

SOUTH PERTH AQUATIC CENTRE FEASIBILITY STUDY



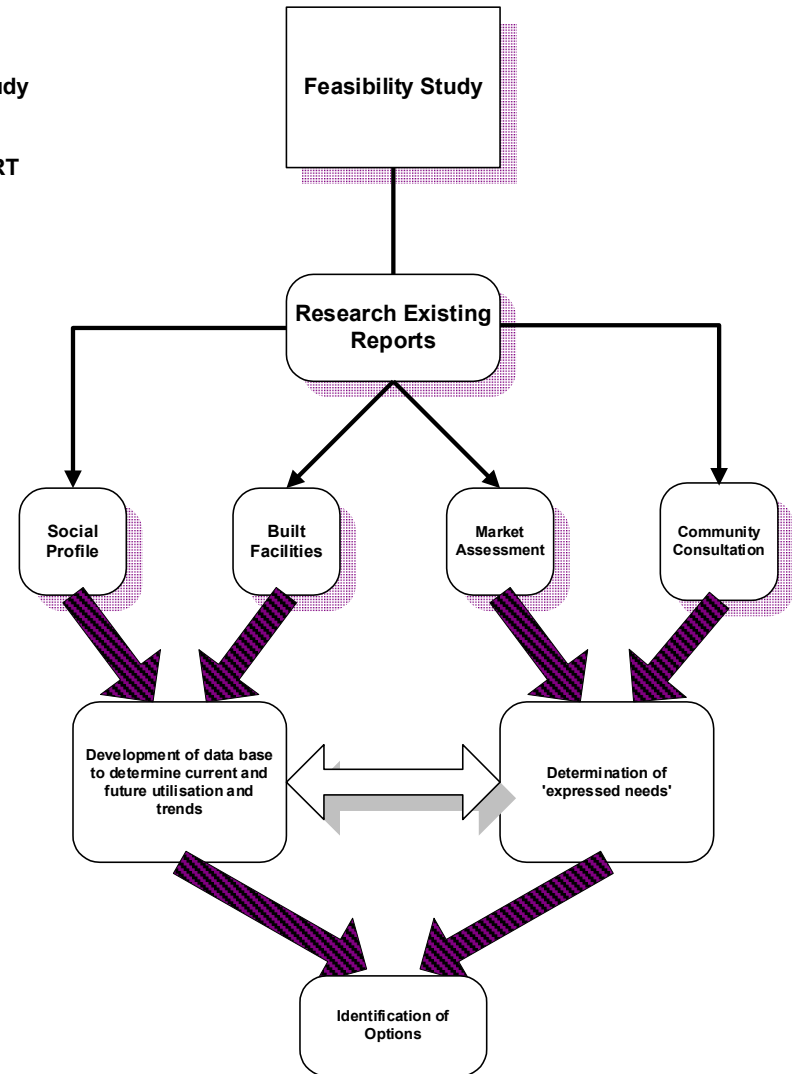
STUDY AIM

- ☒ To determine whether a facility of this nature is required by
 - ☒ Reviewing previous consultants and officer reports to determine the need and most suitable location for an aquatic facility;
 - ☒ Reference the City Strategic Plan, Corporate Plan and Long Term Financial Plan, and other strategic documents including previous studies;
 - ☒ Specifically review the option to add the aquatic facility to the George Burnett Leisure Centre in Karawara;
 - ☒ Consult with relevant community groups;
 - ☒ Conduct a cost benefit analysis in the preferred option selected; and
 - ☒ Components of the feasibility study based on the Department of Sport and Recreation's Feasibility Guide.

METHODOLOGY

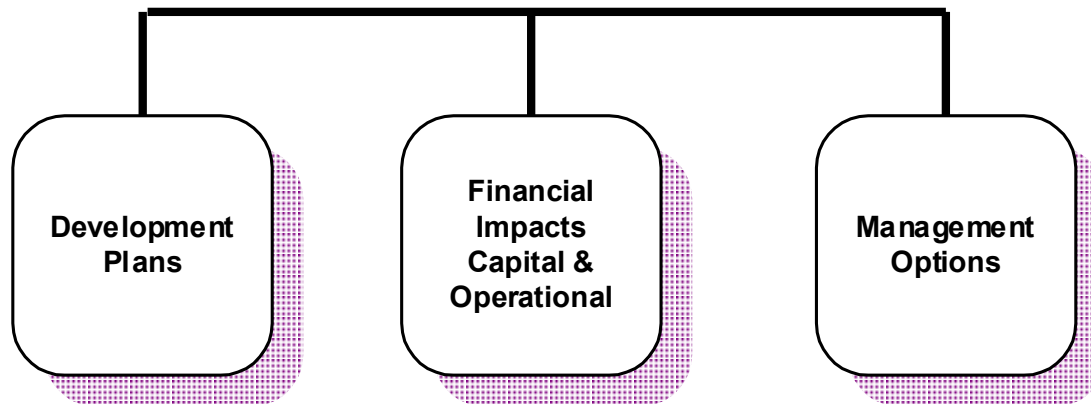
- ❏ The study includes an assessment of a range of avenues of enquiry
- ❏ The initial stages of the feasibility have included the assessment of known data, information and consultation in order to determine expressed needs

Feasibility Study
PROCESS
FLOW CHART



METHODOLOGY

Following this stage the following aspects will be determined.



Review of Background Reports

To work from an informed position a detailed review of a range of planning documents has been conducted. This review has provided a framework onto which the process of analysis and ultimately the formulation of recommendations can be tied.

The review has considered the following documents:

- ❏ City of South Perth Future Directions and Needs Study for Sport and Recreation Clubs, 2006
- ❏ Active Futures Physical Activity Plan, 2009
- ❏ City of South Perth Strategic Plan 2010-2015
- ❏ Family and Children's Services Strategy 2014
- ❏ Regional Sport and Recreation Facilities Strategy 2012 (SERRAG)
- ❏ George Burnett Leisure Centre Feasibility Study 2012
- ❏ Aquatic Sports Strategic Facilities Plan, DSR 2012

SOCIAL PROFILE

- ❑ The demography of the study area as at the 2011 Census indicates that the population comprises 40,378 people, with a distribution of 48.8% male to 51.2% female.
- ❑ A total of 54.8% of the population are under 39 years of age which, when one compares this to the participation trends, would indicate that the study area has a highly active community.
- ❑ A total 31.5% are under 25 years of age and thus pressures will be placed on the City for a range of activities and services relevant to this age group in the future
- ❑ The majority of the population is Australian born. This is important when the participation trends are taken into account, as the highest participating category of people in recreational activities are Australian born with a participation rate of 57.6%.
- ❑ Of the overseas born, England has 6.5% followed by Malaysia 2.7%, New Zealand 2.0%, India 1.8% and China 1.6%.
- ❑ In terms of language spoken at home three quarters of the population speak English whereas Mandarin 3.0%, Cantonese 1.8% and Indonesian 1.3% were the other most common languages which is important when considering any marketing campaigns.
- ❑ Population projections indicate that the City will have a steady increase in population from 2006 till the year 2031 from the current 38,361 people to 43,148. It should be noted that the 2011 Census was close to the projection for 2011 being 40378 (projection 40190)

EXISTING FACILITIES

Information has been gathered for all existing aquatic facilities within a 5km catchment of the City of South Perth including

- Wesley College
- Aqualife (Victoria Park)
- Cannington Leisureplex
- Riverton Leisureplex
- Belmont Oasis
- Leisurefit Booragoon
- Beatty Park

Market Assessment

☒ Participation Trends

- Exercise, Recreation and Sport Survey 2011-12 Participation Rates, Australian Bureau of Statistics


☒ Social Trends

- ☒ Recent reports published by a range of organisations have identified numerous trends and “Forces for Change” over the past two years.
- ☒ These emerging trends and issues will continue to have a substantial influence on the community and recreation industry; and therefore need to be factored into ongoing planning and service provision approaches and practices.

CONSULTATION

- ❏ Random Household Survey.
- ❏ Interviews and meetings with:
 - City of South Perth
 - Swimming WA, Water Polo WA, Curtin University, Town of Victoria Park, City of Canning, Mr Steve Irons MP, DSR
- ❏ Advertisement in local Newspaper
- ❏ Public Meeting

SURVEY

 A random survey of 650 was distributed equally between the suburbs to residents across the City, via Australia Post

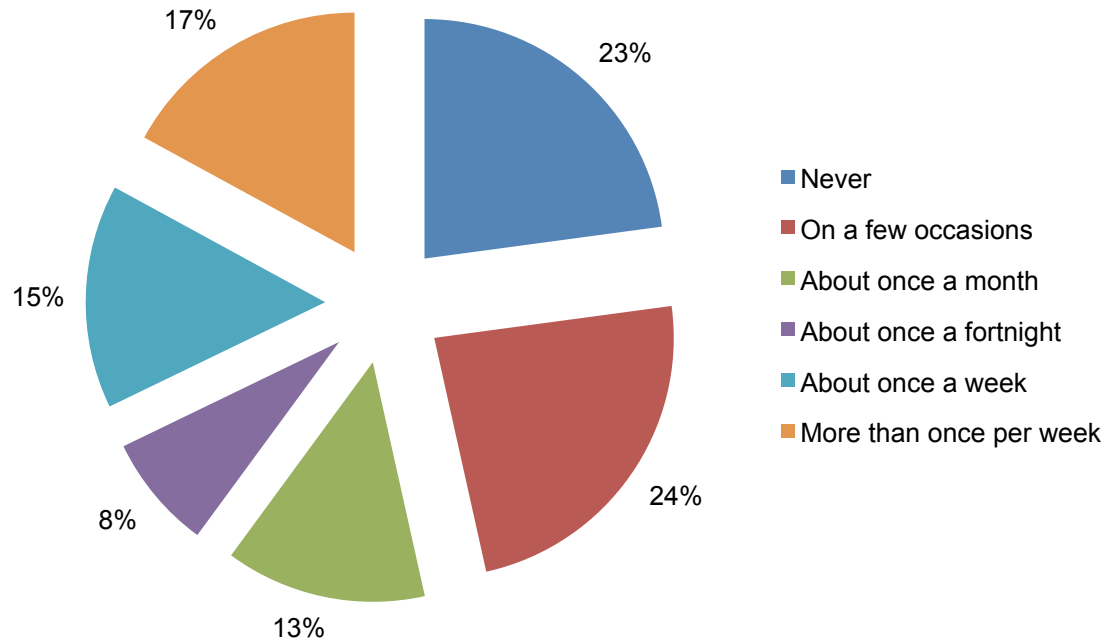
 A total 178 have been returned representing a 27.38% return rate

 Response rates per suburb

- Como 20%
- Salter Point 16%
- Kensington 15%
- Waterford 14.5%
- South Perth 14% Manning 12%
- Karawara 8.5%

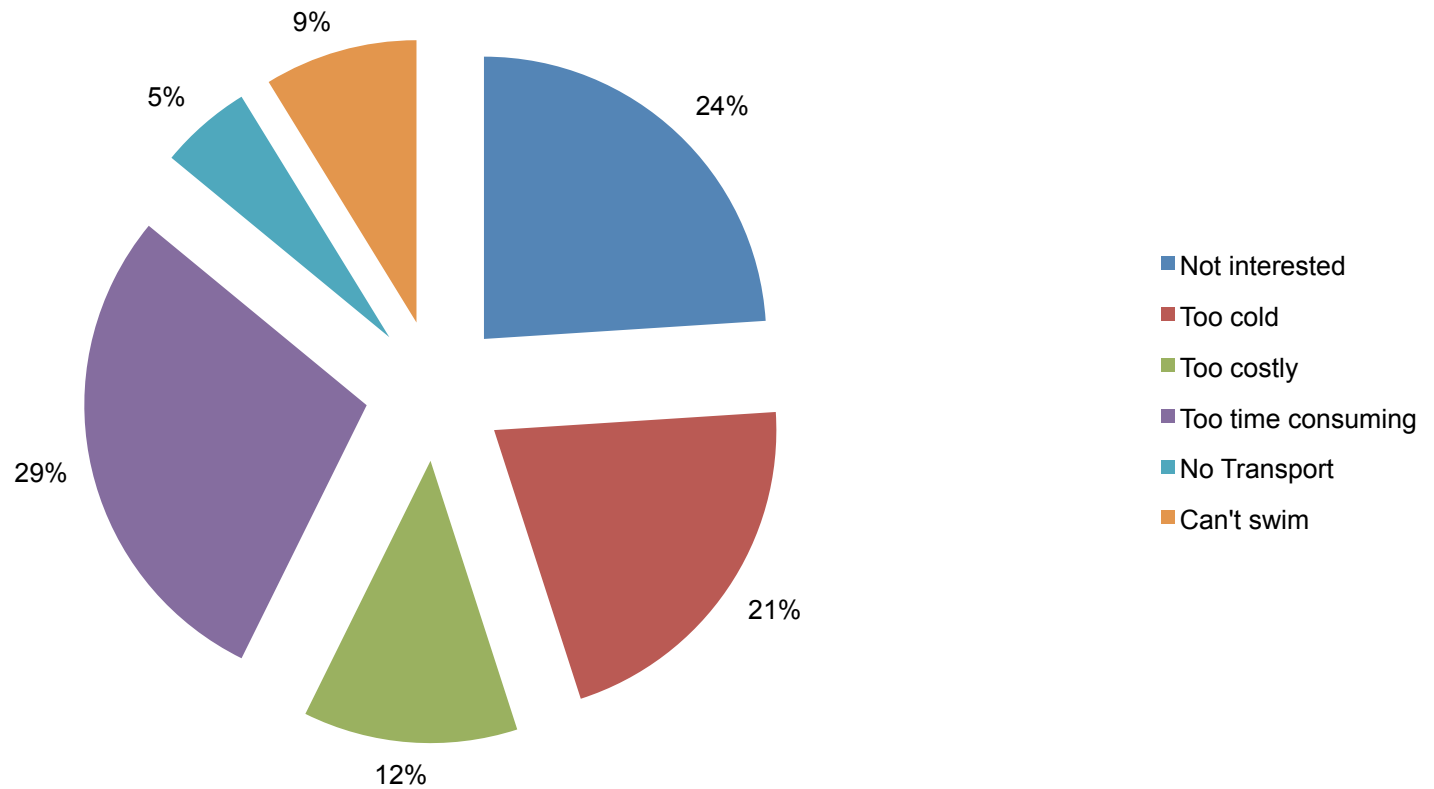
SWIMMING FREQUENCY FOR THE PAST YEAR

Swimming frequency for the past year



REASONS FOR NOT SWIMMING

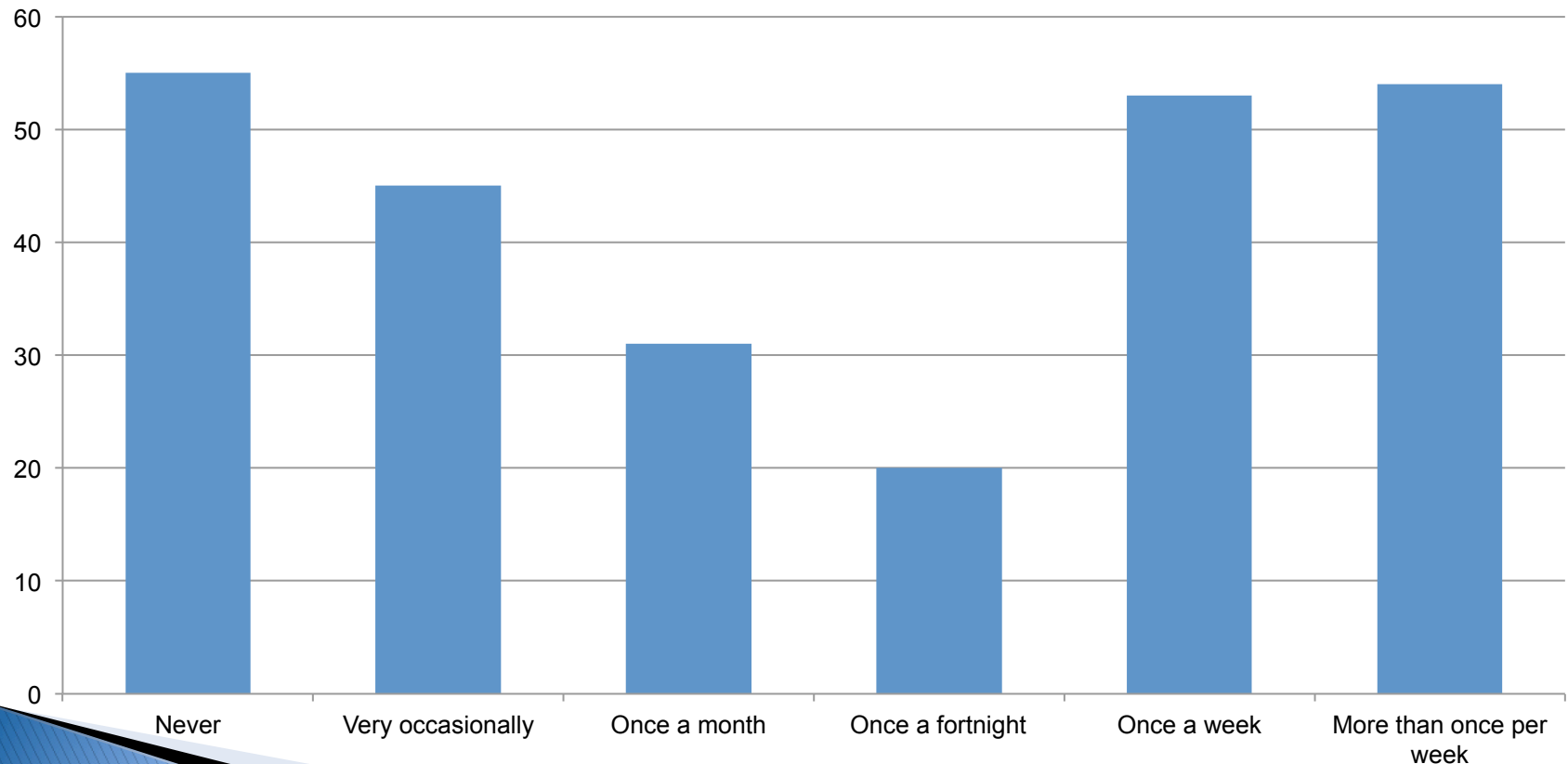
Reasons for not swimming



POTENTIAL FREQUENCY OF USE

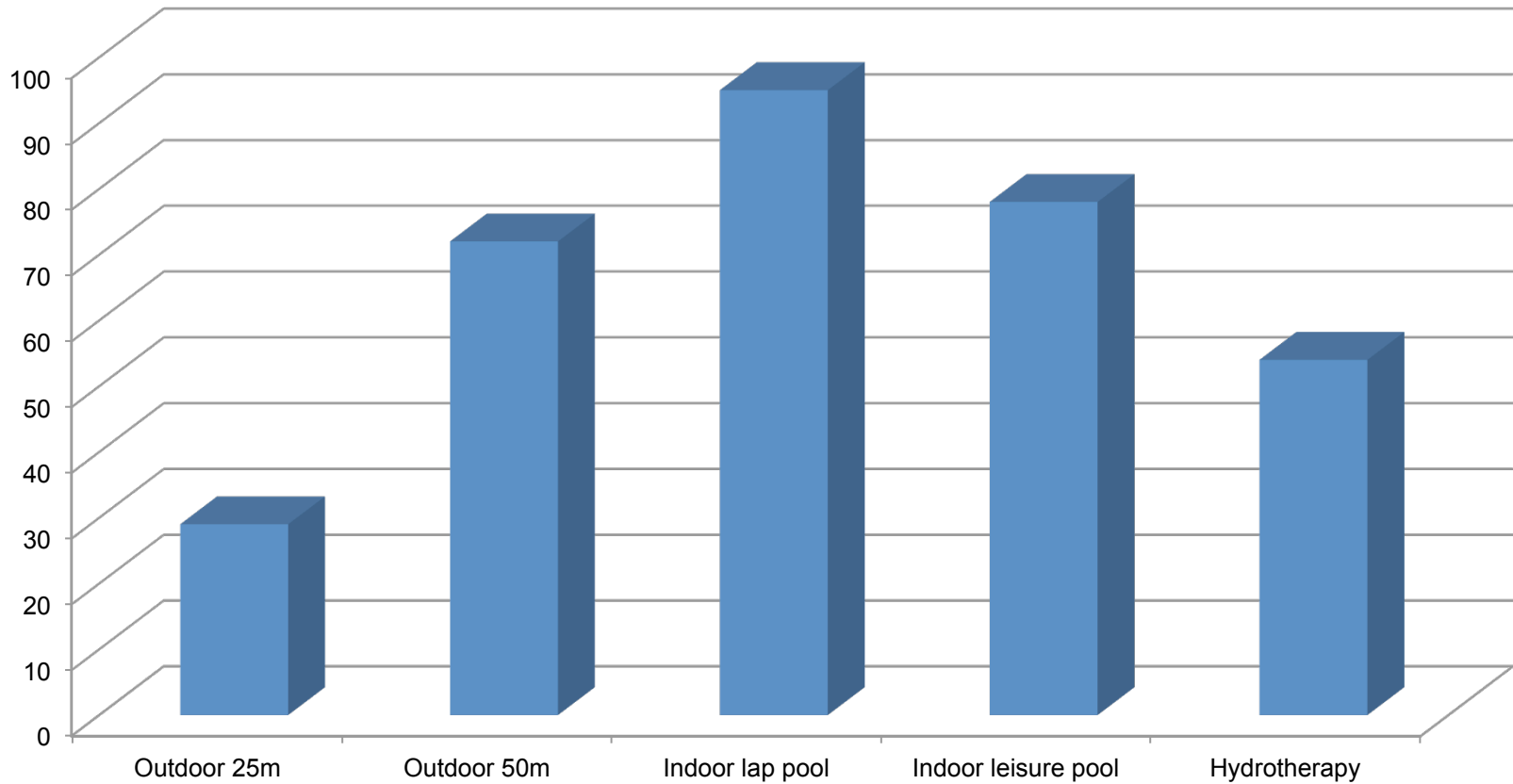
Respondents were asked if there was an aquatic facility in South Perth, how often would you expect to use it, and the following responses were gained

Frequency of use of a pool



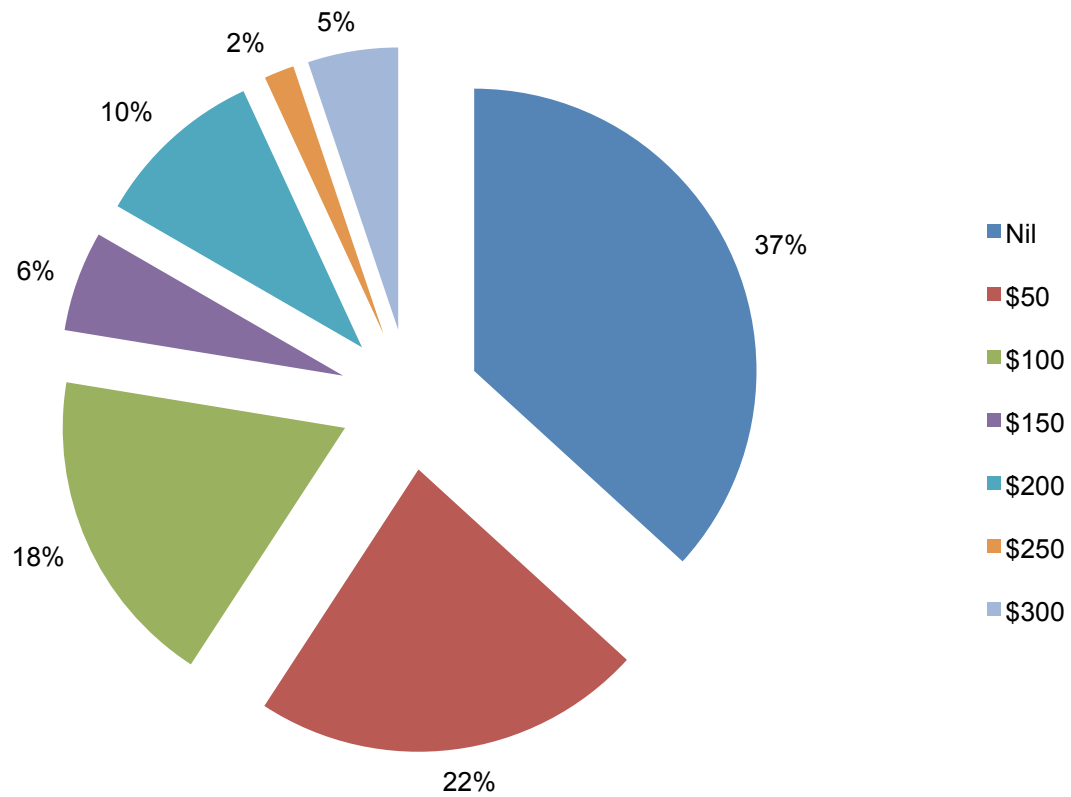
TYPE OF FACILITY REQUIRED

Type of facility



WILLING TO PAY?

How much willing to pay



WHATS NEXT?



As stated previously we will now

- Develop architecturally plans
- Ascertain both capital and operational plans
- Develop a management model, identify potential usage figures and target groups

