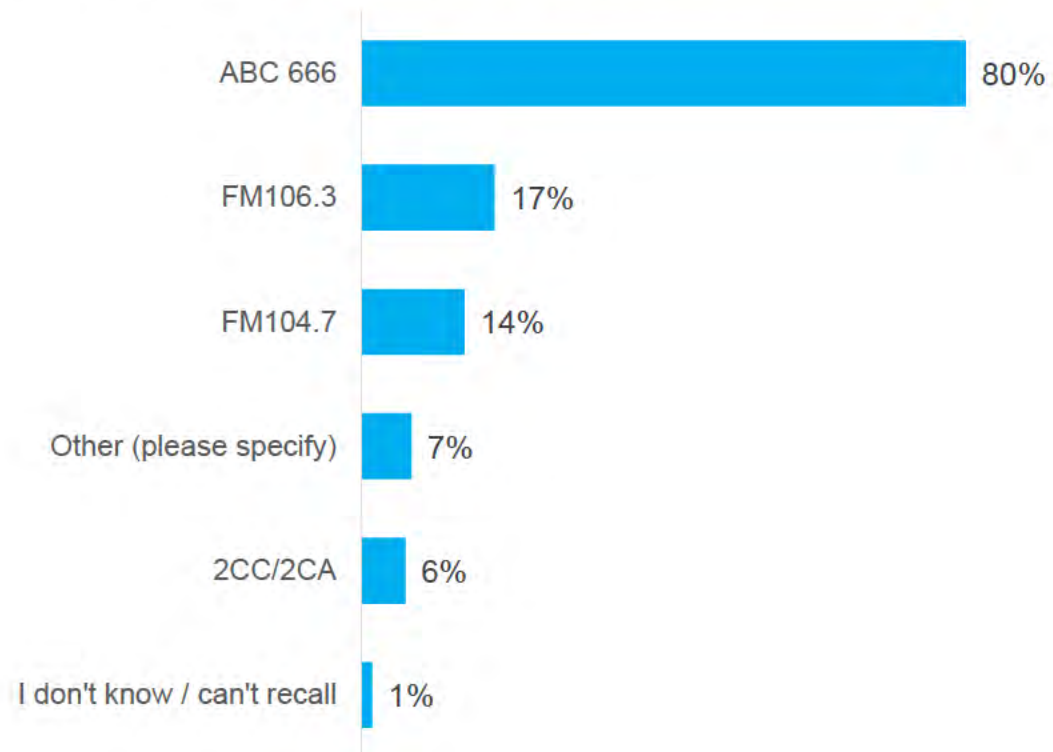
Q. Please select the **television station/s** you watched the MOST to keep informed about the recent bushfire situation?





## Radio channel

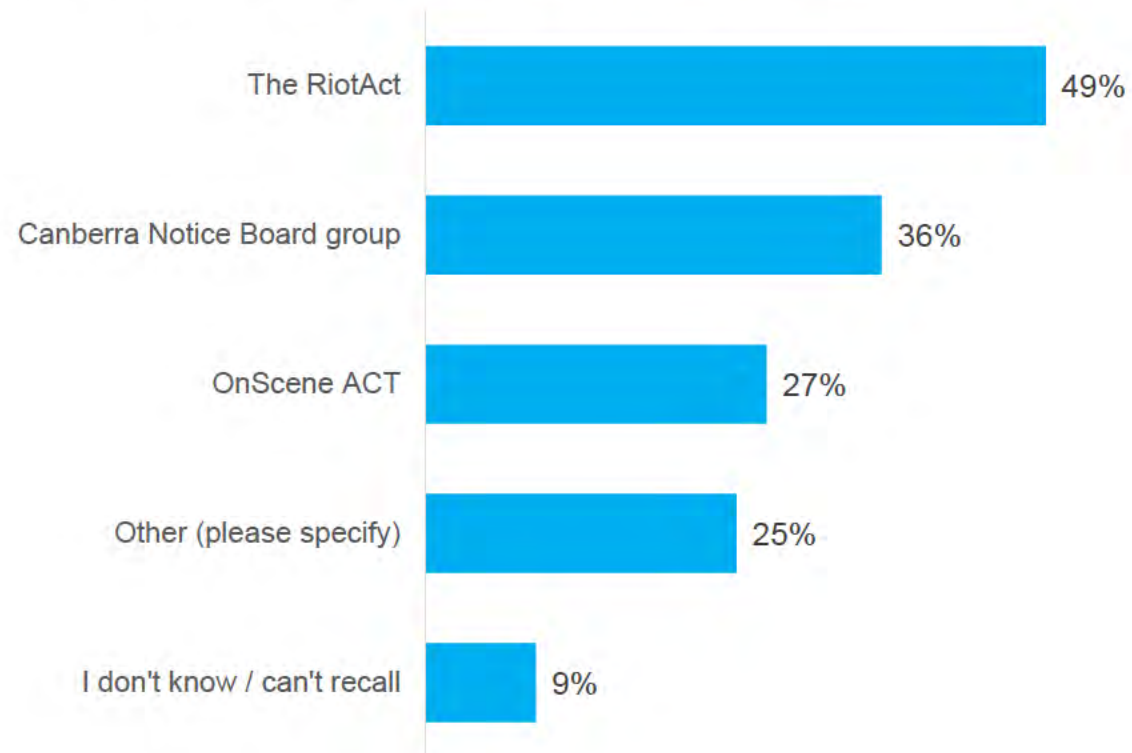
Q. Please select the **radio station/s** you listened to the MOST to keep informed about the recent bushfire situation?





## Social media channel

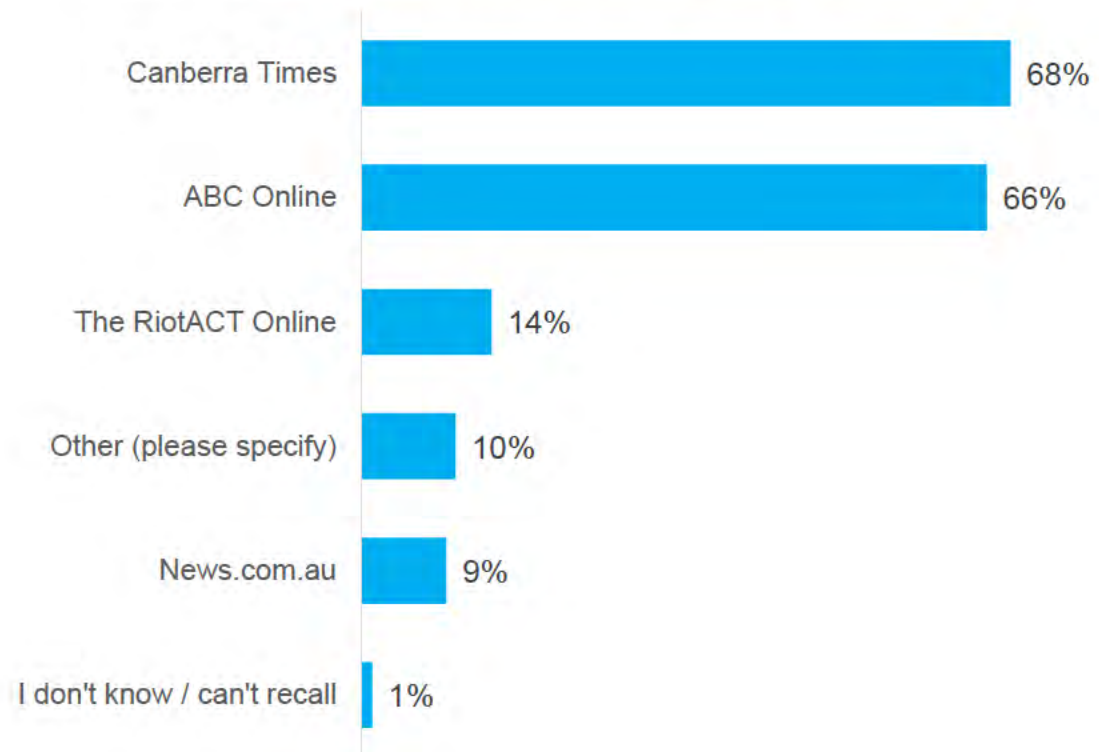
Q. Please select the **social media platform/s** you viewed the MOST to keep informed about the recent bushfire situation?





## Print / online channel

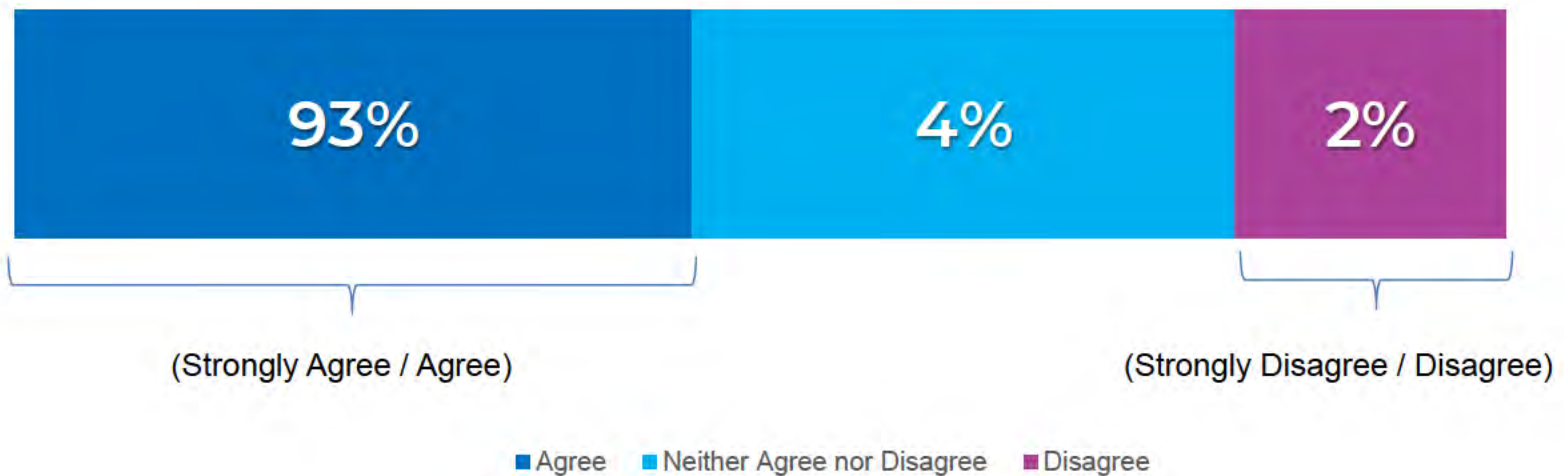
Q. Please select the **print / online news source/s** you read the MOST to keep informed about the recent bushfire situation?





## How well informed

Q. To what extent do you agree or disagree with the following statement: 'Overall I felt well informed about the recent bushfire situation in the ACT'?





**YOURSAY**  
Community panel



# YourSay Community Panel

## *2019 Coat of Arms Survey*

27 November 2019





**Background:** The ACT Government sought to explore the community's current knowledge of, and potential preferences for changes to, the City of Canberra Coat of Arms.

**Purpose:** The survey results will form part of the ACT Government's response to the Standing Committees' report in the Legislative Assembly by December 2019.

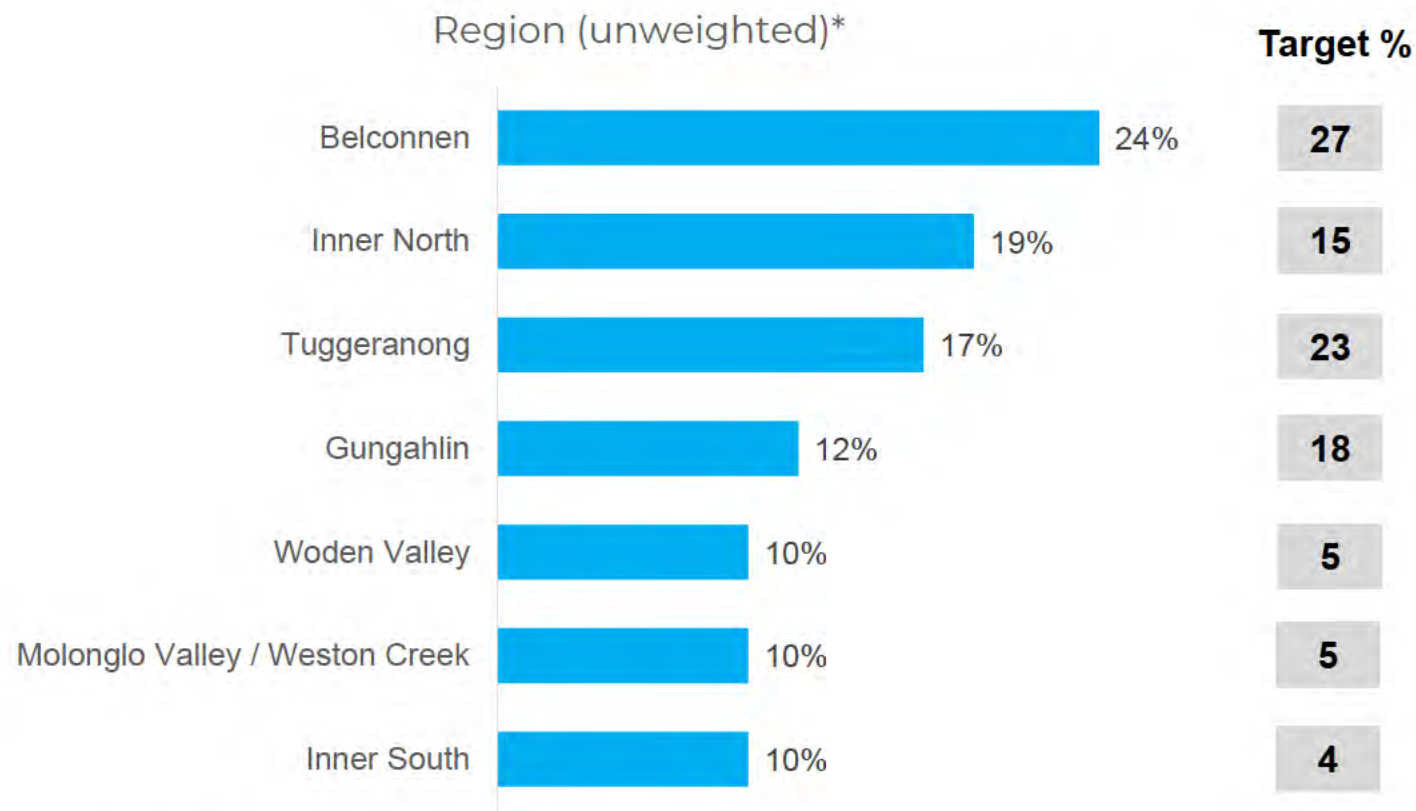
**Timeframe:** The survey opened on **11 November** and closed on **17 November 2019**.

**Sample:** **1,359** YourSay Community Panel members completed the survey.

**Weighting:** The results have been weighted to reflect relative population proportions.



## Demographics



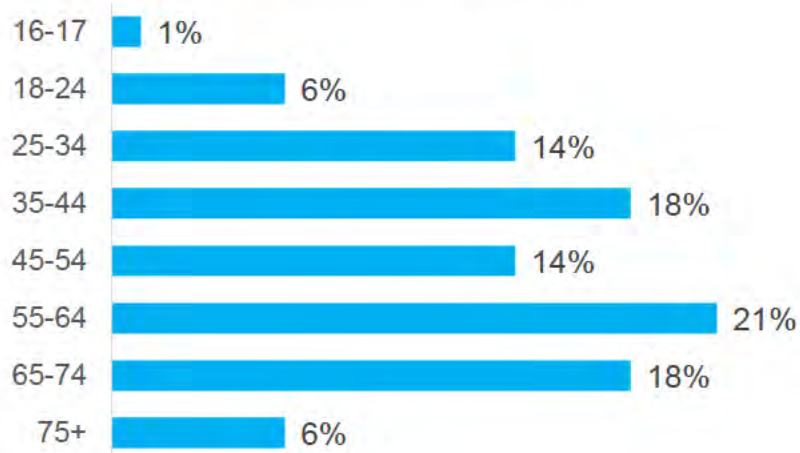
\*Due to rounding may not add up to 100

n = 1,359



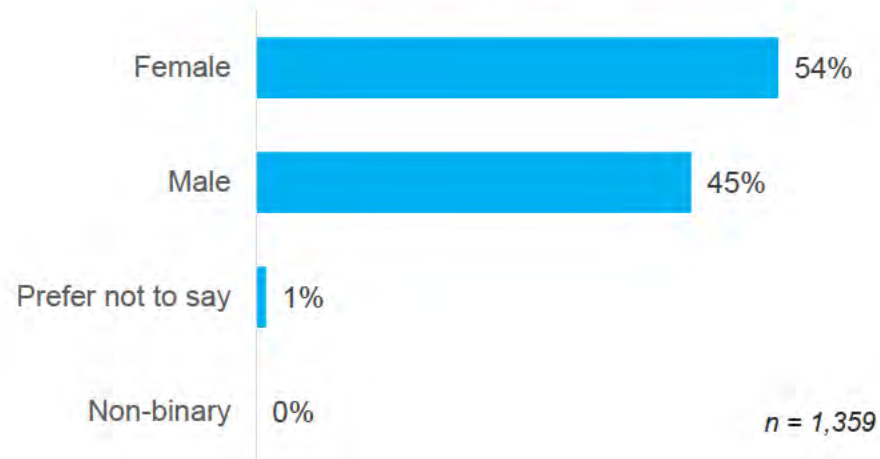
## Demographics

Age (unweighted)\*



\*Due to rounding may not total 100

Gender (unweighted)

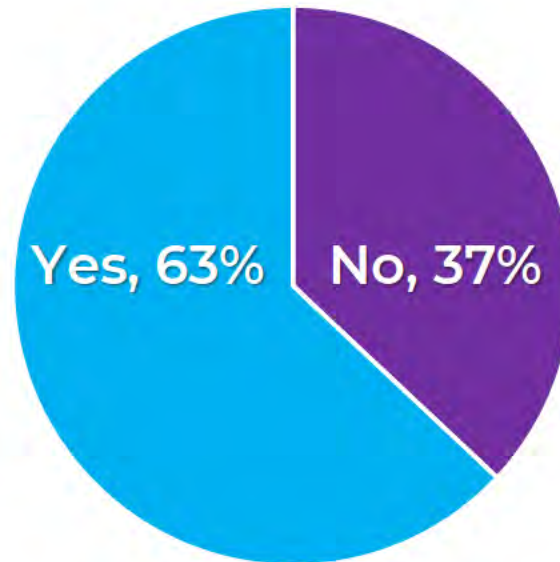


n = 1,359



## Awareness of Coat of Arms

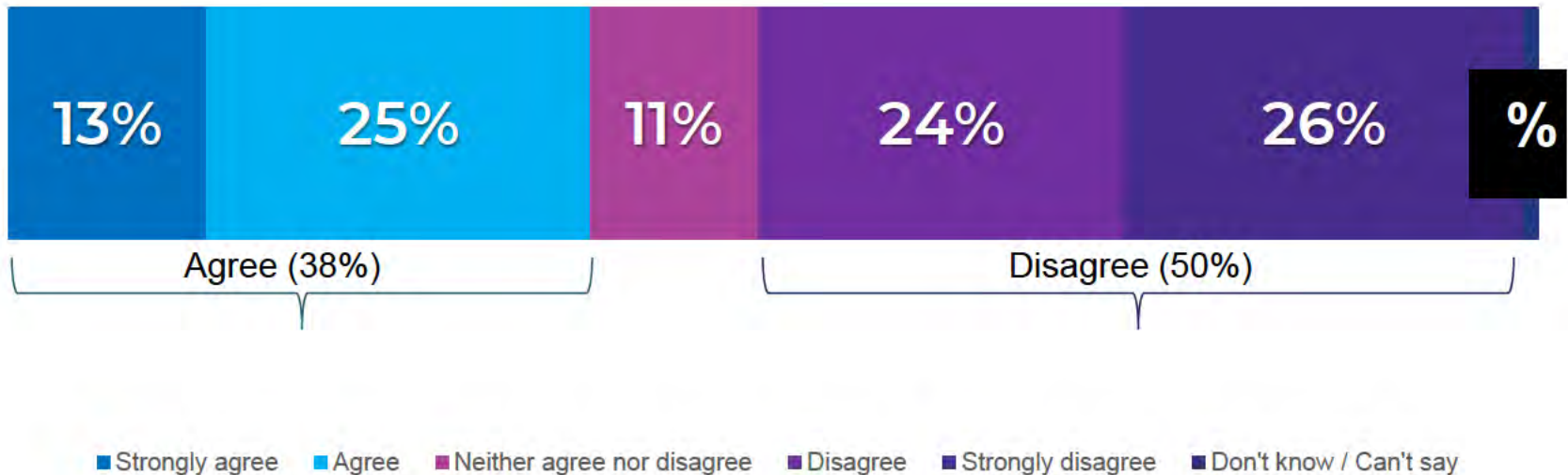
Q: Before today, were you aware of the City of Canberra Coat of Arms?





## Symbolic representivity

Q. To what extent do you agree or disagree, that the Coat of Arms is symbolic of Canberra and the ACT as we know it today?







## Symbolic representivity

**Q.** You said that somewhat disagree or strongly disagree that Coat of Arms are not representative of Canberra, why is that?

### Top 15 mentions (negative sentiment)



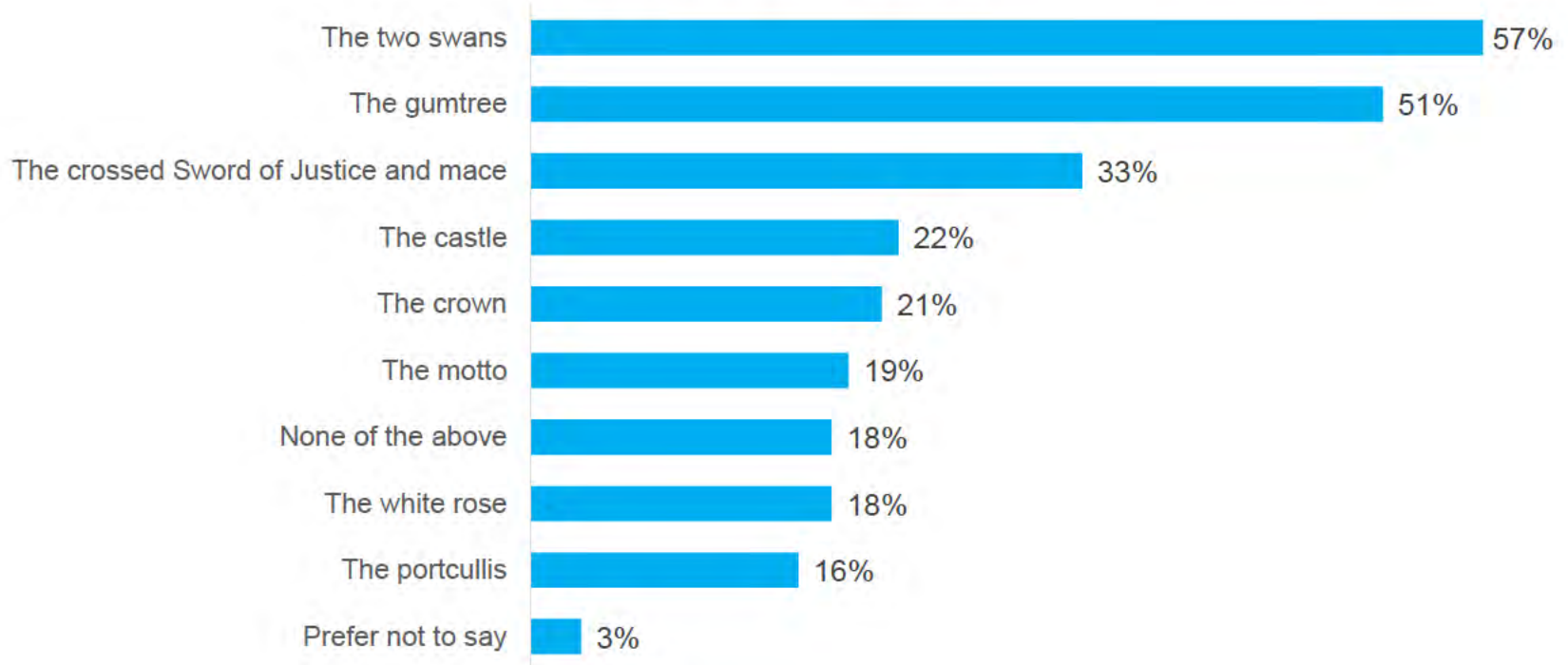
### Top 5 mentions (negative sentiment)

Word	Percentage
Queen	10%
British	9%
Outdated	8%
Monarchy	6%
Castle	6%



## Existing emblems

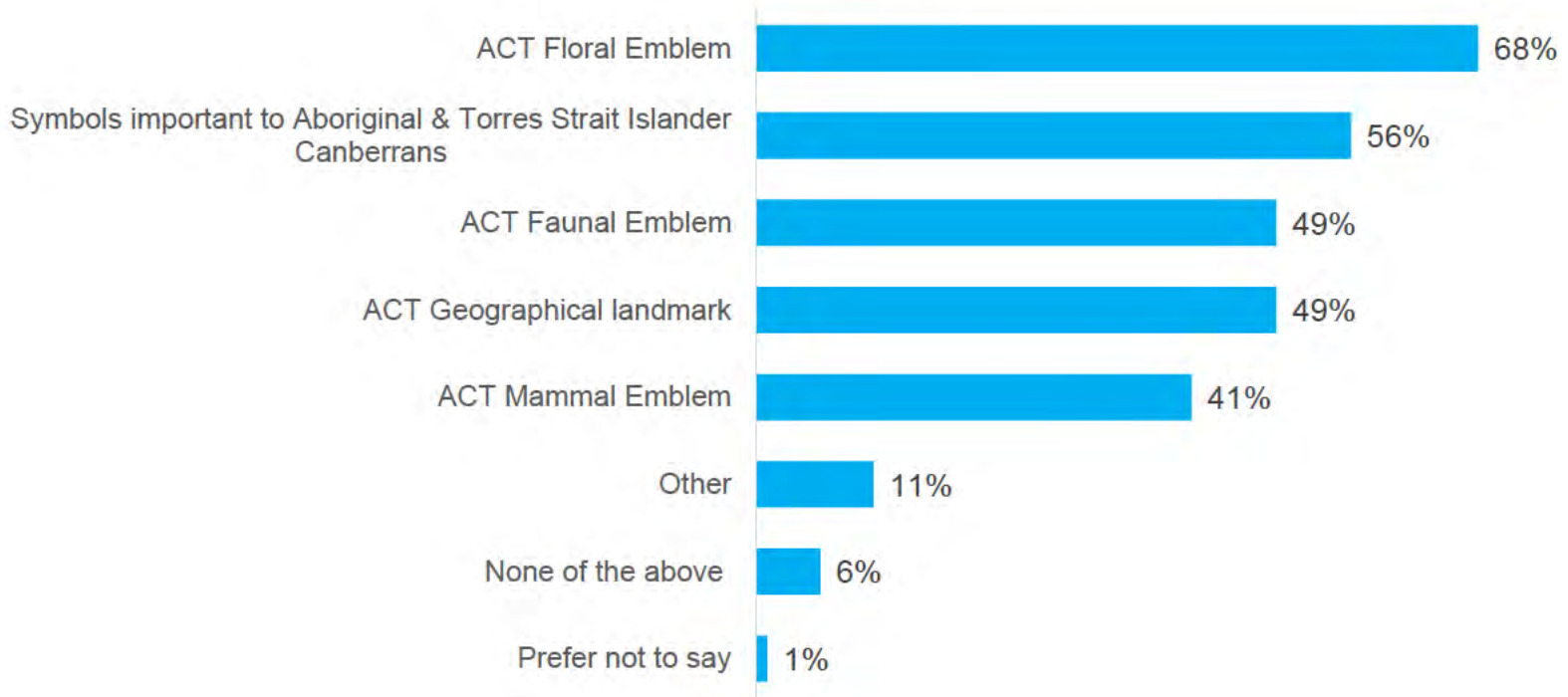
Q. Are there any emblems (symbols) from the City of Canberra Coat of Arms that you would like to see reflected in a new Coat of Arms for the ACT? (Multiple Choice)





## New emblems

Q. If there were to be a new Coat of Arms for the ACT, what other emblem/s (symbols) would you like to see included?  
(Multiple Choice)





**Y**OURSAY  
Community panel



# YourSay Community Panel

*Contact Tracing app Survey*

29 June 2020



**Background:** The ACT Government sought to understand the Canberra community's awareness of the Australian Government's COVIDSafe app, likely take-up rate, and also identify any potential barriers that might prevent Canberrans from downloading the app.

**Purpose:** The survey findings will provide the ACT Government insight into the types of questions or concerns being raised by Canberrans about the COVIDSafe app. This information may be used to inform future localised messaging to encourage take-up of the app.

**Timeframe:** This survey opened on **Thursday 30 April** and closed **Monday 04 May 2020**. The COVIDSafe app was first released on 26 April 2020; 4 days prior to the survey being conducted.

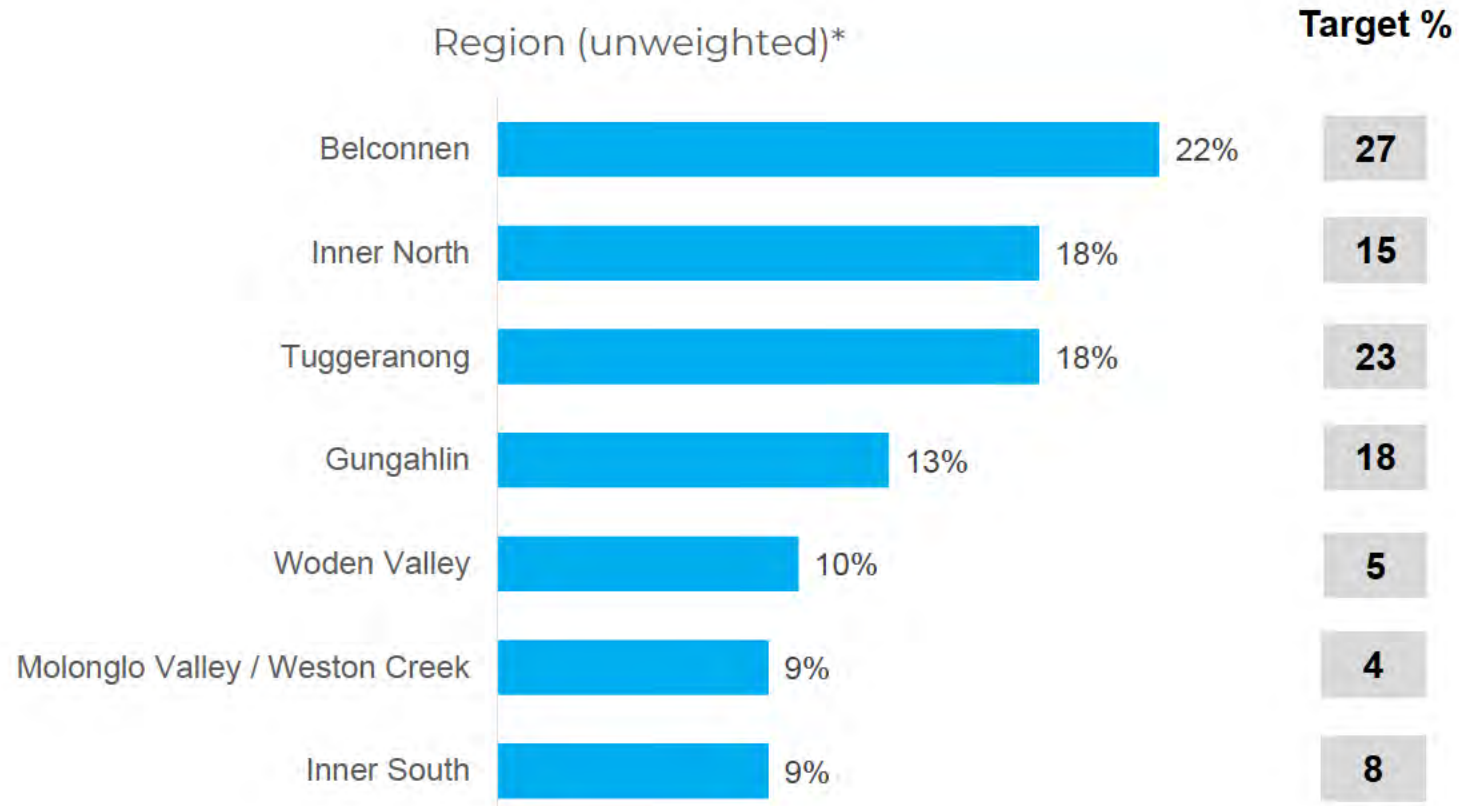
**Sample:** **1,633** YourSay Community Panel members completed the survey.

**Weighting:** The results have been weighted to reflect relative population proportions.

**Rounding:** Percentages may not total 100 due to rounding.



# Demographics



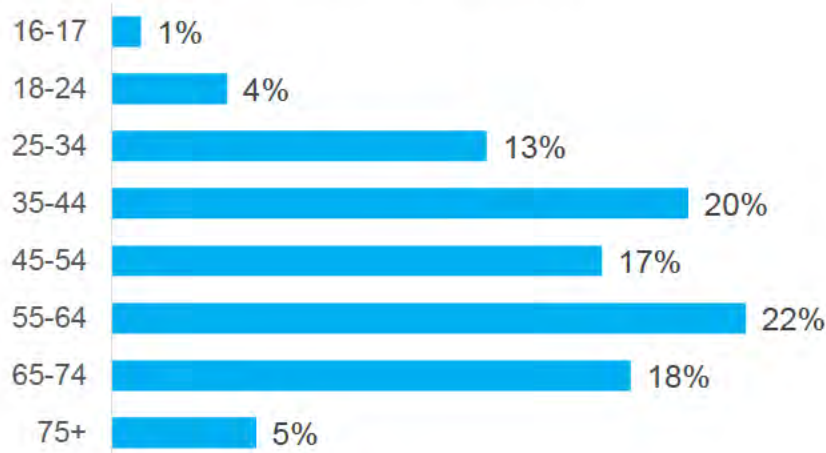
\*Percentages may not total 100 due to rounding

*n* = 1,633

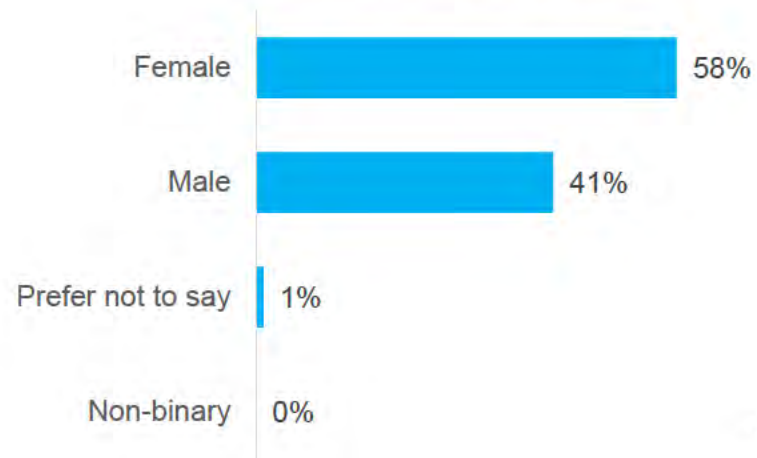


## Demographics

Age (unweighted)\*



Gender (unweighted)\*



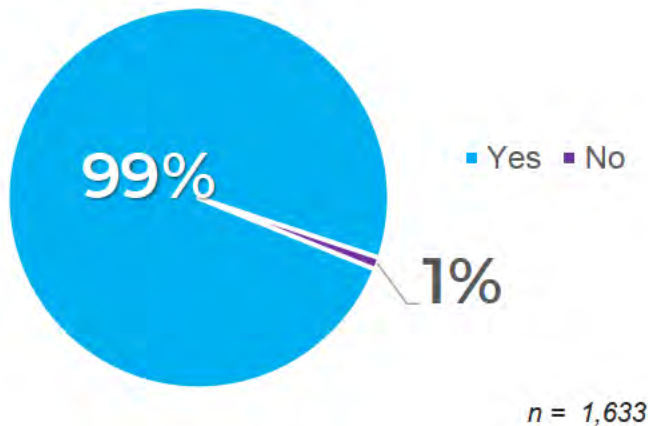
\*Percentages may not total 100 due to rounding

*n* = 1,633

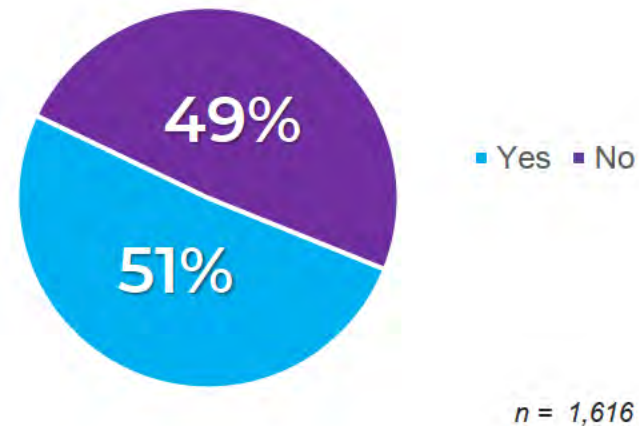


## Awareness

Q. Before today, were you aware that the Australian Government has launched the COVIDSafe app for downloading onto mobile devices?



Q. Have you already downloaded the COVIDSafe app onto your mobile device?\*



\*Prefer not to say responses have been filtered out





## Likelihood to download

Q. How likely are you to download the COVID-19Safe app onto your mobile device?

*Of those who have not already downloaded the app*



*73% Unlikely or Very unlikely*

■ Very likely ■ Likely ■ Neither likely nor unlikely ■ Unlikely ■ Very unlikely ■ Prefer not to say

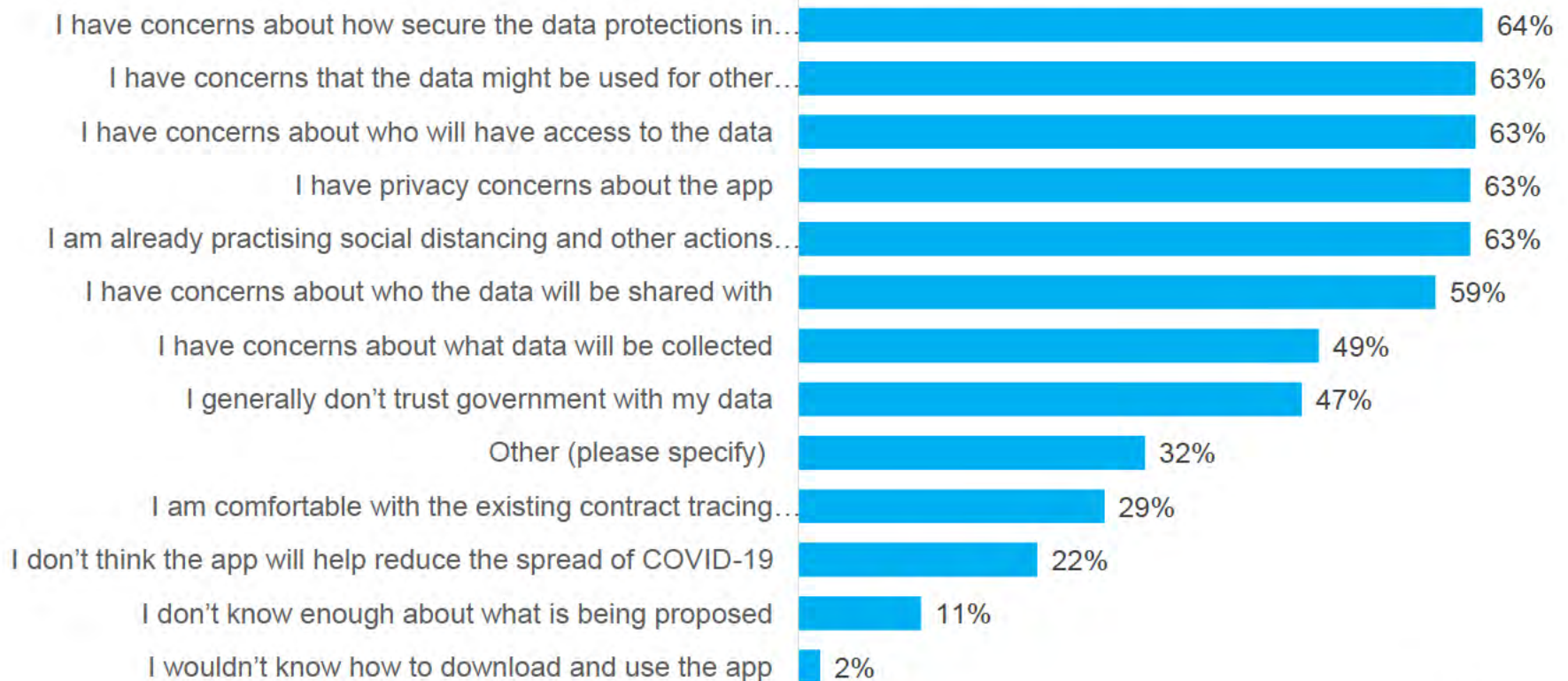
\*Percentages may not total 100 due to rounding

n = 777



## Concerns with the app

Q. You said that you were unlikely to download the COVID-19Safe app onto your mobile device, why is that? **Multiple choice**



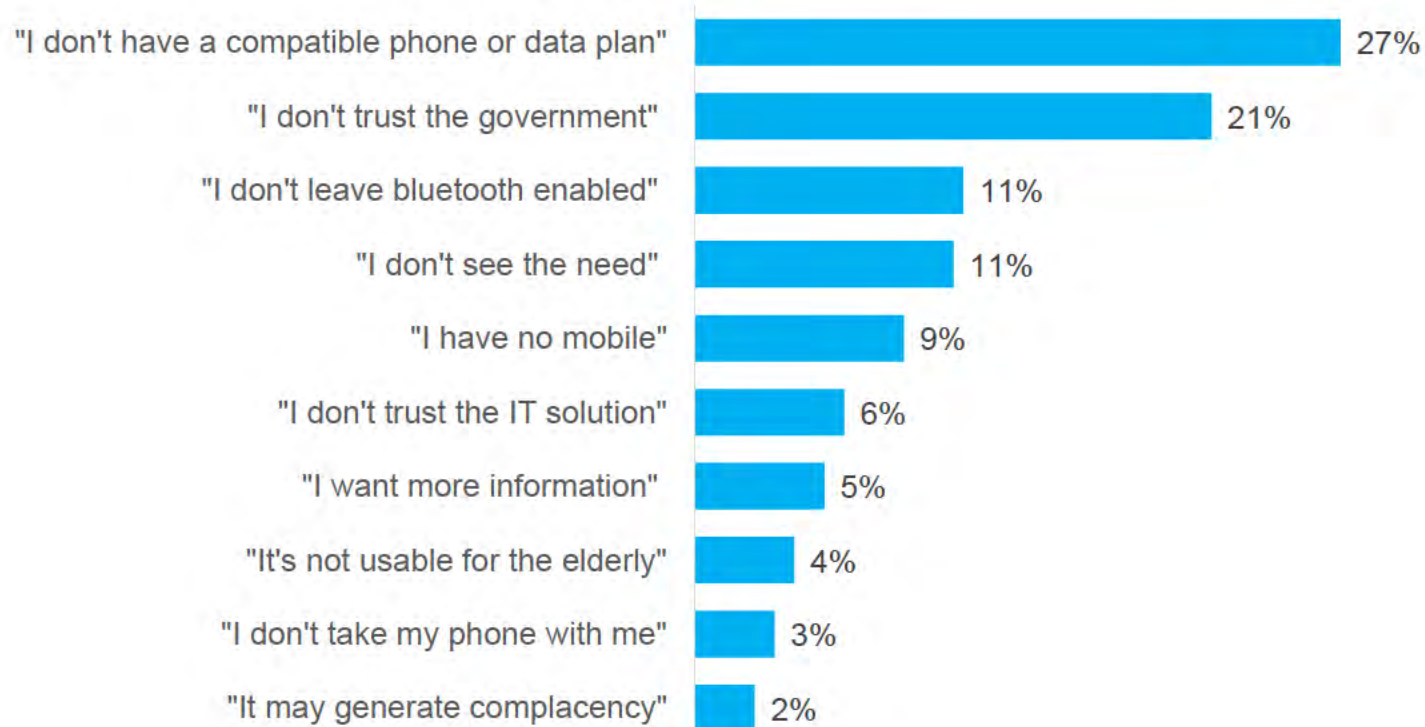
n = 544



## 'Other' concerns with the app

Q. You said that you were unlikely to download the COVID-19Safe app onto your mobile device, why is that?

### By "Other" response

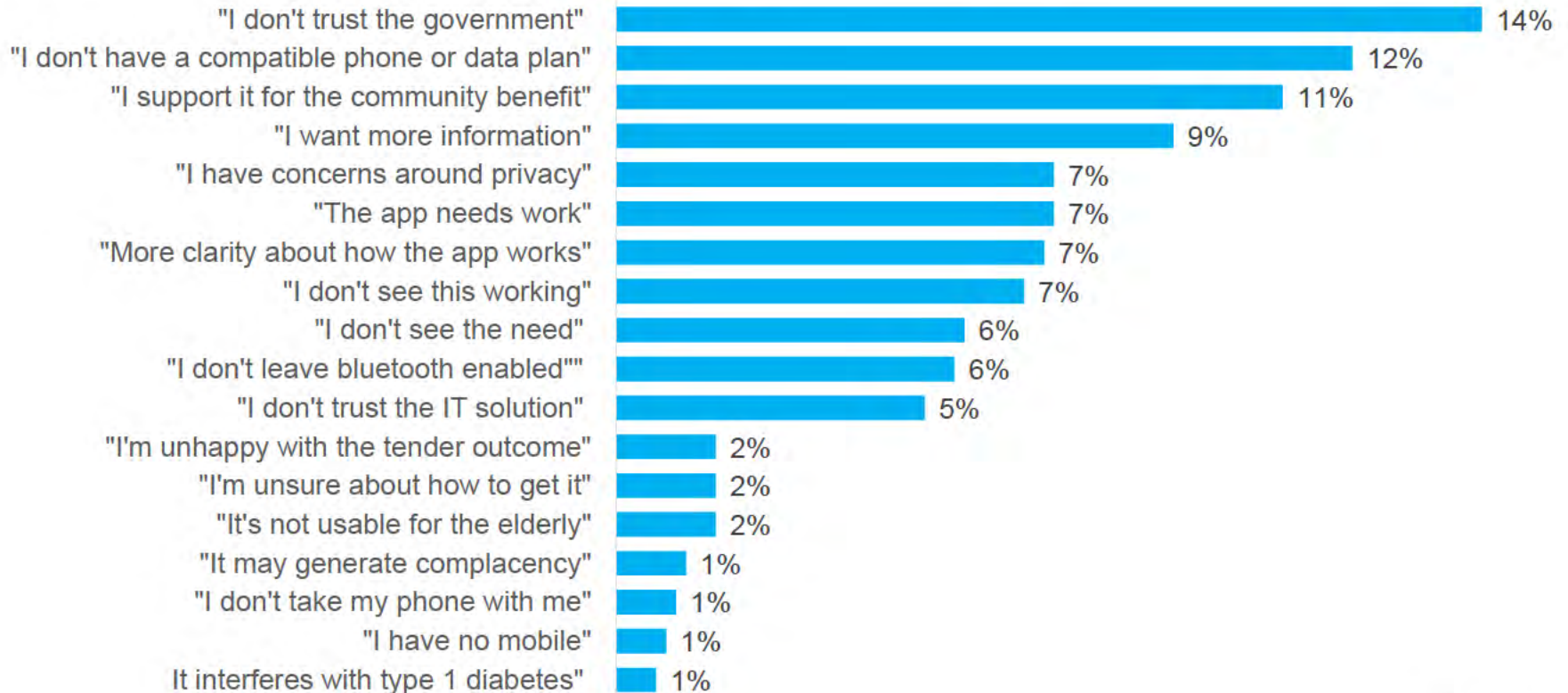


n = 200



## Further comments / questions

Q. If you have any additional questions or comments about the COVIDSafe app, please share with us.



n = 508



**ACT**  
Government

**YOURSAY**  
Community panel



# YourSay Community Panel

## *Cost of Living Survey*

29 April 2020





**Background:** ACT Treasury is responsible for managing an ongoing tax reform program for the Territory, which has included stamp duty reductions and the introduction of a rates deferral scheme for older Canberrans.

**Purpose:** This survey sought to explore cost of living pressures facing Canberrans, the relationship between stamp duty reductions and new home purchases, and community uptake of the rates deferral scheme.

**Timeframe:** The survey opened on **4 February** and closed on **11 February 2020**.

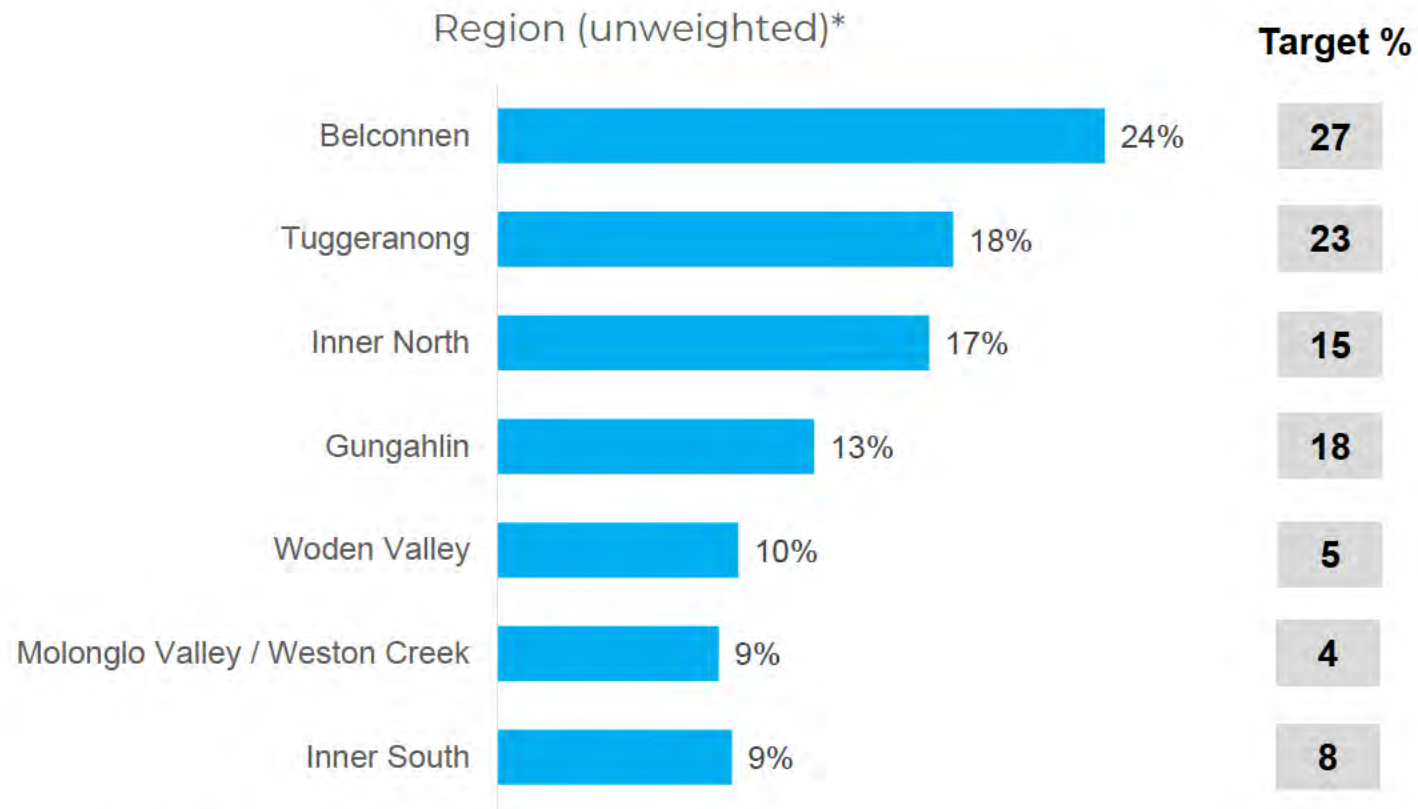
**Sample:** **1,156** YourSay Community Panel members completed the survey.

**Weighting:** The results have been weighted to reflect relative population proportions.

**Rounding:** Percentages may not total 100 due to rounding.



# Demographics



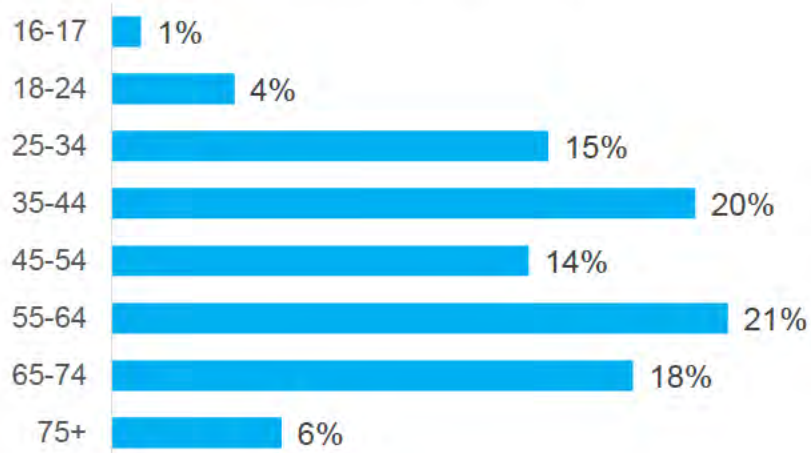
\*Due to rounding may not add up to 100

n = 1,156



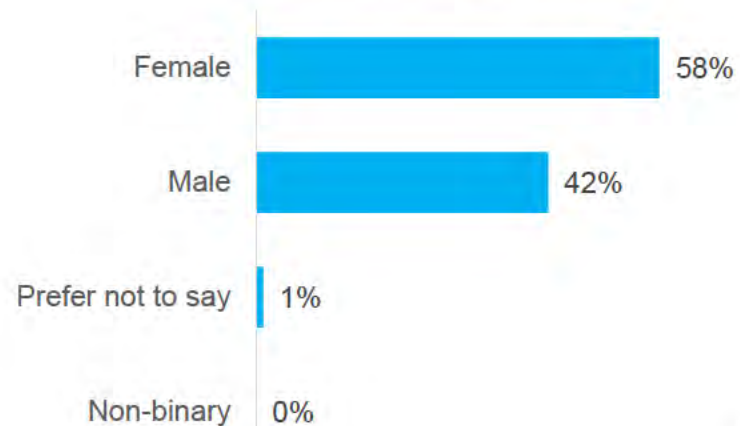
## Demographics

Age (unweighted)\*



\*Due to rounding may not total 100

Gender (unweighted)\*



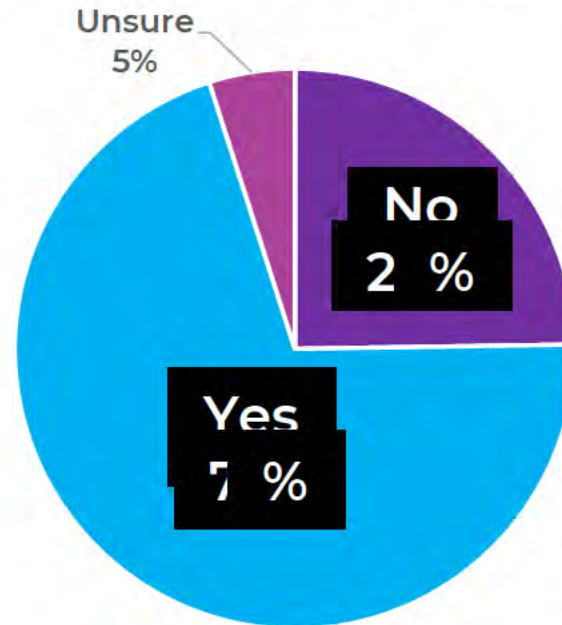
\*Due to rounding may not total 100

n = 1,156



## Cost of living increases

**Q:** In the last 12 months, have you experienced any significant cost of living increases?

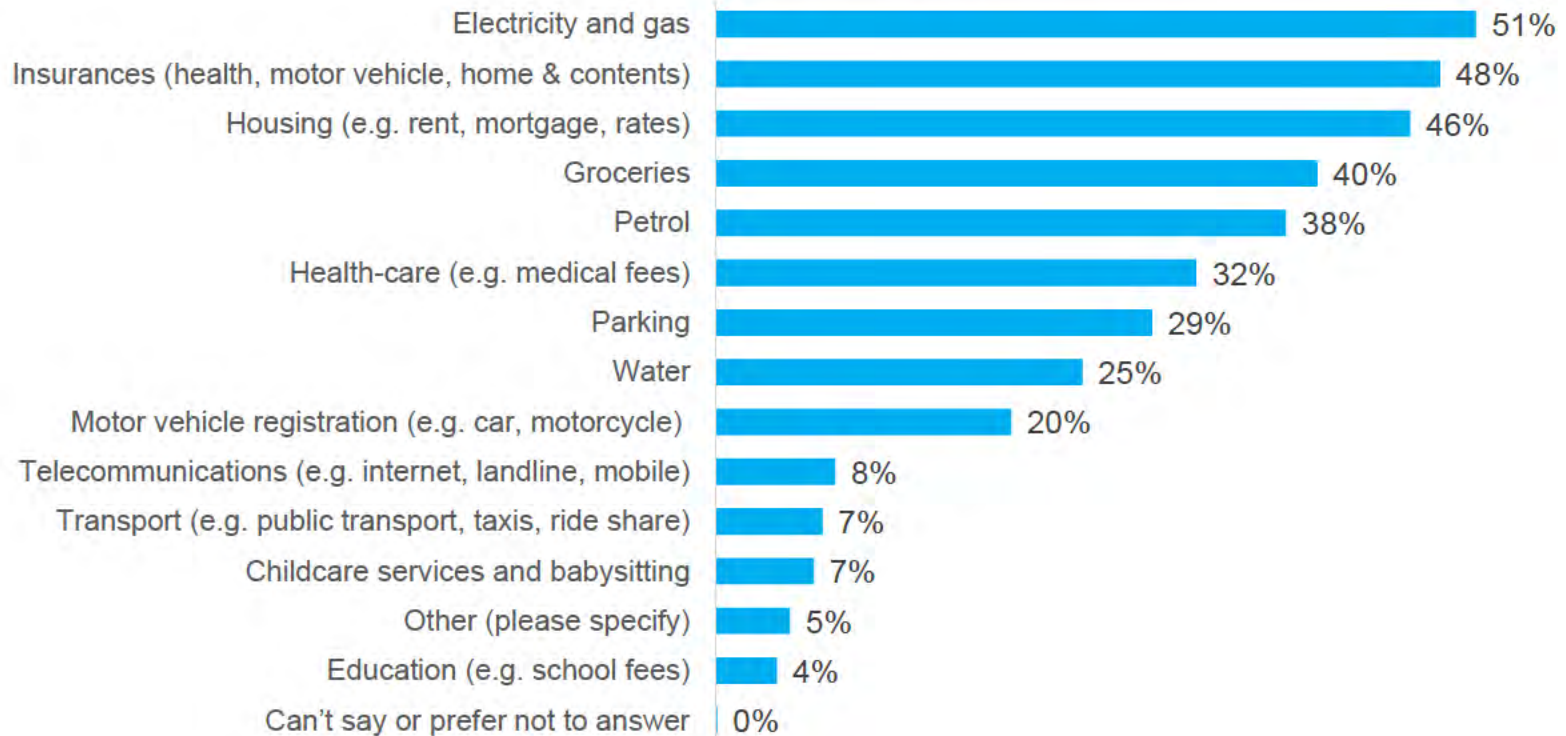


*n* = 1,156



## Cost of living increases

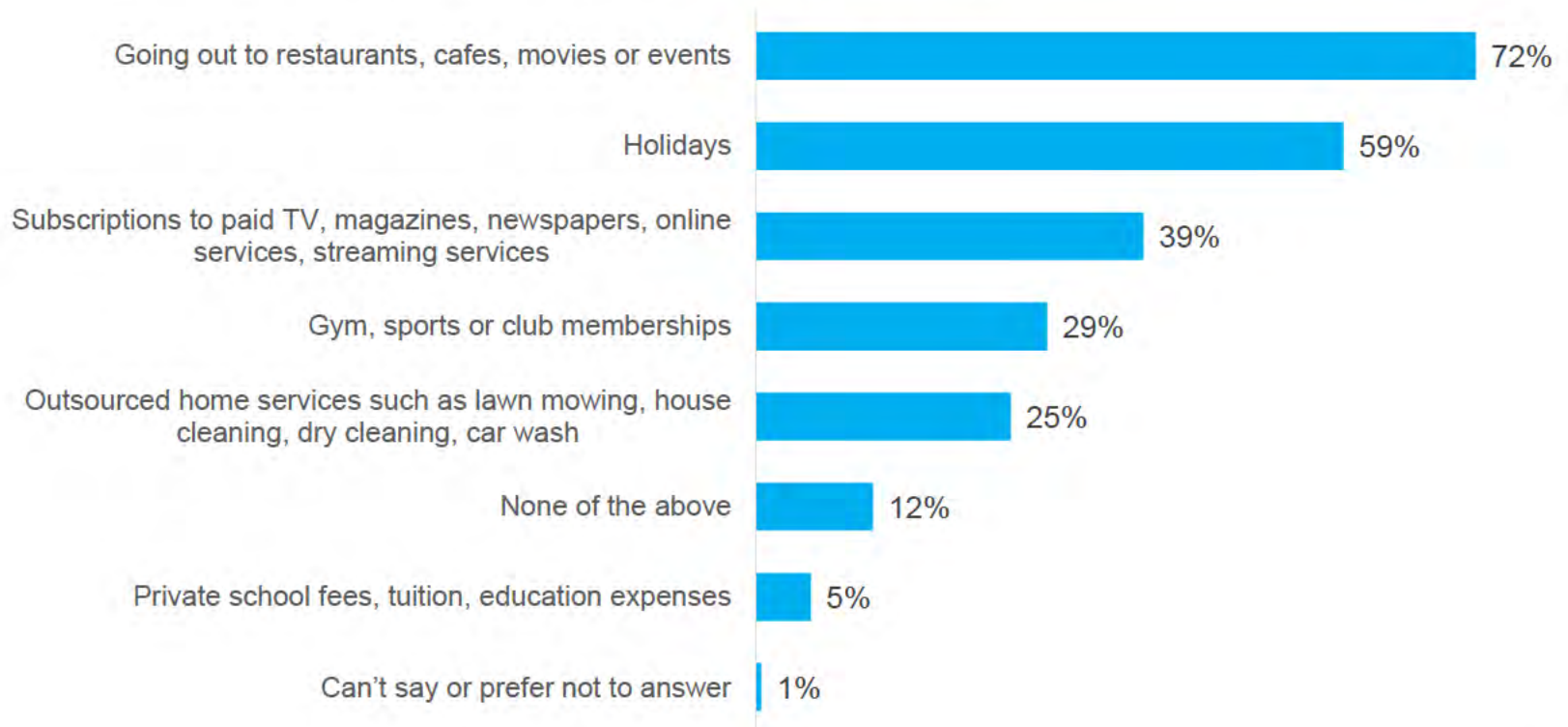
Q. In the last 12 months, where have you experienced the most significant cost of living increases?





## Expenditure reduction

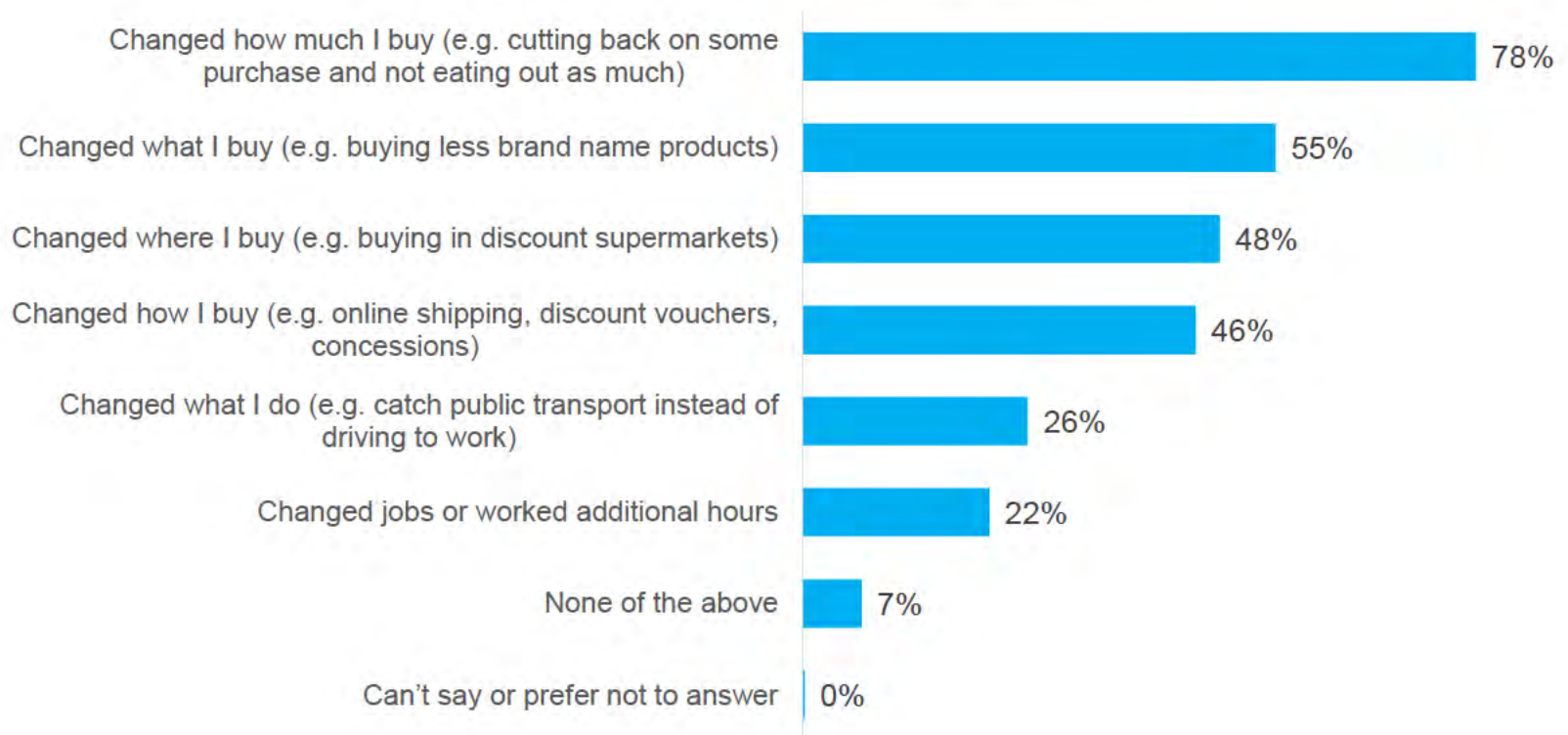
Q. In the last 12 months, have you reduced your spending on any of the areas listed below?





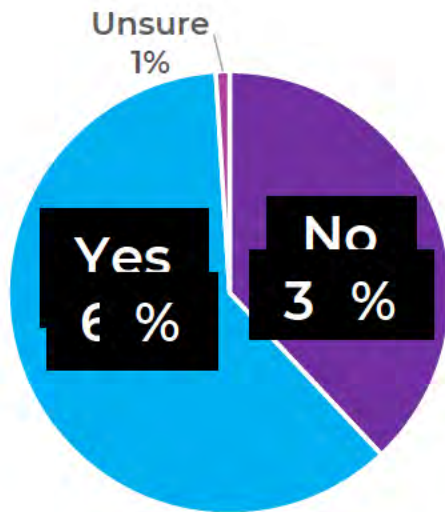
## Counteracting costs

Q. In the last 12 months, have you done any of the following to counteract cost of living increases?

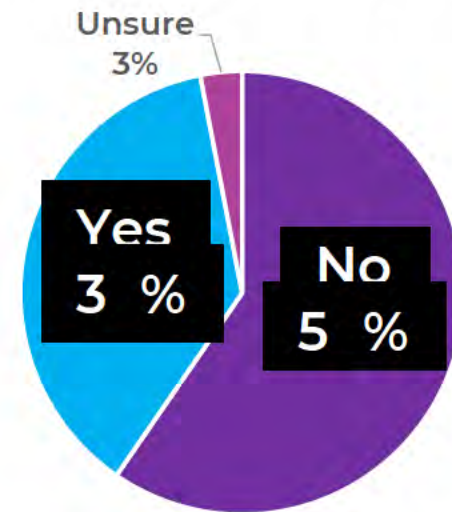


## Stamp duty changes

**Q:** Before today, were you aware of changes to stamp duty in the ACT?



**Q:** Are you considering purchasing a new home to live in (either a new or existing property) in the next 5 years?

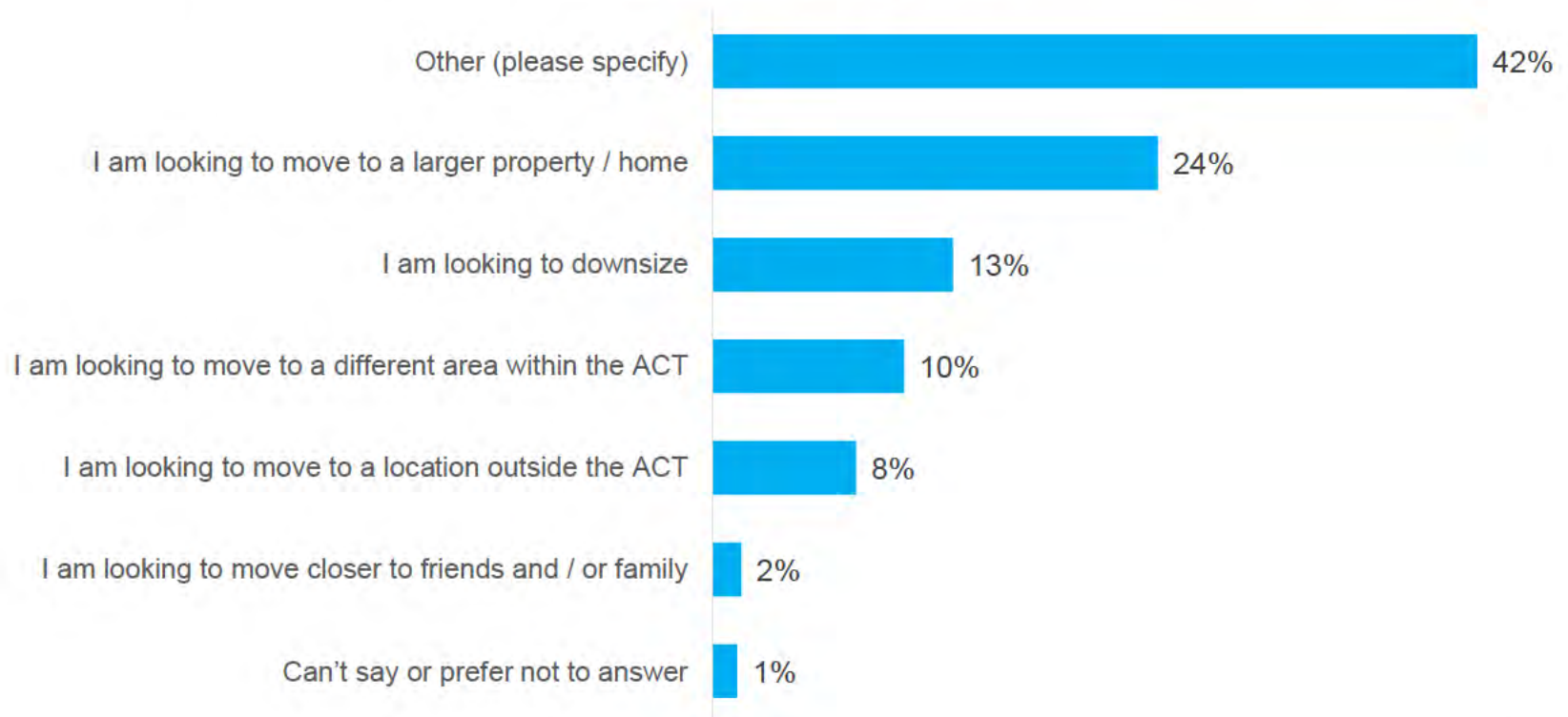


*n* = 1,156



## Reason for moving

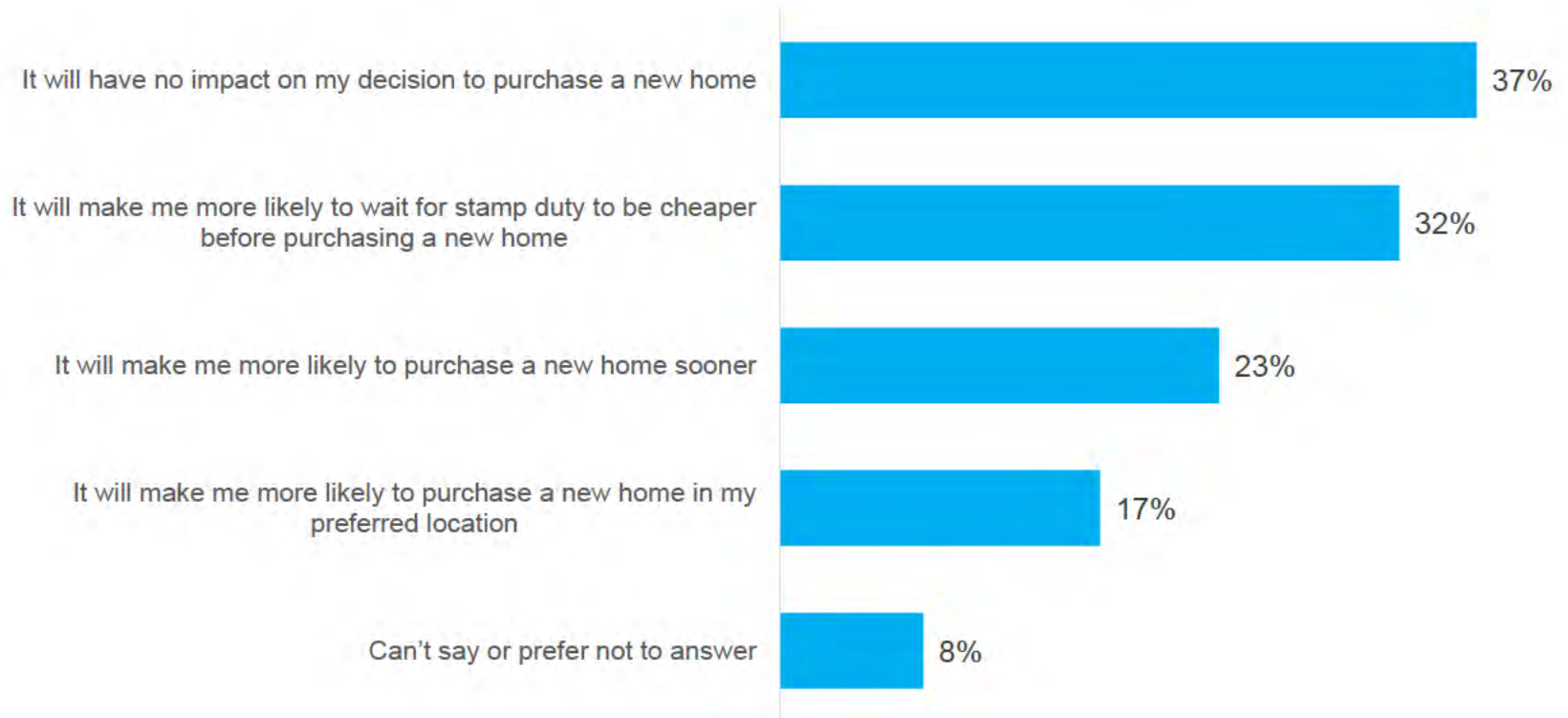
Q. What is the main reason you are considering purchasing a new home in the next 5 years?





## Reason for moving

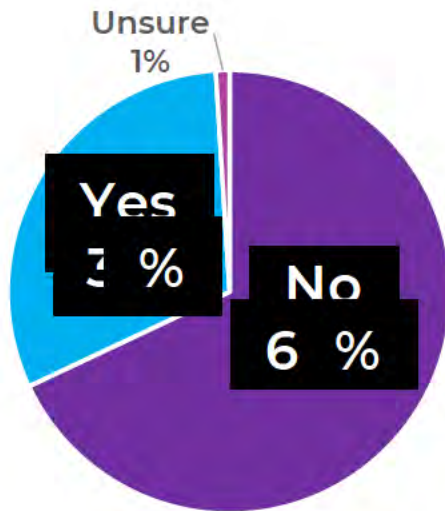
Q. What impact, if any, will stamp duty reductions have upon your decision to move to a new home in the next 5 years?





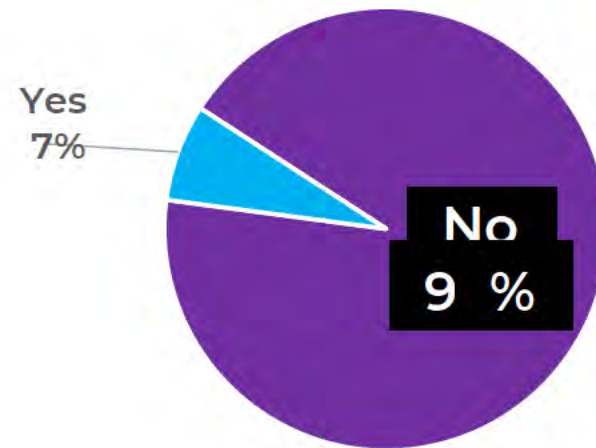
## Rates deferral scheme

**Q:** Before today, were you aware of the ACT rates deferral scheme?



*n* = 460

**Q:** Do you currently participate in the ACT rates deferral scheme?



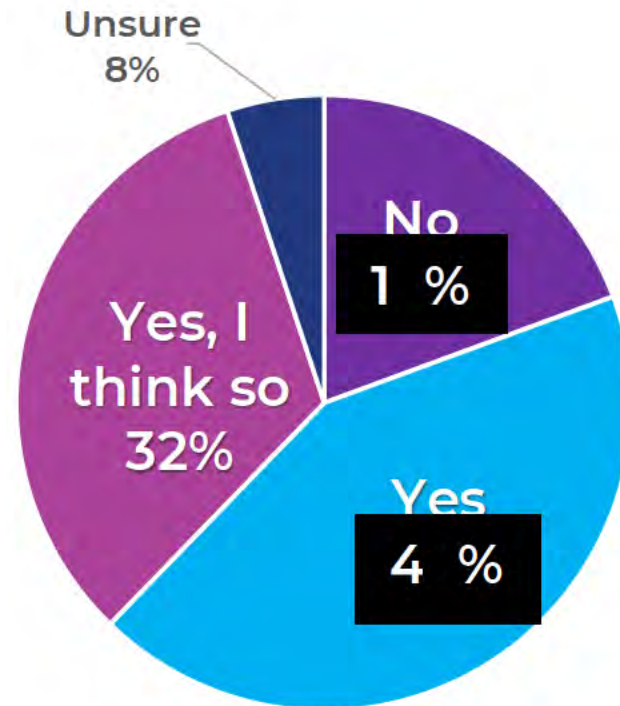
*n* = 89





## Eligibility for rates deferral scheme

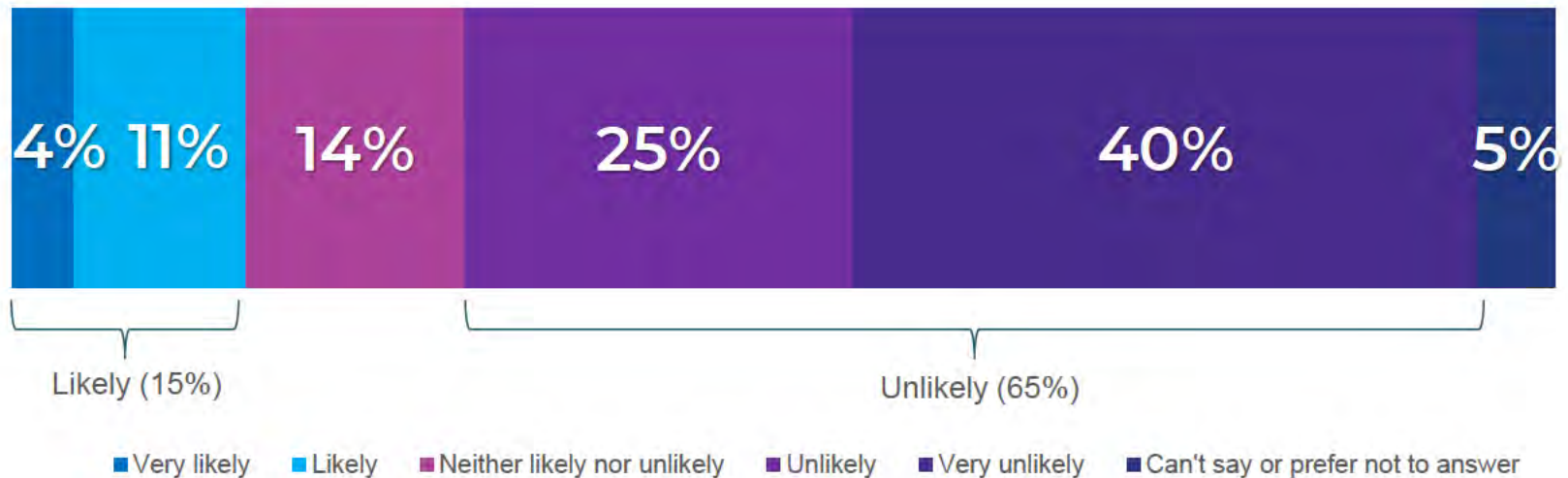
Q: Do you think that you might be eligible for the ACT rates deferral scheme?



n = 232

## Future participation in rates deferral scheme

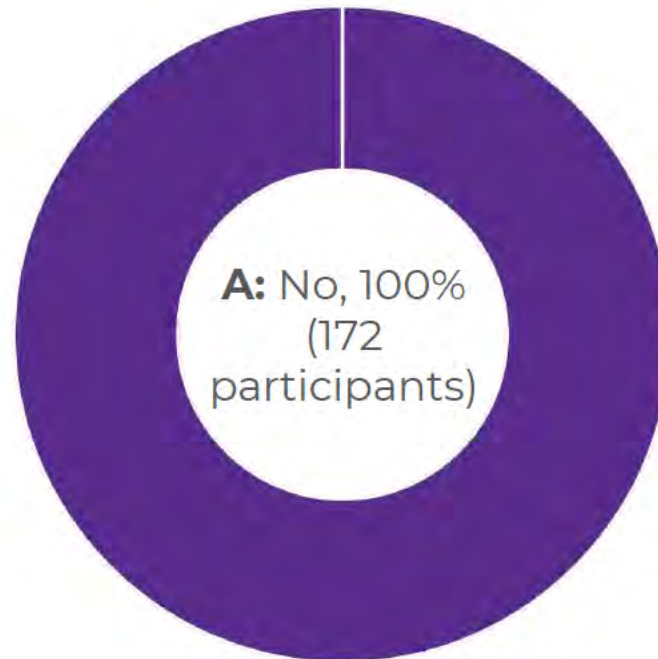
Q. In the future, how likely are you to participate in the ACT rates deferral scheme?





## Future participation in rates deferral scheme

**Q:** Have you previously applied to participate in the ACT rates deferral scheme?





**Y**OURsay  
Community panel



# YourSay Community Panel

## *Coronavirus (COVID-19) Survey*

29 April 2020





**Background:** The ACT Government sought to conduct research to better understand how the coronavirus (COVID-19) outbreak is impacting Canberrans and to measure the extent to which the community is practising social distancing and other behaviours to stop the spread of COVID-19. The research will provide baseline data that may be used to inform future decision-making and track progress over time.

**Purpose:** The survey findings will be used to identify vulnerable Canberrans including those who are experiencing unemployment, food and medication shortages. The findings will also allow the ACT Government to evaluate its communications messaging to make sure it is in the best possible position to provide assistance and communicate important information regarding COVID-19 in the future.

**Timeframe:** This survey opened on **Monday 06 April** and closed **Monday 13 April 2020**.

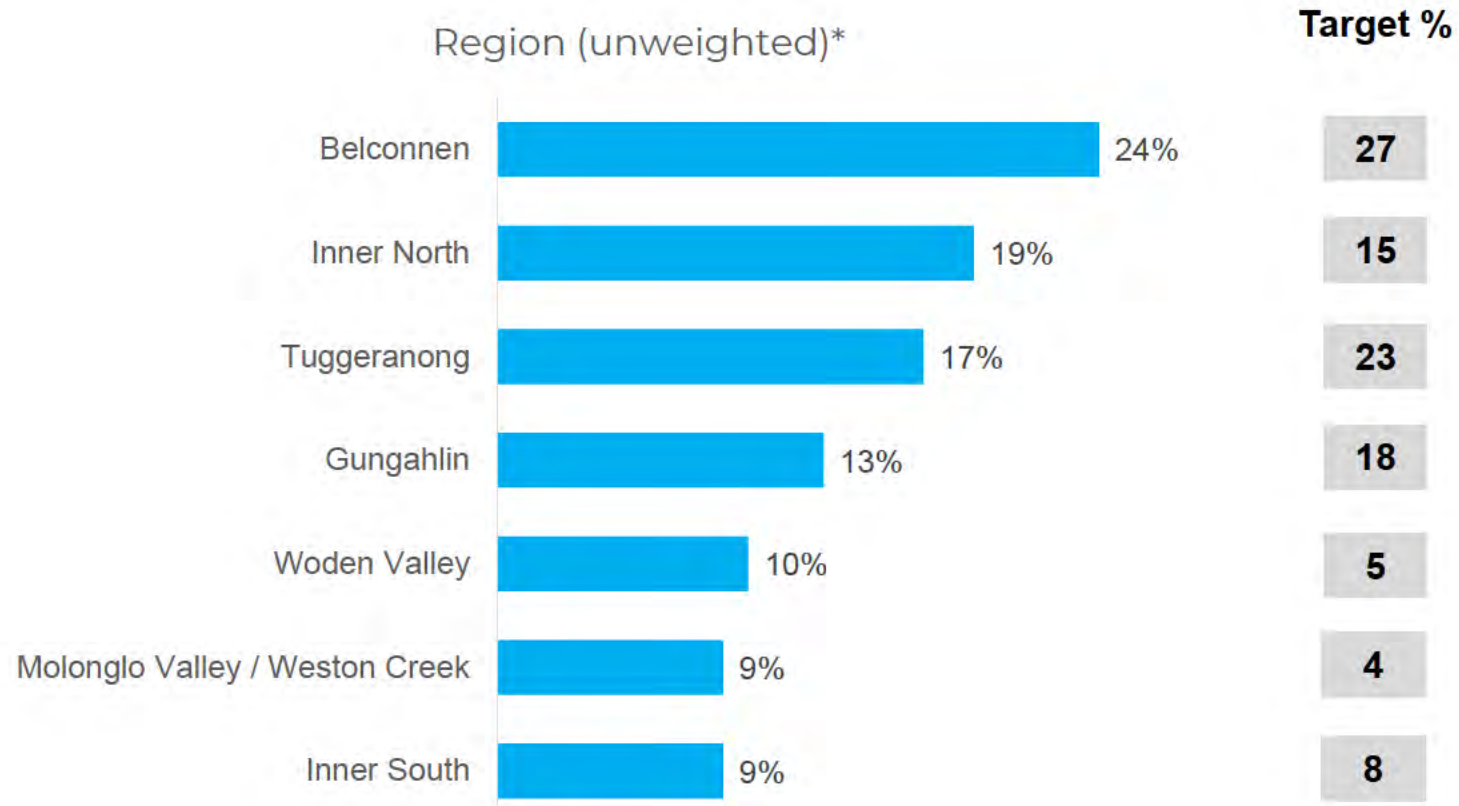
**Sample:** **1,792** YourSay Community Panel members completed the survey.

**Weighting:** The results have been weighted to reflect relative population proportions.

**Rounding:** Percentages may not total 100 due to rounding.



## Demographics



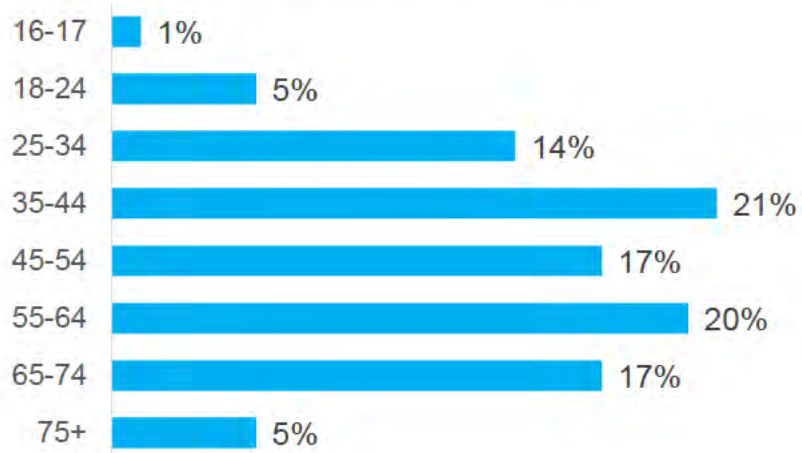
\*Percentages may not total 100 due to rounding

*n* = 1,792

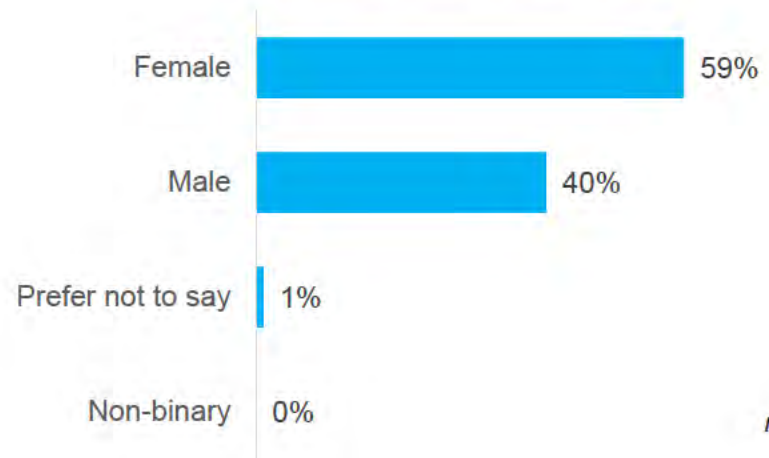


## Demographics

Age (unweighted)



Gender (unweighted)



*n* = 1,792



## Community understanding

Q. How would you rate your overall understanding of the health impacts of COVID-19?



89% Excellent or Good

■ Excellent ■ Good ■ Fair ■ Poor ■ Very poor ■ Can't say

Q. How would you rate your overall understanding of government restrictions to help slow the spread of COVID-19?



80% Excellent or Good

■ Excellent ■ Good ■ Fair ■ Poor ■ Very poor ■ Can't say

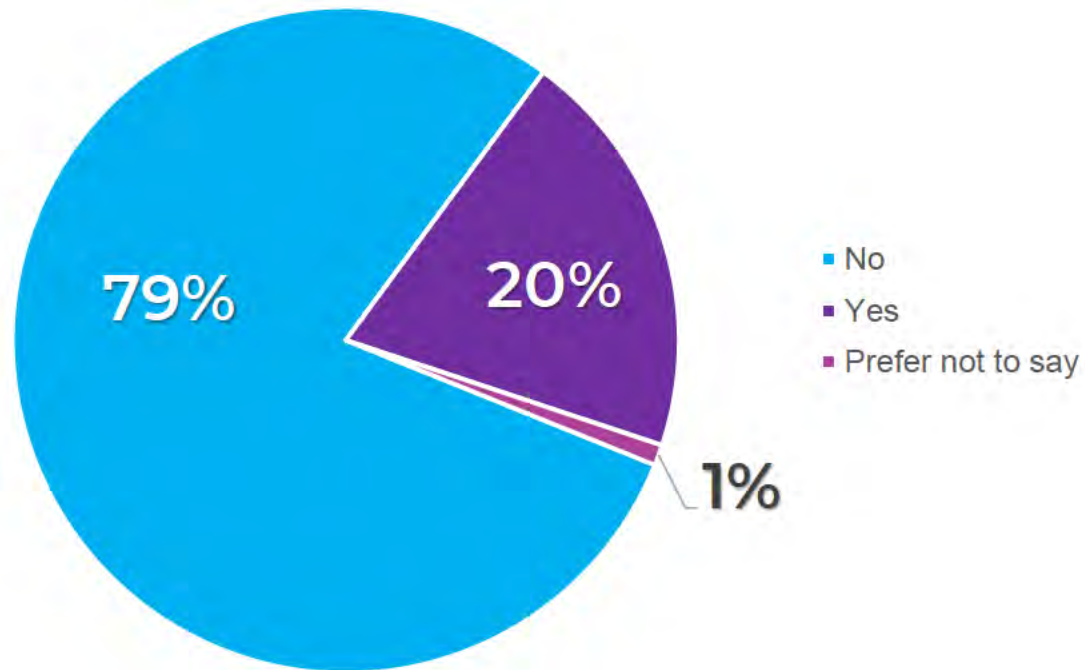
n = 1,784





## Chronic health condition

Q. Firstly, do you have a chronic health condition?



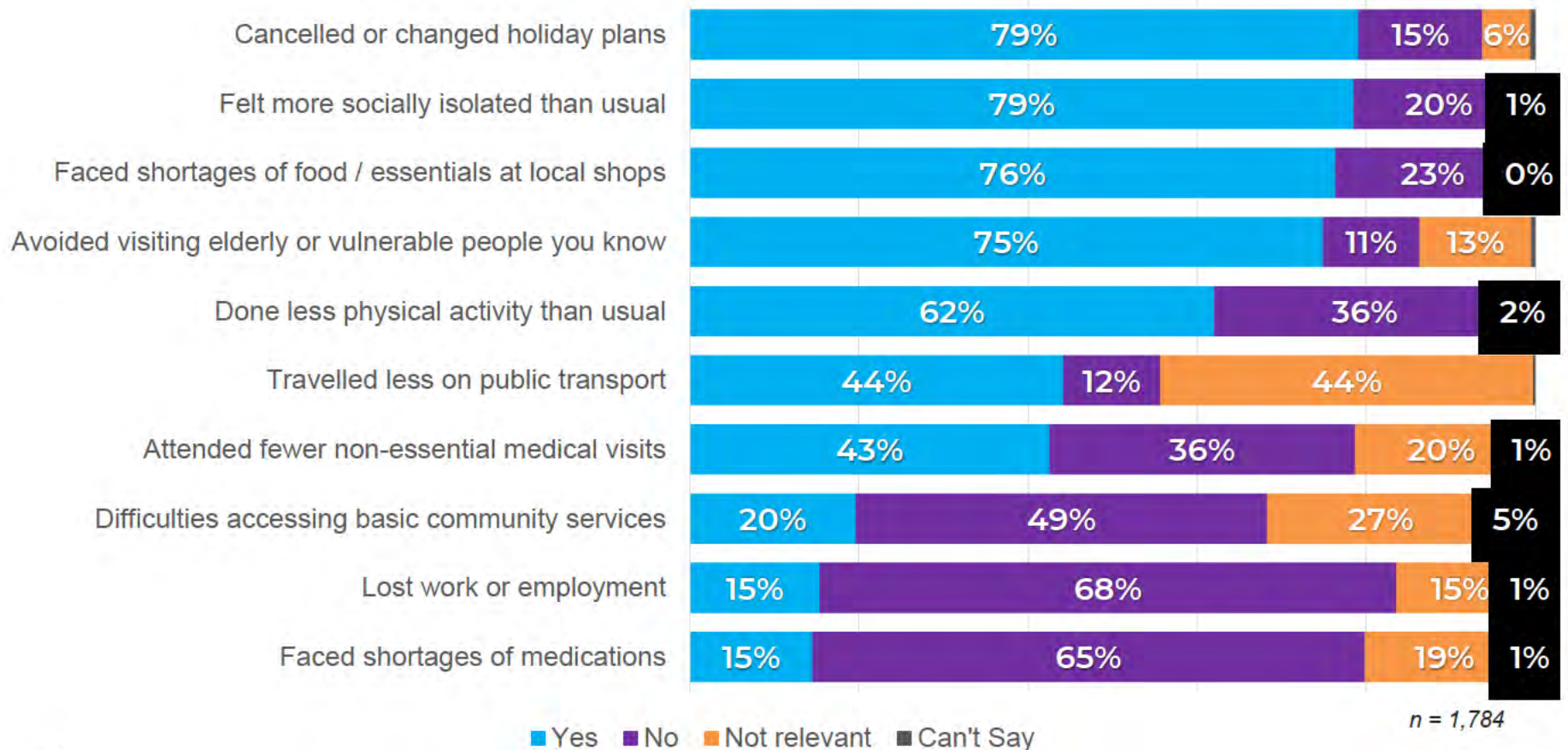
55+ years recorded as having the highest proportions with chronic disease.

*n* = 1,784



## Negative impacts

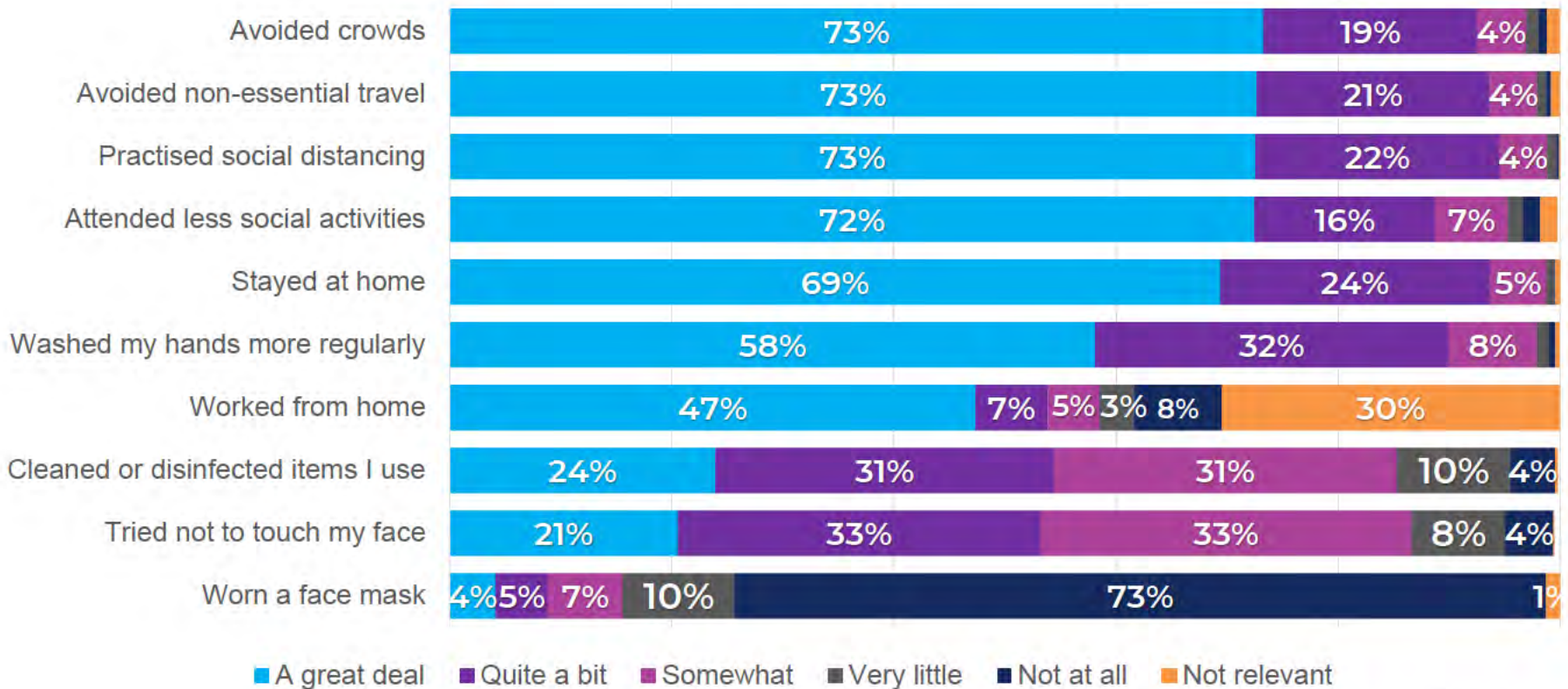
Q. Have you been negatively impacted by COVID-19 in any of the following ways?





## Behaviour change

Q. To what extent have you been doing the following to help reduce the spread of COVID-19?

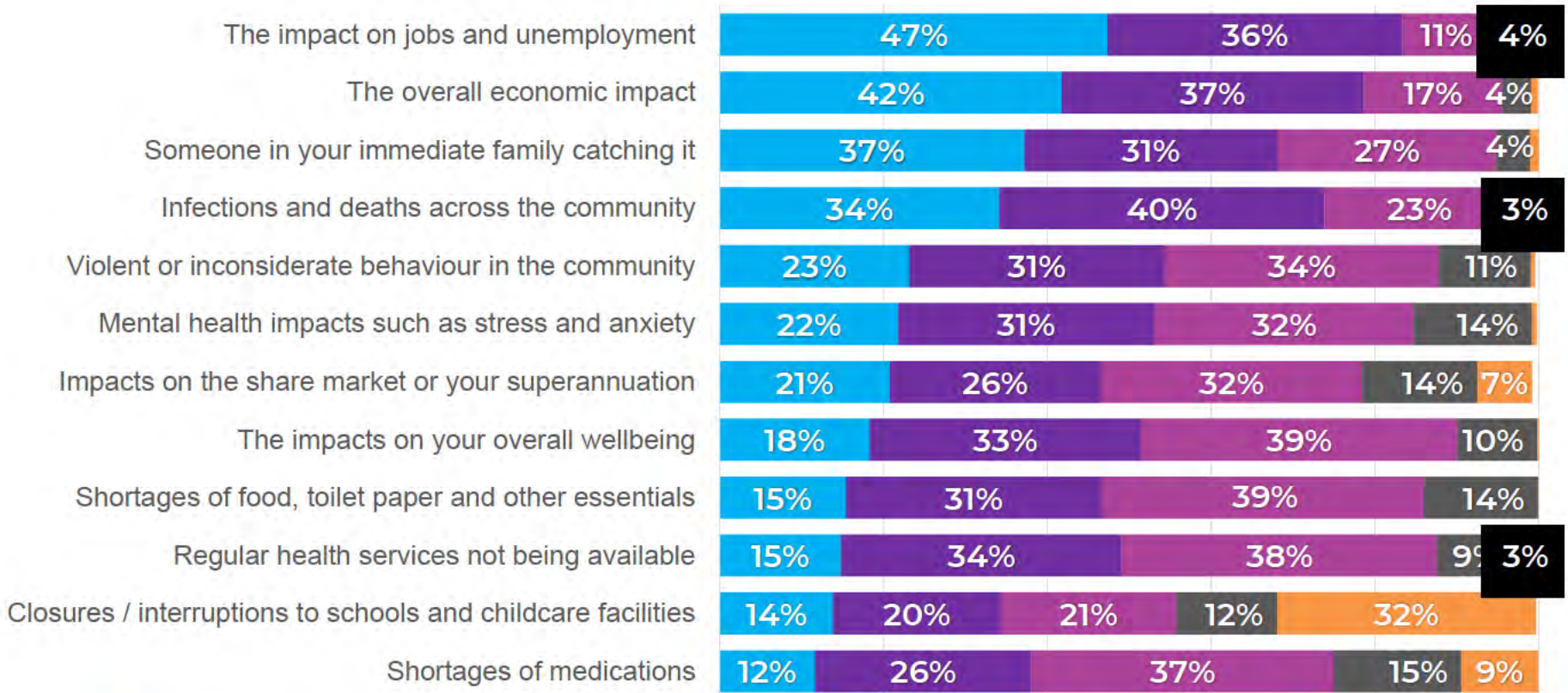


n = 1,784



# Community concerns

Q. How concerned are you about the following current or potential negative impacts of COVID-19?

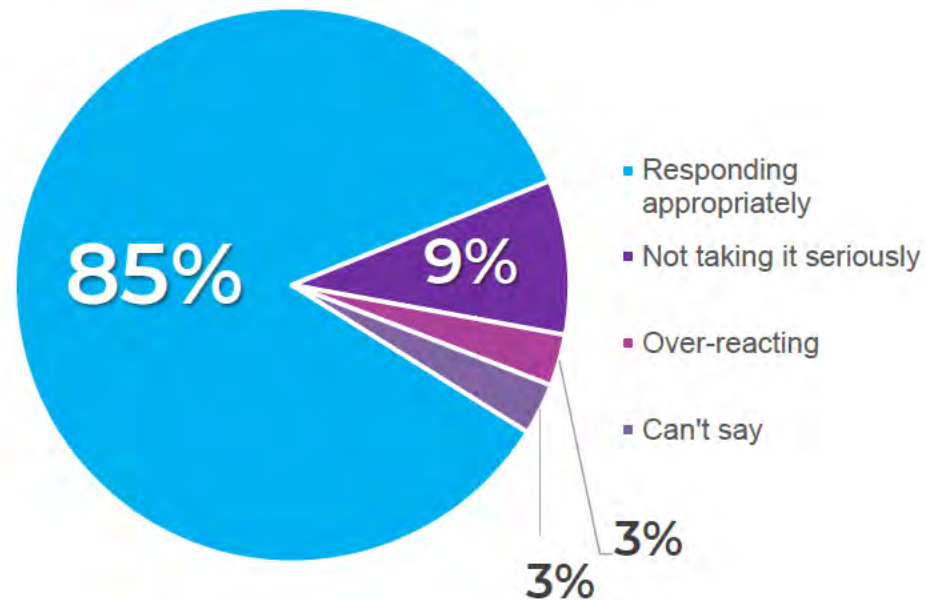


■ Extremely concerned   ■ Quite concerned   ■ Slightly concerned   ■ Not at all concerned   ■ Not relevant



## Canberra's response

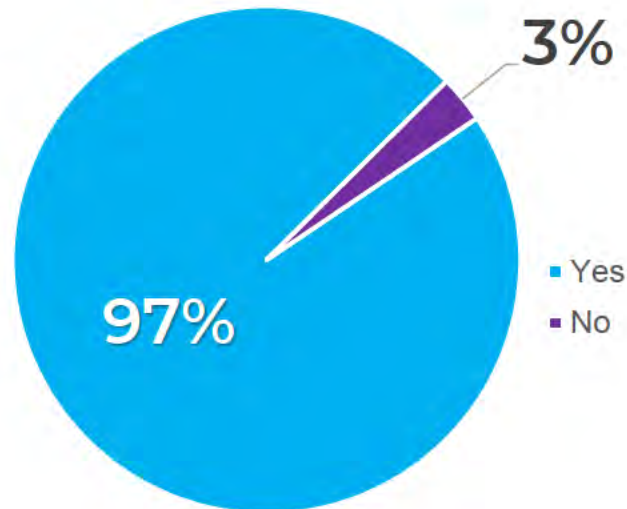
Q. Overall, how would you describe Canberra's response to COVID-19?



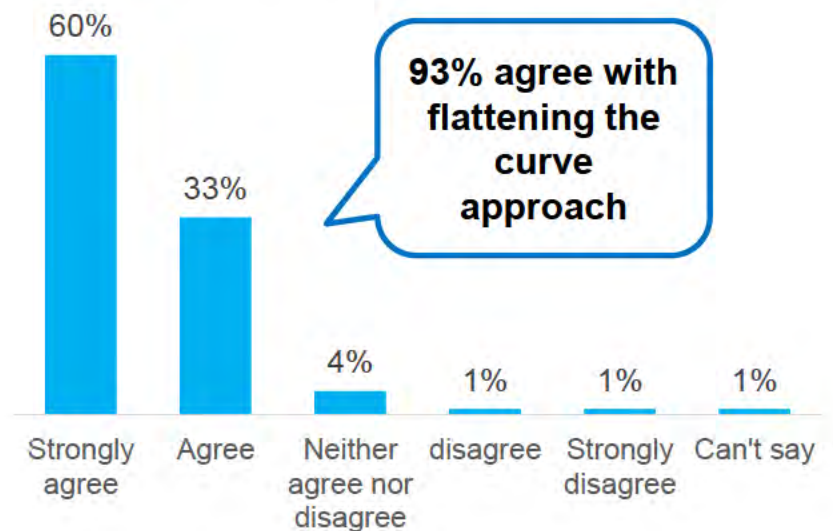
n = 1,784

## Flatten the curve

Q. Before today, have you heard of the term 'flatten the curve'?



Q. To what extent do you agree or disagree with the 'flatten the curve' approach to managing COVID-19?

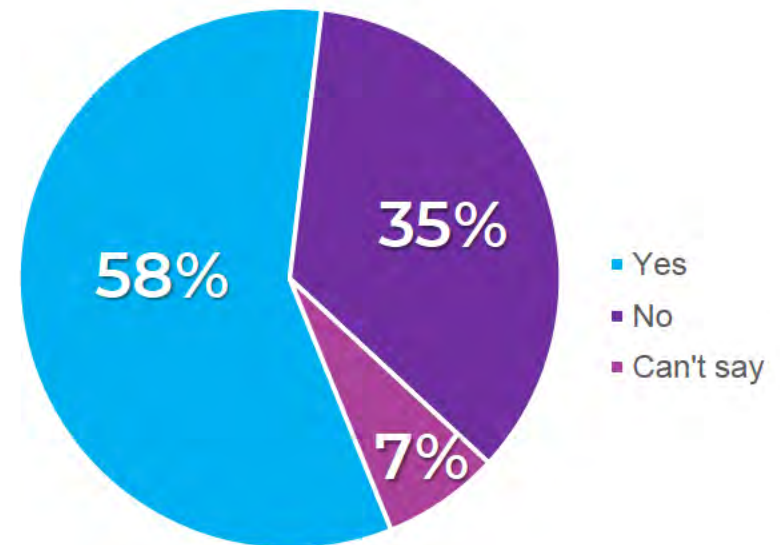


n = 1,784

## Campaign recall



Q. Do you recall hearing or seeing anything about this campaign on social media?



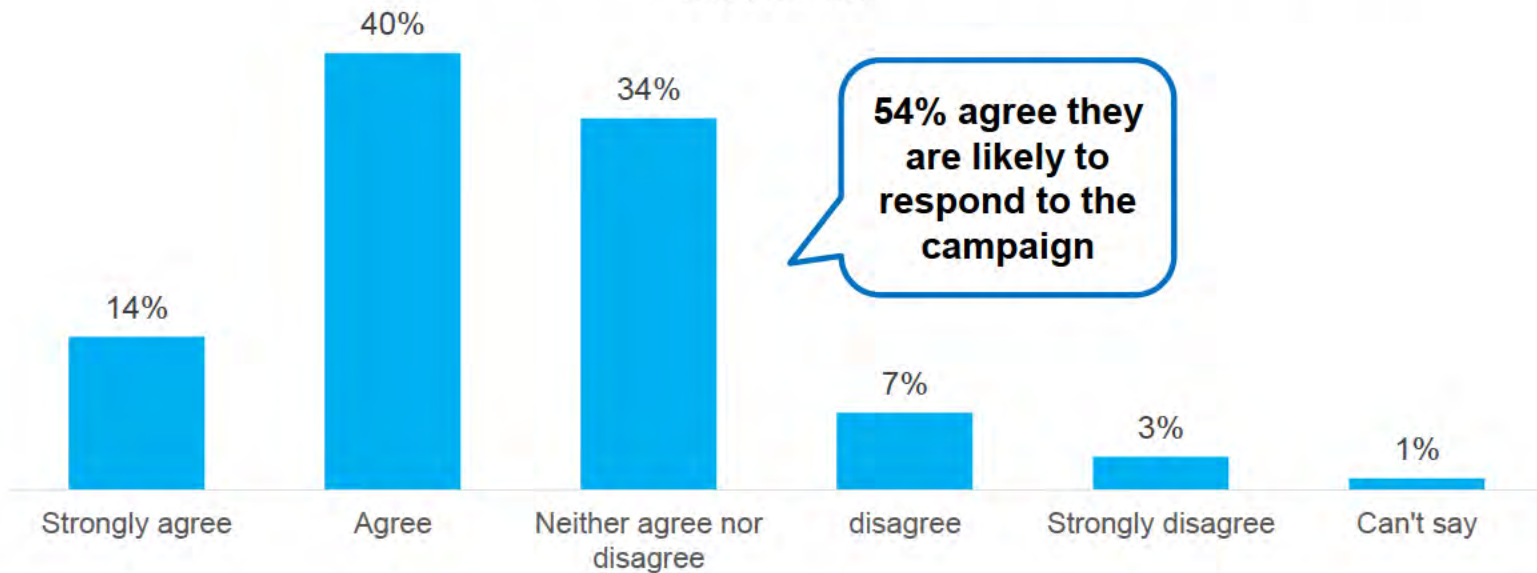
n = 1,784



## Campaign effectiveness

Q. To what extent do you agree or disagree with the following statement:

*'After seeing this campaign, I am more likely to separate myself from other people as much as possible to help stop the spread of COVID-19.'*



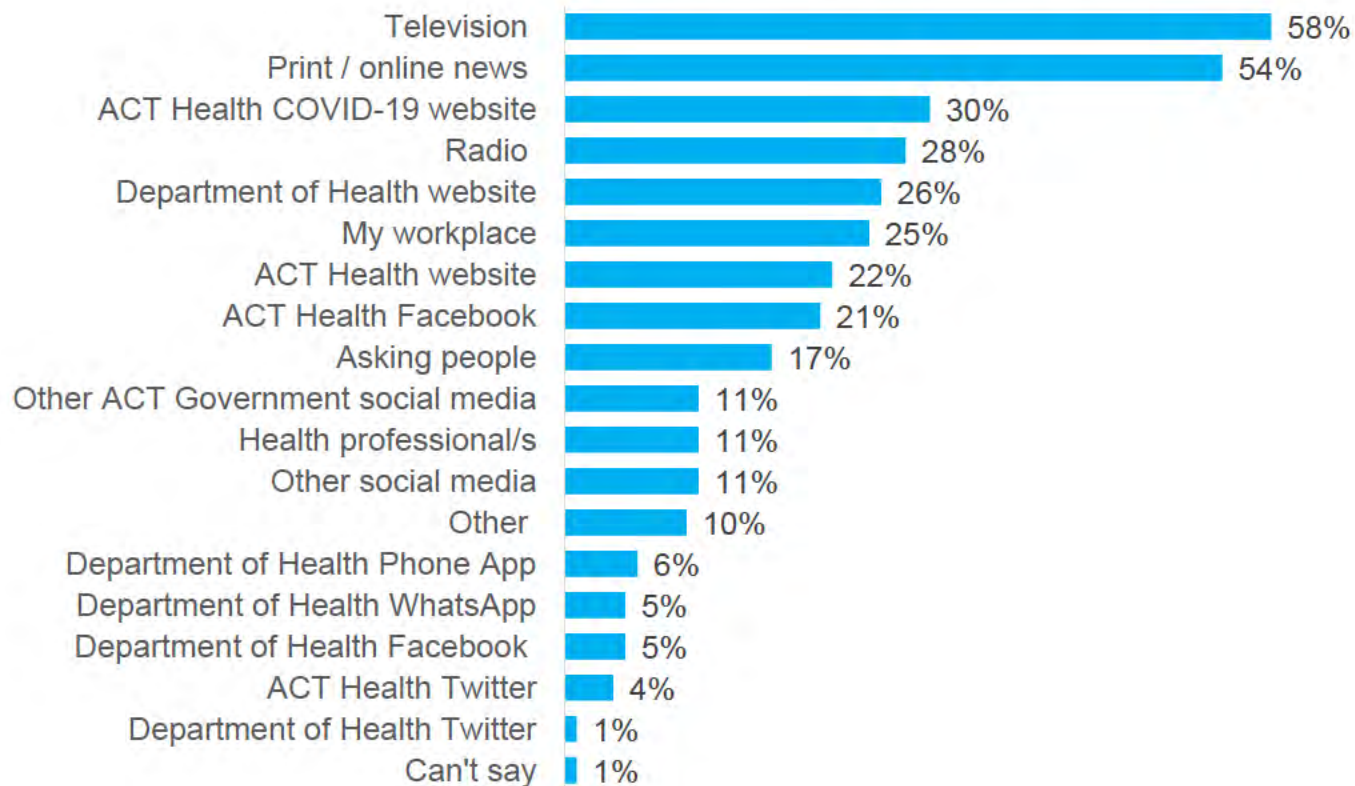
n = 1,784





## Communication channels

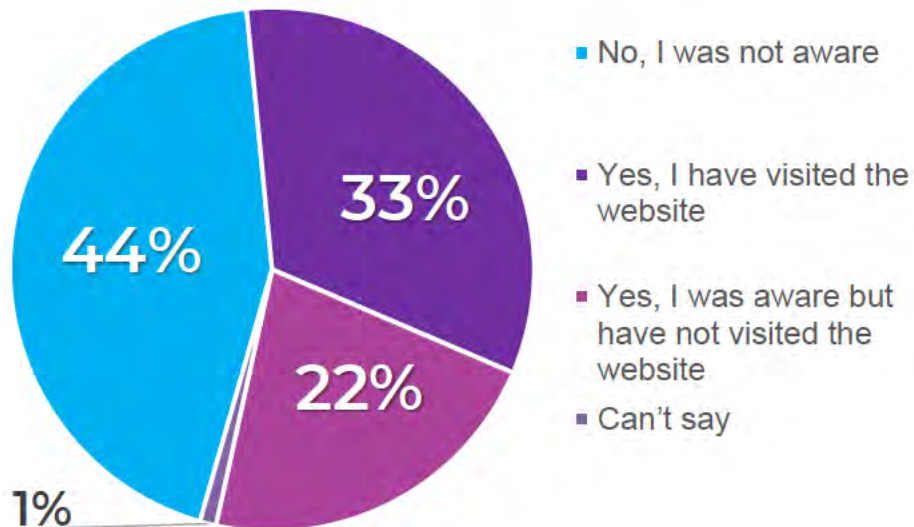
Q. Which of the following channels are you using MOST to keep informed about COVID-19? (Select up to 5)



n = 1,784

## COVID-19 website

Q. Before today, were you aware there is a website [www.covid19.act.gov.au](http://www.covid19.act.gov.au) to provide advice about COVID-19?



- No, I was not aware
- Yes, I have visited the website
- Yes, I was aware but have not visited the website
- Can't say

**55% are aware of the COVID-19 website**

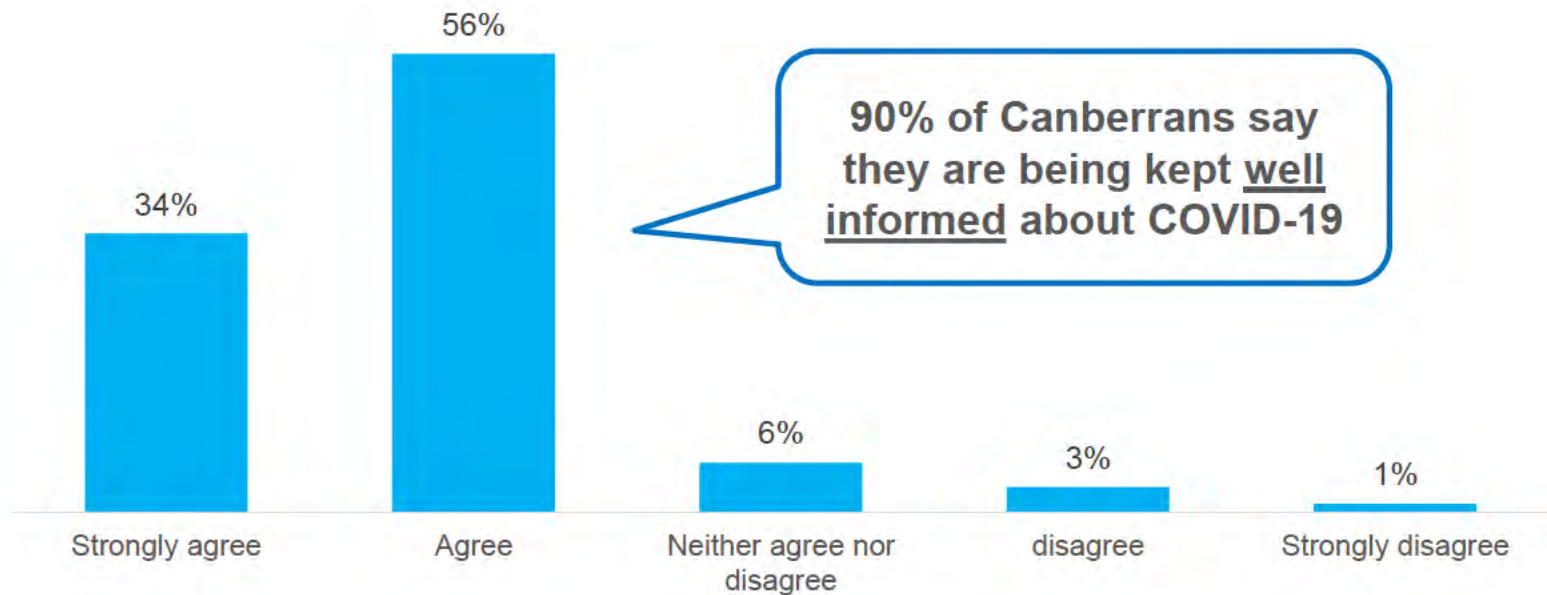
n = 1,784



## Well informed

Q. To what extent do you agree or disagree with the following statement:

*'Overall, I feel I am being kept well informed about COVID-19.'*



n = 1,784



**YOURSAY**  
Community panel



# YourSay Community Panel

*Coronavirus (COVID-19) Round 2 Survey*

29 June 2020





**Background:** The ACT Government sought to conduct further research to understand how the coronavirus (COVID-19) outbreak is impacting Canberrans, and to measure the extent to which the community is practising social distancing and other behaviours to stop the spread of COVID-19. The data collected will be compared with baseline data collected in April 2020 to identify any significant changes in impacts and behaviours between research rounds 1 and 2.

**Purpose:** This survey will help the ACT Government gain a better understanding of community awareness and attitudes towards the possible easing of further government restrictions put in place to help stop the spread of COVID-19.

**Timeframe:** This survey opened on **Wednesday 06 May** and closed on **Wednesday 13 May 2020**.

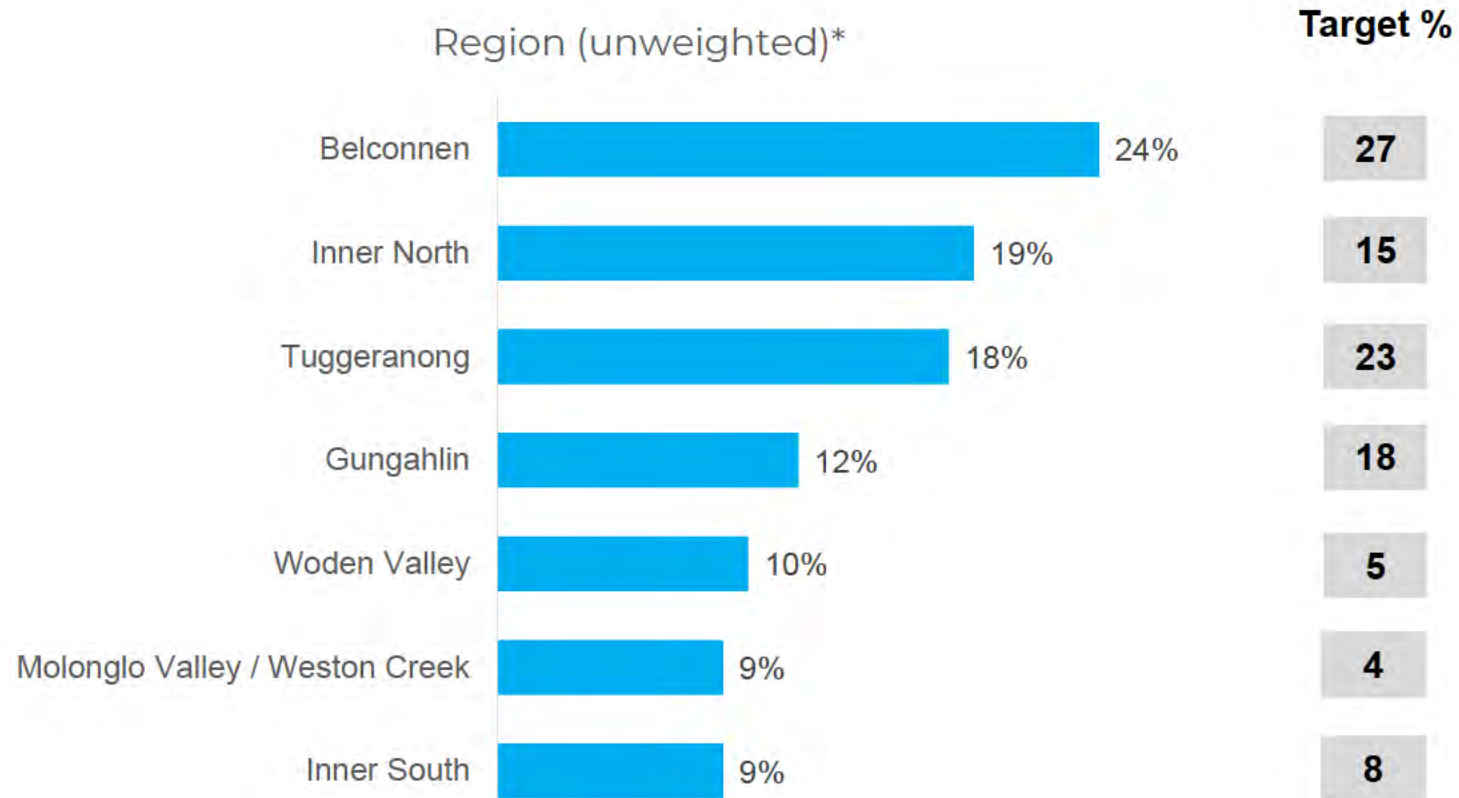
**Sample:** 1,828 YourSay Community Panel members completed the survey.

**Weighting:** The results have been weighted to reflect relative population proportions.

**Rounding:** In single choice questions, results may not add up to 100% due to rounding.



# Demographics



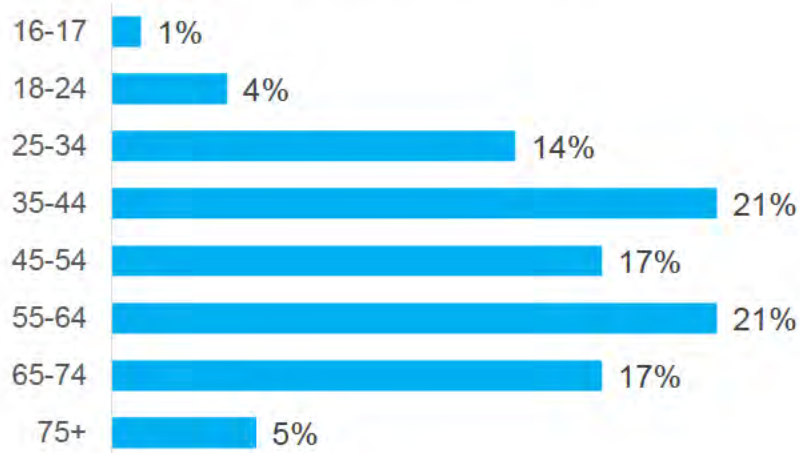
\*Percentages may not total 100 due to rounding

*n* = 1,828

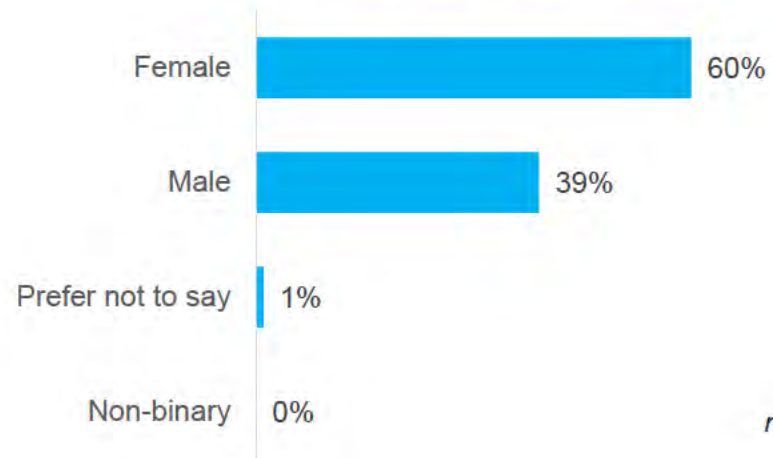


## Demographics

Age (unweighted)



Gender (unweighted)



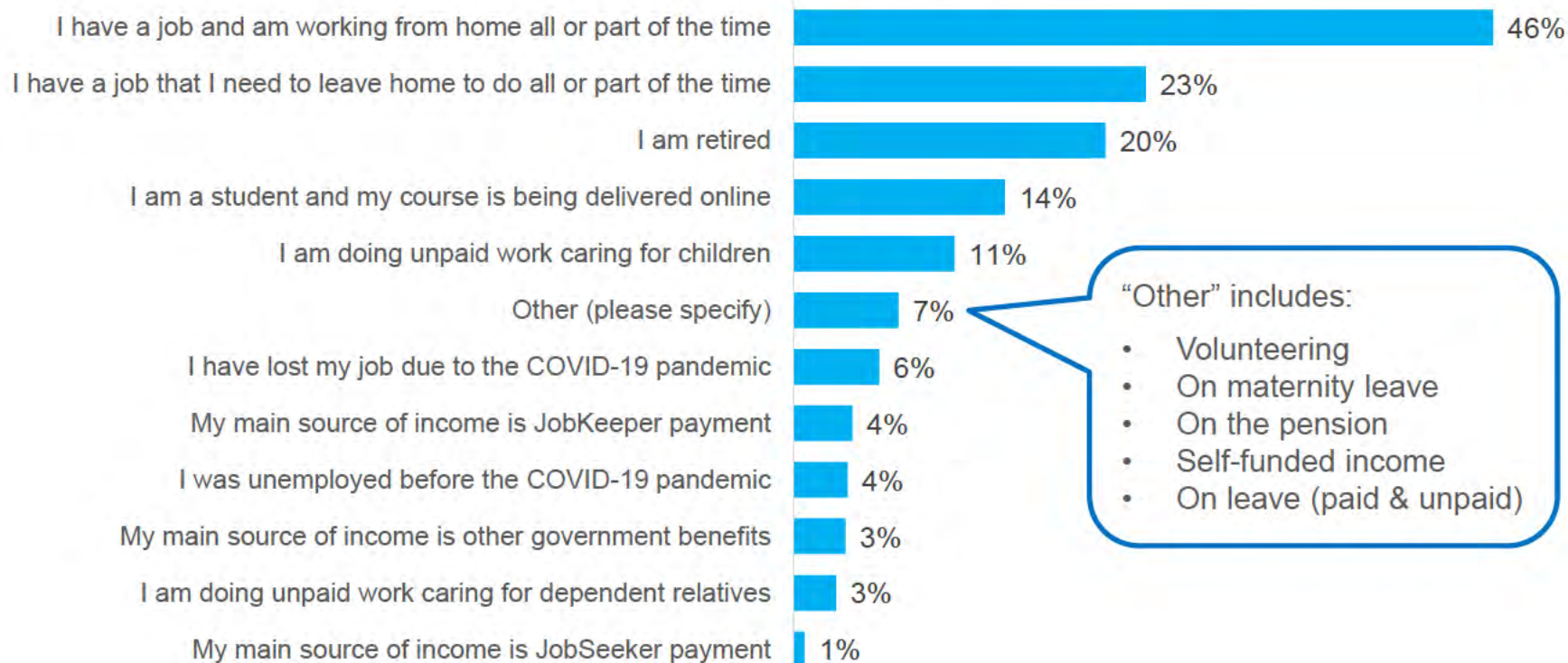
\*Percentages may not total 100 due to rounding

*n* = 1,828



## Current situation

Q. Which of the following best describes your current situation?  
(Select up to 2 options)



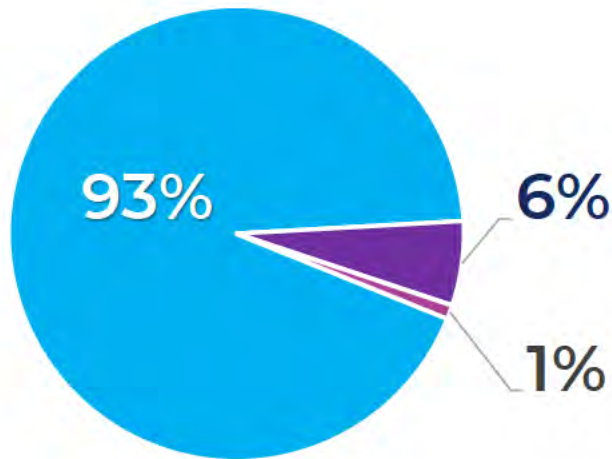
n = 1,828





## Living arrangements

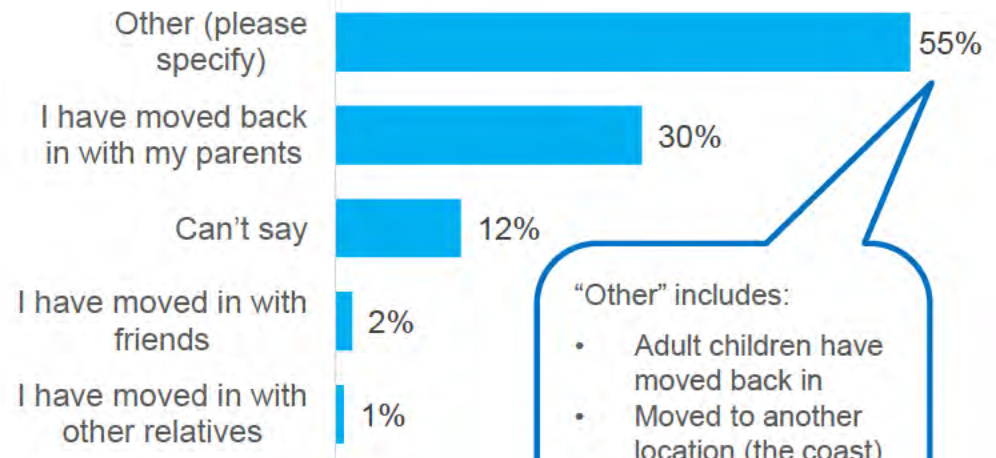
Q. Have your living arrangements changed due to the COVID-19 pandemic?



■ No ■ Yes ■ Can't say

n = 1,828

Q. What have been the changes to your living arrangements due to the COVID-19 pandemic?



"Other" includes:

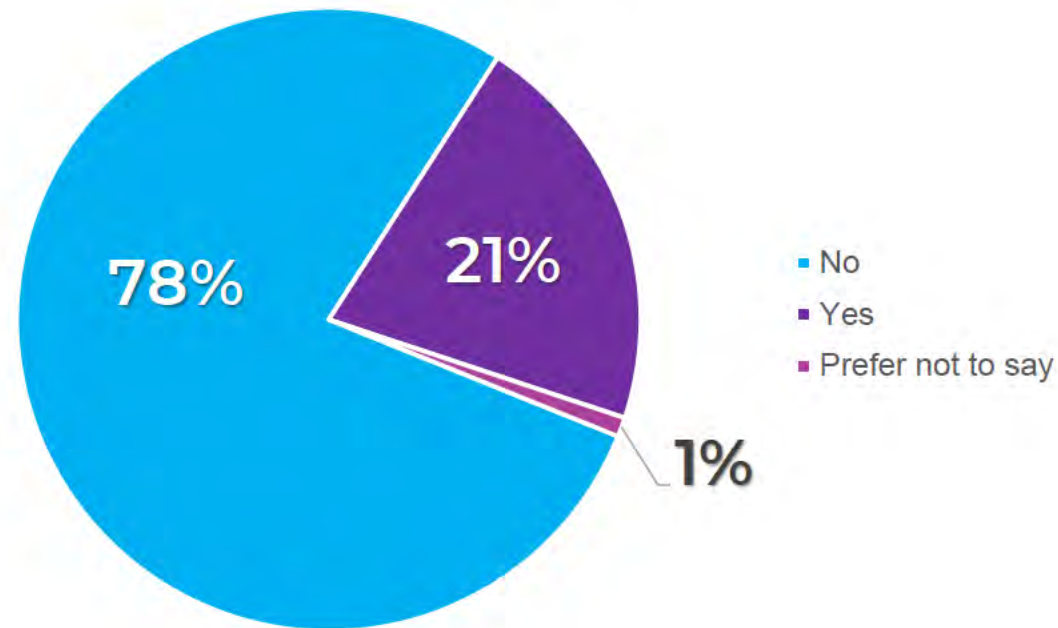
- Adult children have moved back in
- Moved to another location (the coast)
- Time spent with grandchildren has changed

n = 111



## Chronic health condition

Q. Do you have a chronic health condition/s? For example, diabetes, lung disease, kidney disease or suppressed immunity?

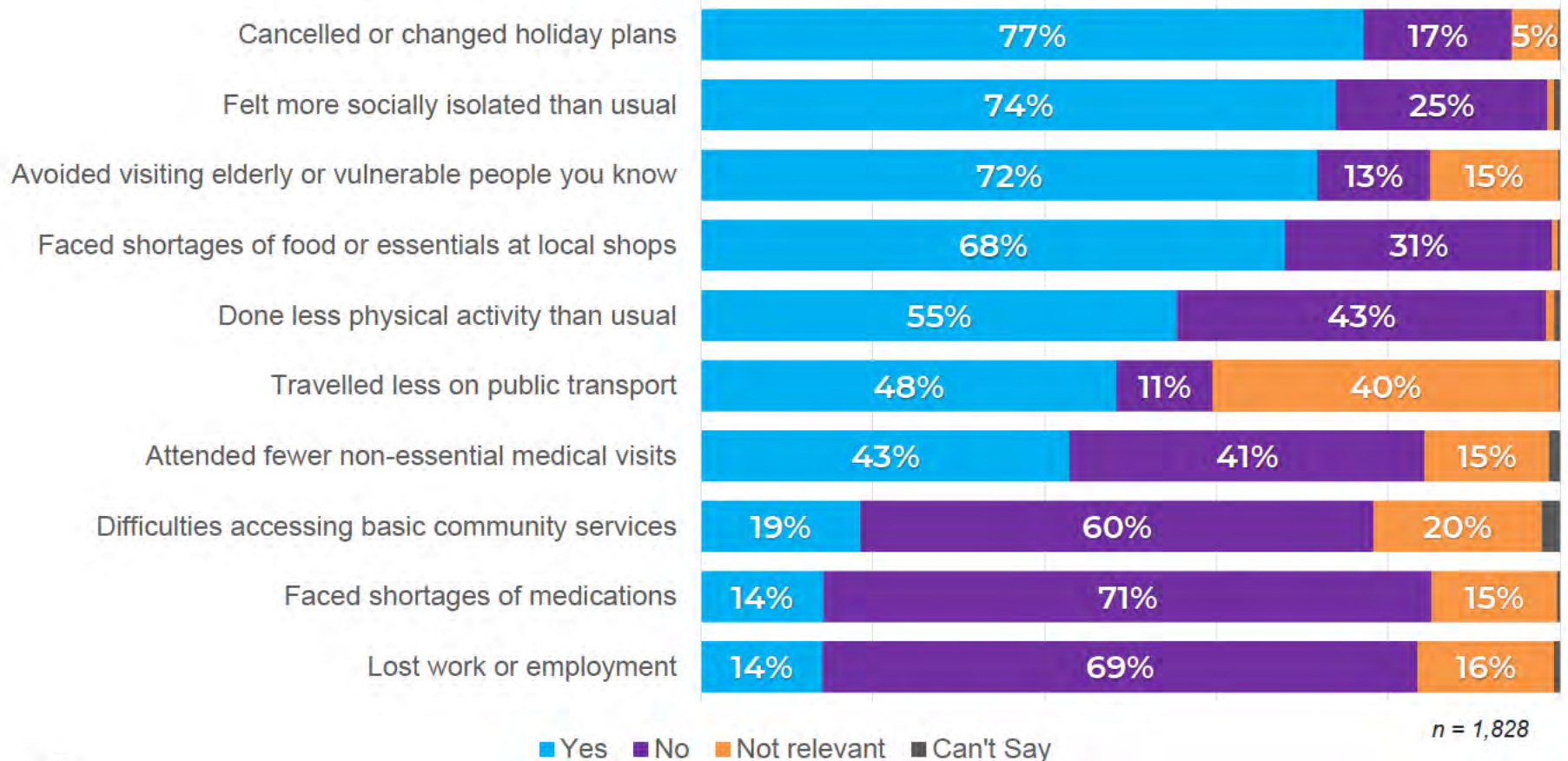


*n* = 1,828



## Negative impacts

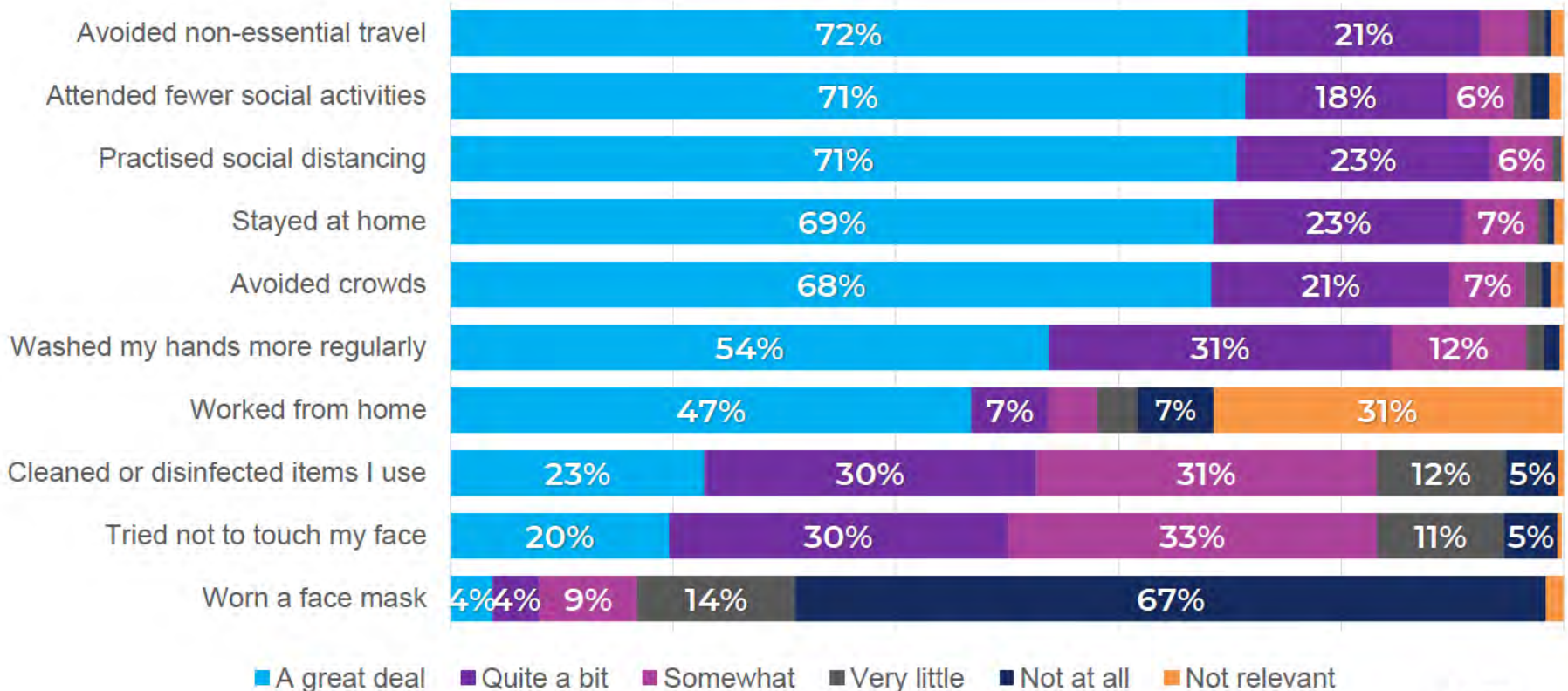
Q. Have you been negatively impacted by COVID-19 in any of the following ways?





## Behaviour change

Q. To what extent have you been doing the following to help reduce the spread of COVID-19?

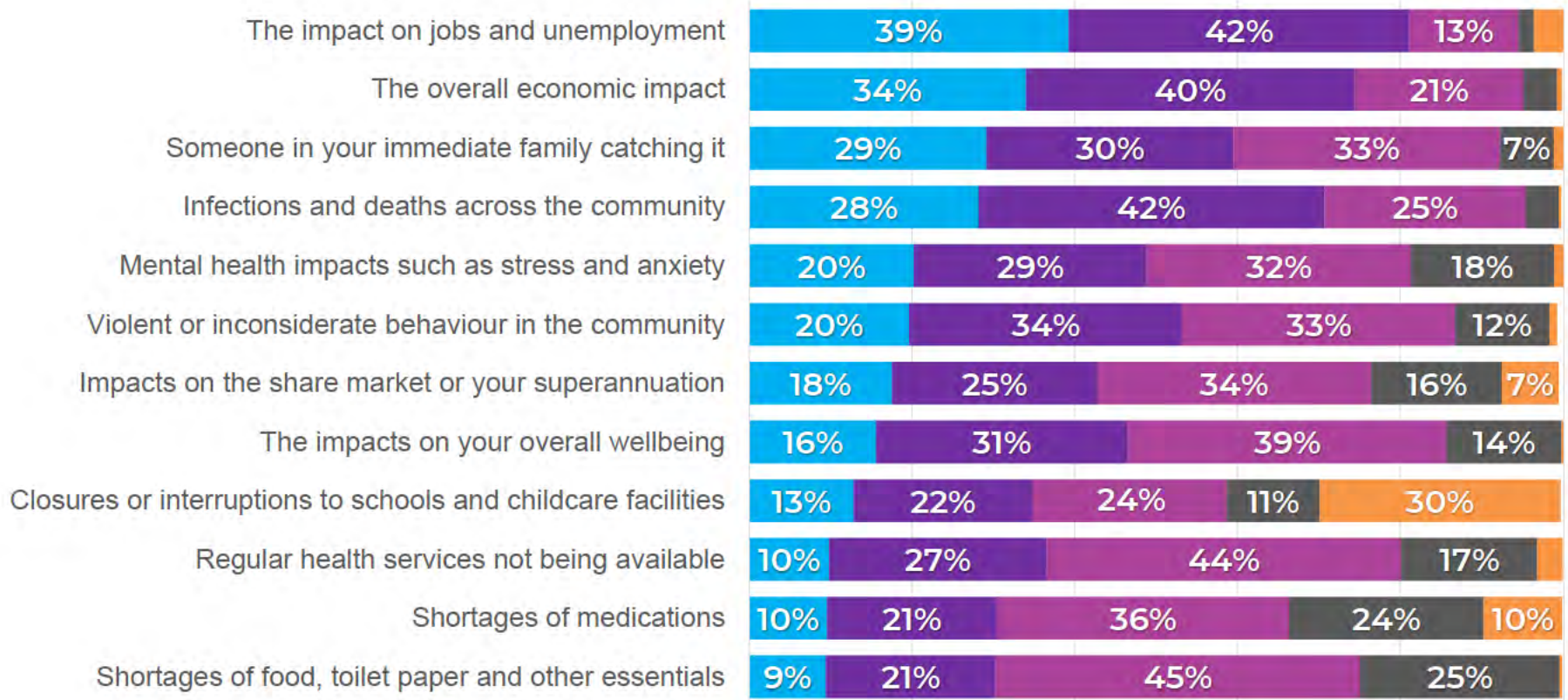


n = 1,828



## Community concern

Q. How concerned are you about the following current or potential negative impacts of COVID-19?



■ Extremely concerned ■ Quite concerned ■ Slightly concerned ■ Not at all concerned ■ Not relevant



## Community concern

Q. What is your greatest concern about the COVID-19 pandemic?

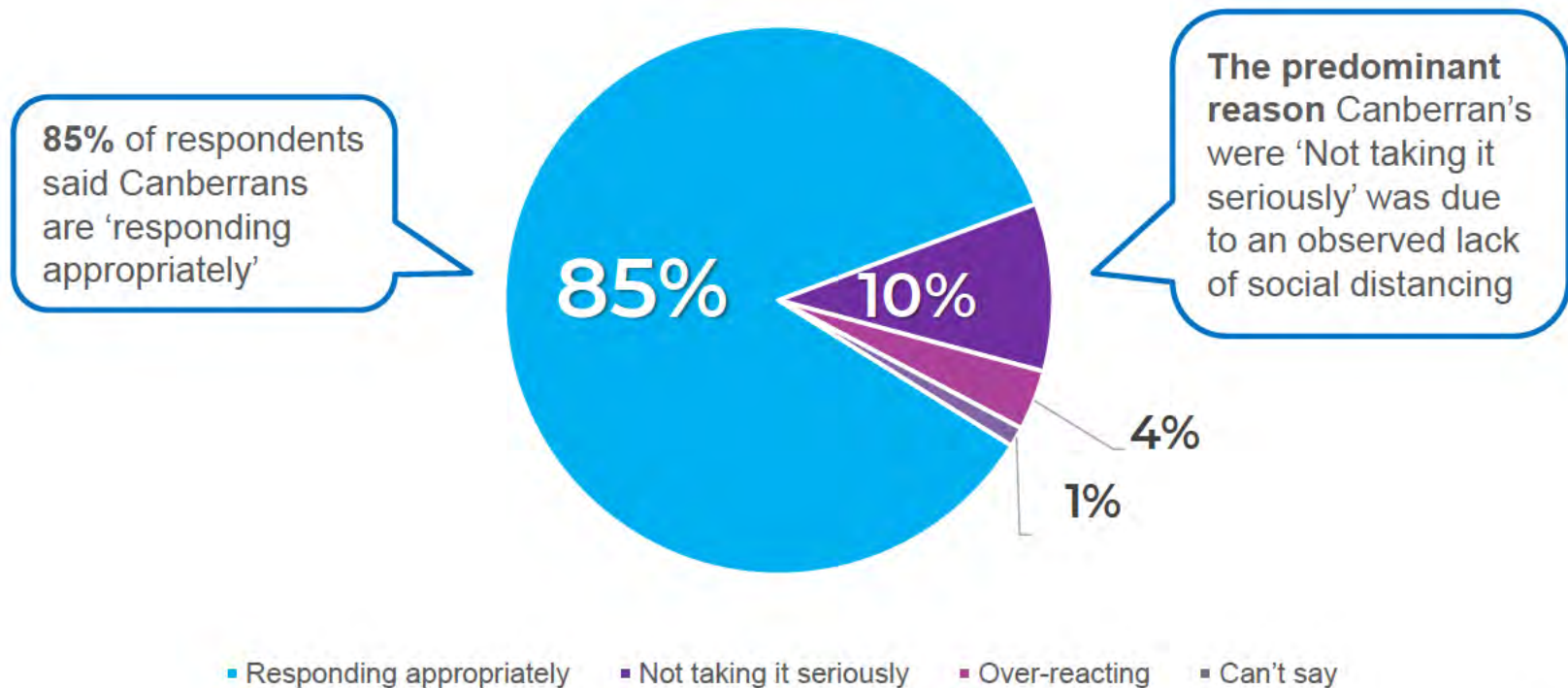
### ***Top ten themes***

- The economy, jobs and business insolvency
- Mortality of loved ones
- Second wave resurgence and community transmission
- Financial impacts on younger generations
- Mental health from social isolation and violence
- Impact on education
- Continuation of measures (currently impacting lives)
- Growing socio-economic inequalities here and abroad
- Social contract erosion (e.g. privacy, surveillance concerns)
- Community wellbeing

*n* = 1,221

## Canberra's response

Q. Overall, how would you describe Canberrans' response to COVID-19?

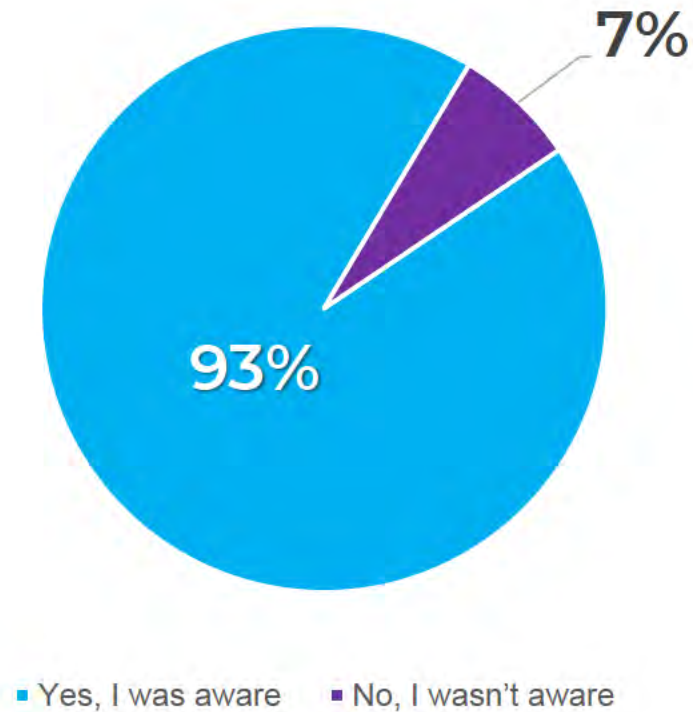


n = 1,828



## Easing of restrictions

Q. Before today, were you aware that (certain ACT Government) restrictions had been eased?



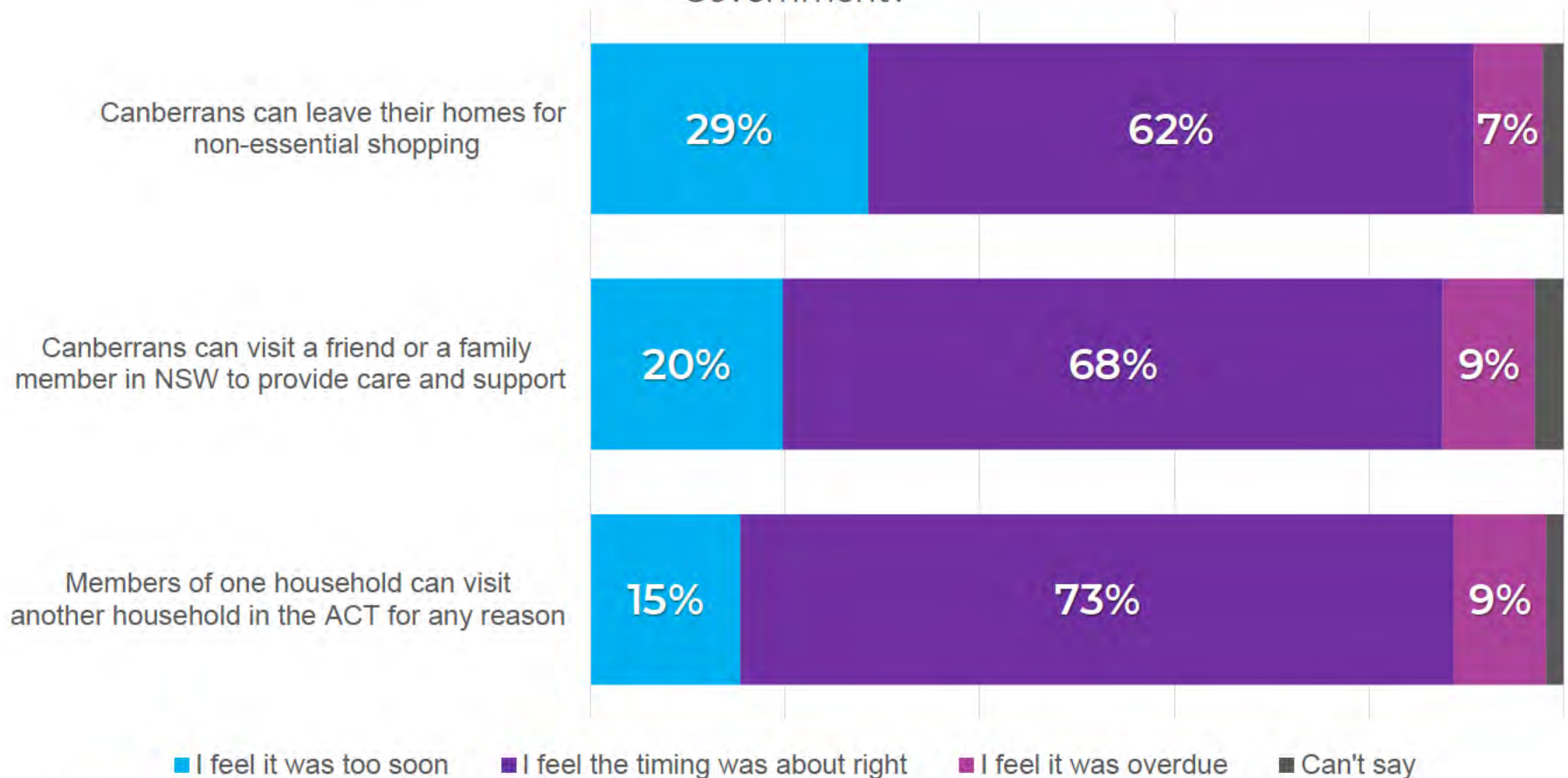
*n* = 1,828





## Sentiment on restrictions eased

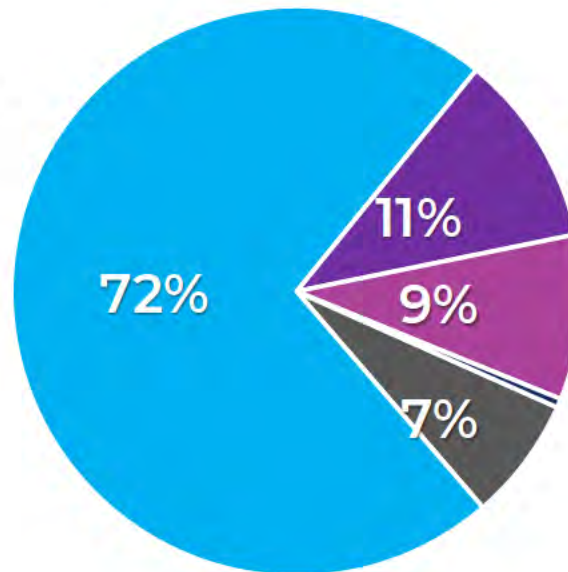
Q. How do you feel about the easing of these restrictions by the ACT Government?



## Approach to easing restrictions

Q. How should the ACT Government approach the easing of other restrictions still in place? (e.g. re-opening of all businesses and services across the ACT)?

- An immediate easing of all restrictions
- A gradual easing of restrictions over several months
- All restrictions remain in place for at least several more months
- Other (please specify)
- Can't say



The risk of COVID-19 reintroduction on lives and the economy was the primary reason respondents felt that 'all restrictions remain in place for several more months'

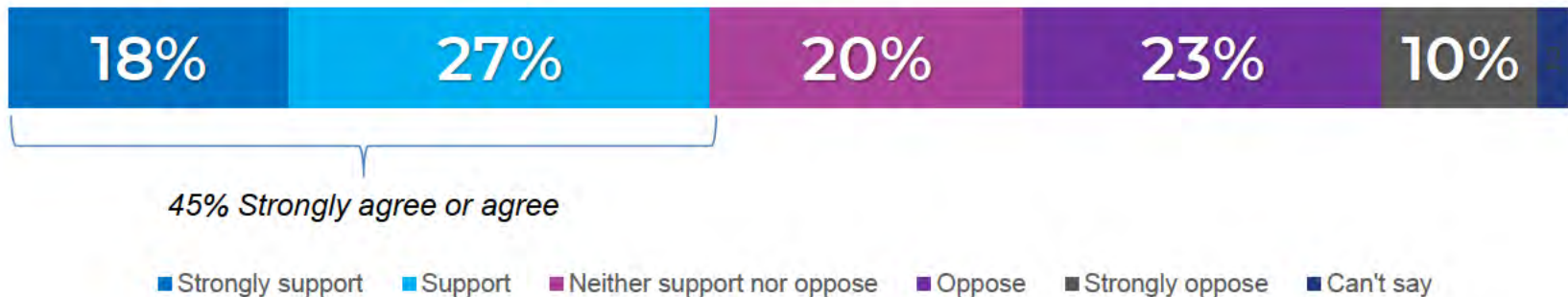
"Other" (9%) included a slow, gradual easing of restrictions caveated with reduced interstate travel and increased business compliance

*n* = 1,828



## Promotion of Canberra

Q. Would you support or oppose the ACT Government promoting Canberra as a destination for interstate travellers once travel restrictions are eased?

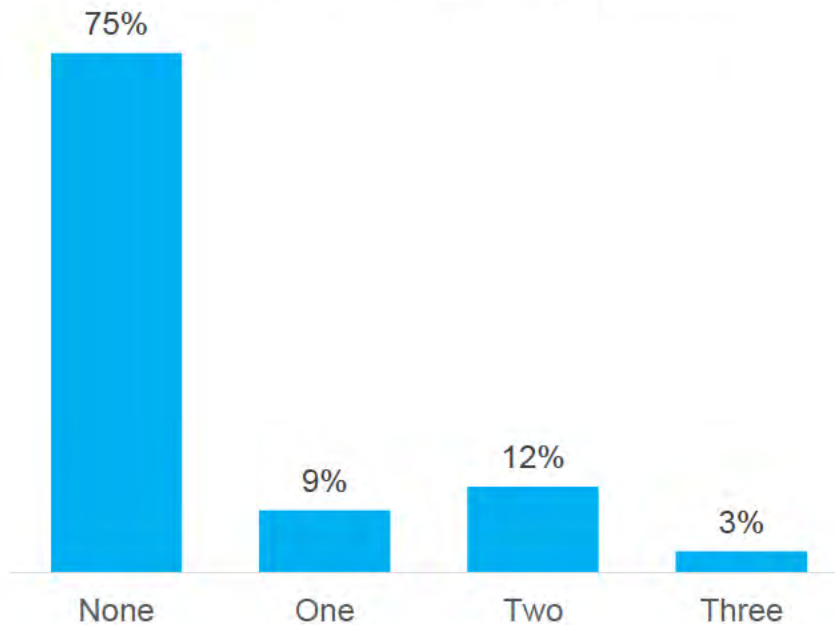


n = 1,828



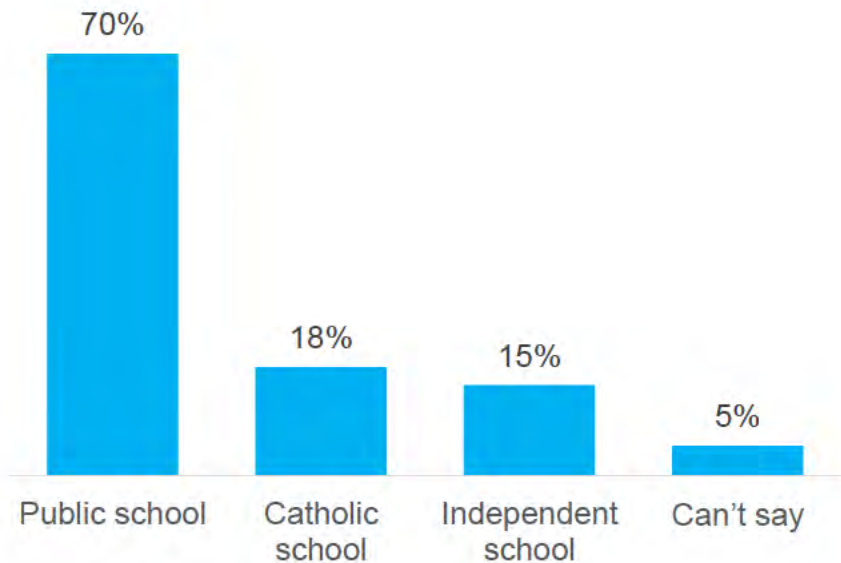
## Parent profile

Q. How many children do you usually have attending school or an early childhood program in the ACT?



*n* = 1,828

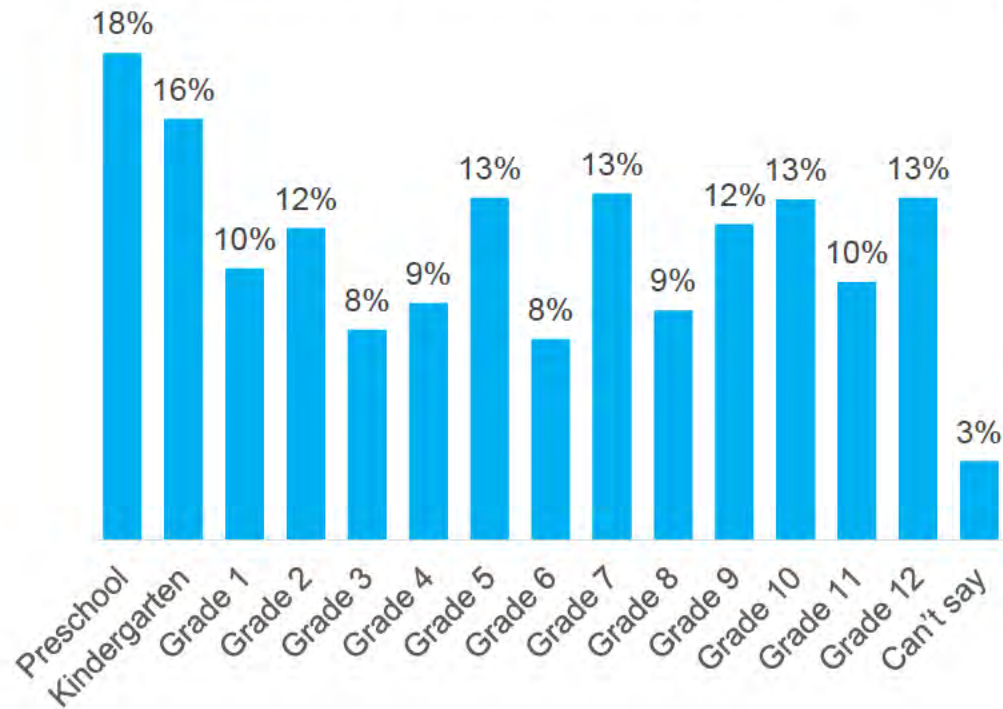
Q. What school sector does your child usually attend? If you have more than one child, select all that apply.



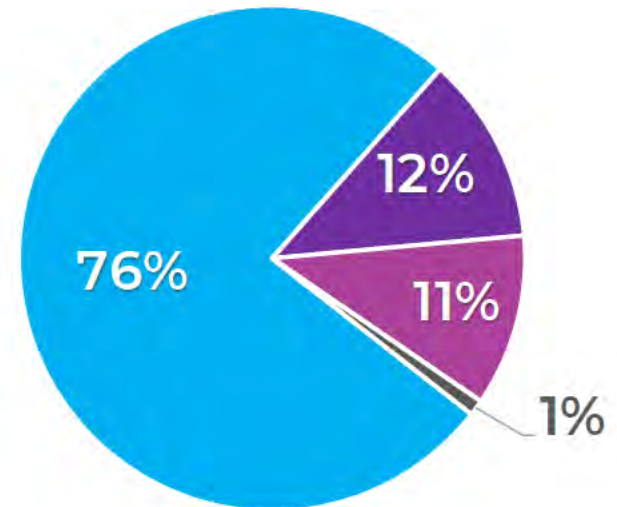
*n* = 456

## Remote learning

Q. What grade is your child or children in?



Q. How many of your children are currently schooling at home through remote learning?



■ All ■ Some ■ None ■ Can't say

n = 456



## Satisfaction with remote learning

Q. Overall, how satisfied or dissatisfied have you been with the following aspects of remote learning?

