

PARC Customer Satisfaction

Survey Results, completed June 2025

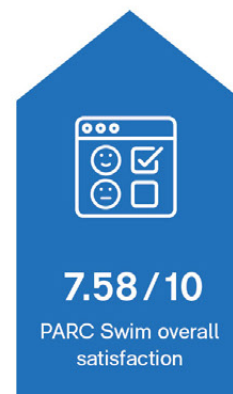
Thank you to all our members and guests who participated in our recent Customer Satisfaction Survey.

Your feedback is crucial in helping us enhance the experiences, programs, and services we offer at PARC.



615
Total respondents

76.4%
Respondents are current
PARC members



You told us we are doing well in...



Mental Health & Wellbeing Benefits

The main reasons respondents chose to be active at PARC includes:

45%

Respondents said **improving their mental wellbeing** was their main benefit

40%

Respondents said **feeling better** was their main benefit

8.1/10

Respondents believe their PARC membership is **important to their overall wellbeing**

Your comments

'When you think of PARC, what comes to mind?'



"I have always found the staff at PARC to be extremely pleasant and helpful. Big tick."

"Excited about the new Pilates studio. Great asset."

"Really grateful for being part of such a wonderful community."

What are you curious about?

Q: Are longer opening hours possible?

There are no plans to change our Centre opening hours. We regularly review the hours and availability of our programs and services, such as group fitness classes and swim programs, to meet member demand wherever possible.

Q: How is feedback acted upon (including complaints)?

Feedback comes to us in many ways - in person, through our website, by email, and on social media. There is a mixture of compliments, suggestions and complaints. We log all feedback in our register and use it to guide improvements across our facilities. Where requested, we follow up directly to resolve concerns and share updates.

Q: Childcare. What are you doing to support mums with young children to use the facility?

While our on-site childcare has closed, we still want to support parents to stay active. That's why we offer PARC Plus, our online platform that gives you access to workouts from home - anytime, anywhere. It's a flexible option designed to help parents stay connected to their health and fitness, even when it's hard to get to the Centre.

Q: Can more PARC merchandise be sold?

Great idea... we love the PARC passion! And yes, we're looking into expanding our merchandise range and welcome suggestions for us to consider.

Improvements since last survey



Access to Programs and Facilities

We're pleased to see significant improvements in how our members and guests rate access to PARC's programs and facilities. These results reflect our ongoing focus on program scheduling, timetable reviews, non-attendance tracking, and optimising pool and class space for all members.

8.7/10 ↑

Availability of aquatic programs and classes

7.4/10 ↑

Availability and access to group fitness classes

7.7/10 ↑

Availability and access to aquatic facilities



Digital Experience

We are seeing more engagement with our digital tools:

87%

Group fitness users aware of the Peninsula Leisure Xplor app

77%

Group fitness users use the app a few times a week

90%

Rated the app experience as neutral, good or excellent, supporting its role in improving convenience and accessibility for our Full Access members to book into classes

Areas for Attention



Education around personalised support

We heard that we could do more to help you understand and access the personalised support included in your membership. From one-on-one appointments to ongoing check-ins, there are plenty of services designed to support your health and wellbeing journey, and we'll be working to make these easier for you to find and use.



Facility upgrades impacts

We know the ongoing tiling replacement project has been disruptive, and we genuinely appreciate your patience and understanding. These works are essential to ensure our facilities remain safe, functional and enjoyable into the future. The good news... we're nearly through it. Once complete, these vital upgrades will improve the quality, safety, and overall PARC experience for many years to come. Thank you for sticking with us during this important work.



PARC Swim support

Flexibility and clear communication are important for our PARC Swim families. Our survey highlighted areas where we can better support you. We've recently increased our PARC Swim administration resourcing, with a stronger focus on customer service. We also want to remind you that if your child has a medical condition or injury and can't attend lessons, please contact our team. While we no longer offer suspensions, we will work with you to find a flexible solution. Non-attendance management is an important part of this - with high demand for lesson spots, we want to make sure every available space is used to help your access to PARC Swim.



Thank you for taking the time to provide your feedback.
If you have more to share, please visit:
parc.peninsulaleisure.com.au/feedback at any time.
We truly value your input.