Customer Satisfaction Survey Results

SURVEY COMPLETED NOVEMBER 2022

Thank you to our members and guests who completed our Customer Satisfaction Survey. Your feedback is essential in helping us to continue to deliver exceptional experiences, programs and services here at PARC. We partner with Swinburne University on our surveys, and they provide us with key themes and metrics. **Below is a summary of the survey findings.**



SUCCESSES



7.81
OVERALL SATISFACTION

YOU TOLD US WHEN YOU THINK OF PARC, YOU THINK:

FRIENDLY GREAT FIT FUN CLEAN
GOOD HEALTH EXERCISE



INCREASE IN LIKELIHOOD TO RECOMMEND

Would you recommend PARC to family or friends = up to 7.97 / 10



INCREASE IN AQUATIC SUPERVISION

Feelings of safety, comfort and or support from the lifeguard supervision team improved. This is pleasing, as we have undergone a strong Watch Around Water reinforcement education in the lead up to summer.



IMPROVED ACCESS TO GROUP EXERCISE CLASSES

We have been working hard in this space to improve programming and timing, and have added over 22 new classes to the timetable in the last 6 months.



IMPROVED CUSTOMER SERVICE OPTIONS

We have extended phone service hours, now available M-F 6am-8pm and weekends 7am-6pm. We have also introduced a LiveChat option on our website, giving you more options to engage with us, when and how it suits you.



INCREASE IN PLANS TO CONTINUE YOUR MEMBERSHIP

Our Full Access members intend to continue their membership over the next 12 months = up to 8.33 / 10



INCREASE IN VALUE FOR MONEY

Our Full Access members consider PARC an essential component, with value for money increasing to $5.8\,/\,7$

AREAS FOR ATTENTION

IMPROVING ACCESS TO EQUIPMENT IN THE GYM

Our trainers are developing videos of alternative options for common exercises, that you will be able to access via a QR code when a piece of equipment is in use. We have also recently purchased additional equipment, including a squat rack, hip thrust machine, another dumbbell rack and additional benches. On top of this, we are reviewing the configuration and layout of the gym floor to ensure spacing and access is optimised.



IMPROVING VISIBILITY OF AVAILABLE SERVICES

In early 2023 we will be launching a new PARC website, which will have a Service Availability table, showing when services are impacted. You can see an example of how this will work on our PINES website here: https://pines.peninsulaleisure.com.au/our-centre/#service-availability



IMPROVING MAINTENANCE TURNAROUND OF GYM EQUIPMENT

We are implementing a more rigorous preventative maintenance process in the gym to help improve response and repair timelines. We have also put on additional resources to perform daily connectivity checks to keep our cutting-edge equipment working optimally.



IMPROVING PRESENTATION OF THE FACILITY

We have a dedicated Clean Team working all day every day, along with contracted night cleaners. Our staff in every team also have responsibilities to keep PARC looking beautiful. We are reviewing our checklists and schedules to re-align our efforts with peak times to ensure we maintain our high standards in our presentation at PARC.



IMPROVING PARC SWIM TEACHER CONSISTENCY

We are working hard on teacher consistency through the launch of round 4 of our PARC Swim Teacher Active Recruitment (STAR) program, ensuring we have enough teachers across the spread of lessons during the week. Our STAR program has seen us introduce 35 new PARC Swim teachers since we launched it 12months ago, and we will continue to invest in this recruitment channel.



WHAT YOU SAID

"Since the last survey was sent out, you have improved the hot water service in the showers which has been a blessing. Thank you" "A place to feel good and strengthen your body and mind"

Thank you for providing me with a safe and welcoming environment for me to train in:)"

"Excelling in friendliness, professionalism, variety of classes, outstanding staff. Great social outlet!"

WHAT ARE YOU CURIOUS ABOUT?

In this survey we asked, "what are you curious about in relation to PARC or Peninsula Leisure?". Our survey partners, Swinburne University, present us with key themes, including:

OPERATING MODEL

Who is Peninsula Leisure, what is the management structure?

Peninsula Leisure Pty Ltd is a wholly owned subsidiary of Frankston City Council, governed by an independent board, and charged with the management of Frankston's leading recreation facilities, PARC and Pines. Peninsula Leisure has been around for PARC's whole lifetime and are totally invested in this amazing facility! To see how who sits on our board, meet our Executive Team, or learn more, visit our Peninsula Leisure website here: https://peninsulaleisure.com.au/

GROUP EXERCISE CLASSES

Q. How are the activities organised, some classes always book out, others don't?

Our Health & Fitness Leadership Team undergo ongoing reviews of our Group Exercise timetable to ensure we are providing the right classes, at the right time, for our membership. Based on your feedback, we will do a review on the length of classes. We are also reviewing our reformer options to allow space for more Fit Reformer classes.

ACCESS IN THE AQUATIC SPACES

Q. When is the warm water pool available? It's always packed when I go there on Monday

Pleasingly, our availability and access to aquatic features for lap swimmers improved in this survey. However, there is work still to be done in our warm water pool area, and we have initiated a project group to look at usage, programming and available space in this area.

