



**Macedon
Ranges**
Shire Council

**Aquatic &
Leisure Centres**

Lancefield and Woodend Outdoor Pools Master Plans

Final Report
September 2013





SGL Consulting Group

Adelaide

2a Mellor St
West Beach SA 5024
Phone: +61 (08) 8235 0925
Fax: +61 (08) 8353 1067
Email: sa@sglgroup.net

Brisbane

PO Box 713
Mount Gravatt
Queensland 4122
Mobile: +61 (0) 416 235 235
Email: queensland@sglgroup.net

Melbourne

Level 2/181 Fitzroy St
St Kilda VIC 3182
Phone: +61 (03) 8623 2840
Fax: +61 (03) 9681 3202
Email: victria@sglgroup.net

Perth

19 Clayton Street
East Fremantle WA 6158
Phone: +61 (0) 8 9319-8991
Mobile: +61 (0) 407 901 636
Email: gmceill@sglgroup.net

Sydney

1/273 Alfred St Nth
North Sydney NSW 2060
Mobile: +61 (04) 17 536 198
Email: mking@sglgroup.net

SGL also has offices in

- Auckland
- Christchurch
- Wellington

TABLE OF CONTENTS

1	INTRODUCTION	1
1.1	BACKGROUND	1
1.1.1	Strategic Documents	1
1.2	PROJECT PURPOSE AND OBJECTIVES	2
2	PROJECT AREA	3
2.1	LANCEFIELD COMMUNITY PROFILE	3
2.2	WOODEND COMMUNITY PROFILE	4
3	MACEDON RANGES SHIRE OUTDOOR POOLS REVIEW	6
3.1	LANCEFIELD OUTDOOR POOL	6
3.1.1	Aquatic Facilities	6
3.1.2	Support Facilities	6
3.1.3	Hours of Operation	7
3.2	USAGE REVIEW	7
3.3	FINANCIAL REVIEW	8
3.4	WOODEND OUTDOOR POOL	9
3.4.1	Aquatic Facilities	10
3.4.2	Support Facilities	10
3.4.3	Hours of Operation	10
3.5	USAGE REVIEW	11
3.6	FINANCIAL REVIEW	11
4	SURROUNDING AQUATIC AND LEISURE CENTRE FACILITIES REVIEW	14
4.1	INDOOR AQUATIC AND LEISURE FACILITY CATCHMENTS	16
4.2	ASSESSMENT OF REGIONAL PROVISION OF AQUATIC AND LEISURE CENTRES	18
5	TECHNICAL REVIEW	21
5.1	SUMMARY OF FINDINGS	21
5.1.1	Lancefield Outdoor Pool	21
5.1.2	Urgent Maintenance	22
5.1.3	Maintenance Works Required	22
5.1.4	Woodend Outdoor Pool	23
5.1.5	Urgent Maintenance	23
5.1.6	Maintenance Works Required	23
6	MARKET RESEARCH AND CONSULTATION	25
6.1	WOODEND OUTDOOR POOL – USER SURVEY	25
6.1.1	User Survey Analysis	25
6.2	LANCEFIELD OUTDOOR POOL – USER SURVEY	30
6.2.1	User Survey Analysis	30
6.3	FOCUS GROUPS	35
6.3.1	Macedon Shire Council Internal Focus Group	35
6.3.2	Community Access Advisory Group	35
6.3.3	Ageing Positively	36
6.3.4	Lancefield Park Committee of Management	36
6.3.5	Further Consultation	36
7.	RECOMMENDED STRATEGIC DIRECTION	37
6.4	OUTDOOR SWIMMING POOLS MASTER PLAN DIRECTION	37
6.5	PRIORITY FACILITY COMPONENTS	38

6.5.1	Woodend Outdoor Pool.....	38
6.5.1	Lancefield Outdoor Pool.....	39
6.6	INDICATIVE CAPITAL COST.....	43
6.7	AQUATIC STRATEGY DIRECTION	44

DIRECTORY OF TABLES

Table 2.1	Population summary of the Lancefield District.....	3
Table 2.2	Age Summary of the Lancefield District.....	4
Table 2.3	Macedon Ranges Shire Council	4
Table 2.4	Population Summary for the Woodend District	5
Table 2.5	Age Summary of the Woodend District.....	5
Table 3.1	Lancefield Outdoor Pool Hours of Operation	7
Table 3.2	Lancefield Outdoor Pool- Financial Review Summary 2008/2009– 2012/2013	8
Table 3.3	Lancefield Operational Performance Review 2008/2009 to 2012/2013.....	9
Table 3.4	Woodend Outdoor Pool Hours of Operation	10
Table 3.5	Woodend Outdoor Pool- Financial Review Summary 2008/2009– 2012/2013	11
Table 3.6	Operational Performance Review 2008/2009 to 2012/2013	13
Table 5.1	Maintenance Requirements – Lancefield Pool	22
Table 5.2	Maintenance Requirements – Woodend Pool	24
Table 6.1	User Survey Respondent Sample	25
Table 6.2	Centre Usage Times.....	26
Table 6.3	Use of Woodend Outdoor Pool.....	26
Table 6.4	User Survey Respondent Sample	30
Table 6.5	Centre Usage Times.....	31
Table 6.6	Use of Lancefield Outdoor Pool	31
Table 7.1	Woodend and Lancefield Outdoor Pools Implementation Plan	43

APPENDIX

- APPENDIX A: USER SURVEY COMMENTS WOODEND OUTDOOR POOL
- APPENDIX B: USER SURVEY COMMENTS LANCEFIELD OUTDOOR POOL
- APPENDIX C: TECHNICAL AUDIT

EXECUTIVE SUMMARY

Council has been proactively planning for the construction and delivery of aquatic leisure facilities across the municipality since 2000. The Macedon Ranges Shire Aquatic Strategy was adopted 13 years ago and was updated in 2011 with much of the Strategy being implemented.

Until 2005, the Macedon Ranges Shire was serviced by 4 outdoor pools located in Gisborne, Kyneton, Woodend and Lancefield. The Gisborne outdoor pool was replaced in 2005 with the Gisborne Aquatic Centre and the Kyneton Sporting Complex was re-developed to include indoor aquatic facilities in 2011 and is now known as the Kyneton Sports and Aquatic Centre.

Council is now investigating the long-term operations of its outdoor pools in Lancefield and Woodend taking into consideration the balance between expected growth and the need for infrastructure improvements in accordance with the Aquatic Strategy.

The Strategy retains the vision of the original strategy and Council resolved on three key implementation actions with one relevant to this study being:

"That Council refer to the 2012/13 budget process master plan development for its two outdoor pools in Woodend and Lancefield".

The purpose of the master plan is to provide information and direction to Council on the future operation, maintenance and development of its outdoor pool facilities in Woodend and Lancefield.

Currently, the Woodend and the Lancefield outdoor pools predominantly service the local catchments of Woodend and Lancefield, with some residents being prepared to travel from other areas of the municipality, especially to the Woodend outdoor pool.

Both pools operate on a limited seasonal basis over the summer period providing a different swimming experience on hot days to that experienced at the indoor aquatic centres in Gisborne and Kyneton.

Whilst both facilities are aging, (Woodend – 31 years old and Lancefield – 41 years old), both facilities have been well maintained and are generally in good order. A technical audit was carried out on both facilities to identify any urgent, maintenance and cyclical works required.

The audit identified \$102,250 worth of maintenance works for the Lancefield Pool and \$76,550 worth of works for the Woodend Pool. Priorities for addressing these items were also identified.

In addition to the recommended maintenance works identified, the study investigated the need for future upgrades to both facilities. It was determined that the Lancefield Outdoor Pool would remain as a local facility predominantly serving a relatively small catchment of the Lancefield District and some Romsey residents. Therefore, smaller upgrades to the facility including retrofitting the toddlers pools with interactive leisure water features was recommended.

The Woodend Outdoor Pool has a greater capacity to attract visitors from townships such as Gisborne and Kyneton and therefore, has a larger potential catchment than Lancefield. A more significant upgrade to this facility including the removal of the two smaller pools and the addition of a larger aquatic and dry leisure play area was recommended.

The total value of the recommended actions for the upgrade of the Woodend pool are in the



order of \$1.1M. The value of the recommended actions for the upgrade of the Lancefield pool are in the order of \$225,000.

Therefore, the following actions are recommended:

- That Council accepts the priorities identified in the Technical Report;
- That Council accepts the master plans and draft concept designs for the Woodend and Lancefield Outdoor Pools;
- That Council considers the maintenance priorities and improvements identified in the master plans for inclusion in the ten year capital works program.



1 INTRODUCTION

The Macedon Ranges Shire Council wished to investigate the long-term operations of its outdoor pools in Lancefield and Woodend taking into consideration the balance between expected growth and the need for infrastructure improvements.

The Macedon Ranges Shire has a diverse range of leisure and aquatic facilities including 6 indoor sports courts, two fitness centres, two indoor pools and two outdoor pools.

The project was specifically aimed at providing information and direction to Council on the future operation, maintenance and development of its outdoor pool facilities in Woodend and Lancefield based upon detailed research, consultation and supported justification.

The development of the master plans for the two outdoor pools was identified as a key priority in Council's revised Aquatic Strategy 2011.

1.1 BACKGROUND

To ensure that Council is pro-active in planning for the population growth and need for appropriate indoor aquatic facilities the Macedon Ranges Council's Shire-wide Aquatic Facility Strategy was adopted in 2000. This document provides an integrated strategic approach to the planning and provision of affordable aquatic facilities across the Shire.

The Strategy foresaw "indoor aquatic facilities being developed in the major population centres of Gisborne, Kyneton and Romsey at a time when it is economical to do so".

Since that time Council has worked on implementing the strategy, and of recent years that has involved the construction of the Gisborne Aquatic Centre (2005) and the construction of the Kyneton Sports and Aquatic Centre (2010).

The Strategy has subsequently been reviewed and endorsed by Council in 2011.

The Strategy retains the vision of the original strategy and Council has resolved on three key implementation actions:

1. That Council refer a proposal to undertake a high level feasibility study for an aquatic and fitness facility in Romsey to the 2012/2013 budget process. The high level feasibility study will provide Council with further information, analysis and guidance including the broader organisational financial parameters that determine 'when it is economical to do so'.
2. That Council refer to the 2012/13 budget process master plan development for its two outdoor pools in Woodend and Lancefield.
3. That Council prepare and submit an application to Sport and Recreation Victoria's Better Pools program for 2012/13 for an expansion of the Gisborne Aquatic Centre and, if successful, allocate Council's share of the funding over the next two financial years.

1.1.1 Strategic Documents

In 2006 Council developed the Leisure Strategy Plan. The Strategy outlines Council's principles and program of works for the ongoing development of leisure facilities across the Shire.



One of the key outcomes of the Leisure Strategy included: the need to “progressively upgrade the two remaining outdoor pools at Lancefield and Woodend to include increased leisure opportunities (both aquatic and land-based), and other improvements which will continue to make them attractive recreational destinations for Shire residents”.

In addition to the above mentioned strategic documents a number of studies have been undertaken throughout the Shire, which will be beneficial to the development of the feasibility study. These studies include:-

- Council Plan 2013 - 2017
- Building Asset Management Plan
- 10 Year Capital Works Development Plan

1.2 PROJECT PURPOSE AND OBJECTIVES

The purpose of the master plan is to provide information and direction to Council on the future operation, maintenance and development of its outdoor pool facilities in Woodend and Lancefield. The following are the main objectives of the master plan:

- Investigate and outline the current availability of aquatic opportunities and facilities for residents of Lancefield, Woodend and surrounding areas including the take-up therein.
- Undertake a detailed condition and lifecycle audit of the current plant and facilities at both outdoor pools.
- Analyse current operations including usage trends, maintenance schedules and consider catchments for both pools and the potential growth therein.
- Review existing literature including relevant Strategies, Demographic and Planning documentation relevant to the development master plan. Most literature is available online or can be provided by Council.
- Undertake a review of similar facilities within the region to determine any possible areas for improvement to Councils infrastructure and operation of its two outdoor aquatic facilities.
- Taking into consideration the above findings outline the future direction for each pool in terms of facilities, plant and operations taking into consideration Councils overall Aquatic Strategy.
- Establish a master plan and implementation plan inclusive of identified asset and plant upgrades for each pool cognisant of Councils long term capital works program and available external funding opportunities.
- Develop the master plan within agreed timeframe, suitable for review, public display and circulation to key stakeholders. Conduct a briefing session for Councillors. Co-ordinate, document and report on all feedback or comments received on the strategy and modify recommendations as appropriate.
- Develop a final document incorporating all research, findings and prioritised recommendations for presentation and endorsement by the Macedon Ranges Shire.

2 PROJECT AREA

The two outdoor pools are located in the townships of Lancefield and Woodend. The following provides a summary of the key population characteristics of these townships.

2.1 LANCEFIELD COMMUNITY PROFILE

Only 70kms north of Melbourne and a short drive from the Calder or Hume Freeways, Lancefield has the classic air of a pastoral working town coupled with a strong local arts and antiques scene. The Lancefield township has a population of 1,262.

Lancefield has a primary school, kindergarten, Lancefield Park Sporting Reserve, Maternal and Child Health Centre, Mechanic's Institute and an Outdoor Pool.

Table 2.1
Population summary of the Lancefield District

Lancefield District	2011		2006		Change 2006 to 2011
	Number	%	Number	%	
Population (excluding O/S visitors)	2,614	100.0	2,449	100.0	+165
Males	1,331	50.9	1,238	50.5	+93
Females	1,283	49.1	1,211	49.5	+72
Australian citizens	2,359	90.3	2,209	90.2	+150
Eligible Voters (citizens aged 18+)	1,767	67.6	1,595	65.1	+172

Source: Australian Bureau of Statistics, [Census of Population and Housing](#) 2006 and 2011

For the purposes of this study, the Lancefield catchment has been defined as the Lancefield district as outlined in Profile id. Lancefield District encompasses the localities of Benloch, Cobaw, Goldie, Lancefield and Rochford, and the Macedon Ranges Shire part of Tantaraboo.

The population of the Lancefield district has grown by 165 from 2,449 to 2,614 between 2006 to 2011, which indicates an increase of 6.7%.

Table 2.2
Age Summary of the Lancefield District

Five year age groups (years)	2011		2006		Change 2006 to 2011
	Number	%	Number	%	
0 to 4	137	5.2	150	6.1	-13
5 to 9	170	6.5	188	7.7	-18
10 to 14	188	7.2	208	8.5	-20
15 to 19	167	6.4	153	6.3	+15
20 to 24	122	4.7	94	3.8	+28
25 to 29	80	3.1	70	2.9	+9
30 to 34	101	3.9	131	5.4	-30
35 to 39	165	6.3	171	7.0	-6
40 to 44	185	7.1	201	8.2	-16
45 to 49	222	8.5	243	9.9	-21
50 to 54	242	9.3	239	9.8	+4
55 to 59	242	9.3	201	8.2	+41
60 +	584	22.4	395	16.2	165
Total	2,614	100.0	2,449	100.0	+165

Source: Australian Bureau of Statistics, [Census of Population and Housing](#) 2006 and 2011

The largest age group bracket in the Lancefield district is the 50 – 59 years (18.6%) and the 60+ years age group (22.4%). This is significantly higher than the 0 – 9 years age bracket, which only contains 11.7% of the Lancefield population or the 20 – 29 years age group which consists of only 7.8% of the overall population. This indicates that the population is an aging population with a large number of residents in the 50+ years age group.

Table 2.3
Macedon Ranges Shire Council
Projected Population by age by 2021 for Lancefield Township

	2011	% Change btw 2011 and 2016	2016	% Change btw 2016 and 2021	2021
0-19	330	6.97	353	9.63	387
20-39	263	4.94	276	5.07	290
40-69	550	4.36	574	3.66	595
70+	116	37.93	160	29.38	207
Total	1,259	8.26	1,363	8.51	1,479

Source: Population Projections, Macedon Ranges Shire Council

While it is the smallest group, the 70+ age group is likely to experience a significant percentage increase in numbers with a projected increase of 37.93% by 2016 and then a 29.38% increase by 2021. This is in contrast to the relatively slow increase in the other age brackets with the 40-69 group increasing only 4.36% by 2016 and then 3.66% by 2021.

2.2 WOODEND COMMUNITY PROFILE

Woodend is aptly named, being situated in a valley surrounded by forest and bushland areas. It has significant views of Mt Macedon and the famous Hanging Rock, both located just 10 minutes drive away. Woodend is located 69km northwest of Melbourne on the Calder freeway. Woodend has a population of 3,416. It is a commuter town, with many residents travelling to Melbourne by train for work.

Woodend has a primary school, a railway station on the Melbourne-Bendigo line, Children's Park, Kindergarten, Library, Maternal and Child Health Centre, Sports and Recreation Reserves, Sports Stadium and a Visitor Information Centre.

Table 2.4
Population Summary for the Woodend District

Woodend District	2011		2006		Change 2006 to 2011
	Number	%	Number	%	
Population (excluding O/S visitors)	6,919	100.0	6,670	100.0	+248
Males	3,325	48.1	3,231	48.4	+94
Females	3,593	51.9	3,439	51.6	+154
Australian citizens	6,253	90.4	6,008	90.1	+245
Eligible Voters (citizens aged 18+)	4,585	66.3	4,289	64.3	+297

Source: Australian Bureau of Statistics, [Census of Population and Housing](#) 2006 and 2011

For the purposes of this study, the Woodend catchment has been defined as the Woodend district as outlined in Profile id. Woodend District encompasses the localities of Ashbourne, Heskett, Newham, Woodend and Woodend North, and the Macedon Ranges Shire parts of the localities of Fern Hill, Trentham East and Tylden.

The population of Woodend district has grown by 248 from 6,670 to 6,919 between 2006 to 2011, which indicates an increase of 3.7%.

Table 2.5
Age Summary of the Woodend District

Five year age groups (years)	2011		2006		Change 2006 to 2011
	Number	%	Number	%	
0 to 4	436	6.3	434	6.5	+2
5 to 9	500	7.2	560	8.4	-60
10 to 14	493	7.1	572	8.6	-78
15 to 19	471	6.8	474	7.1	-3
20 to 24	269	3.9	247	3.7	+22
25 to 29	172	2.5	191	2.9	-19
30 to 34	325	4.7	354	5.3	-29
35 to 39	465	6.7	514	7.7	-49
40 to 44	619	8.9	586	8.8	+33
45 to 49	644	9.3	583	8.7	+61
50 to 54	549	7.9	534	8.0	+15
55 to 59	540	7.8	504	7.6	+36
60 +	1,427	20.7	1,112	16.5	+316
Total	6,919	100.0	6,670	100.0	+248

Source: Australian Bureau of Statistics, [Census of Population and Housing](#) 2006 and 2011

The 0-9 years age group encompasses 13.5% of the overall population while the 10-19 years group includes 13.9% and the 20-29 years age bracket only consists of 6.4%. Compare this to the 50-59 years age bracket that includes 15.7% and the 60+ age group that consists of 20.7% it is clear that the population in Woodend is an aging population with a greater number of residents in the older age groups.



3 MACEDON RANGES SHIRE OUTDOOR POOLS REVIEW

The two Macedon Ranges Shire Outdoor Pools are located in the townships of Woodend and Lancefield. The following provides a summary of the current facilities, usage and the financial performance of the two facilities.

3.1 LANCEFIELD OUTDOOR POOL

The Lancefield Outdoor Pool includes the following facilities:

- 25 metre outdoor pool;
- Toddlers pool; and
- Change rooms including accessible/family change room.

Constructed in 1972, the Lancefield Pool is located on Chauncey Street Lancefield within the Crown Land Reserve, Lancefield Park. The facility has not undergone any significant redevelopment other than the construction of the accessible/family change room and the construction of a small playground in the last 10 years.

3.1.1 Aquatic Facilities

The 25m x 14m pool ranges in depth from 0.6M to 3.3M and has had the old diving board removed from the deep end of the pool. The toddler's pool ranges in depth from 0.2M to 0.6M and is covered with a shade structure. The pool is heated via solar heating strips and solar blankets are used throughout the season.

3.1.2 Support Facilities

The Centre is serviced by a front of house reception/entry.

Administration

A staff administration area is located directly behind reception.

Change rooms

Change rooms are located within the Centre including an accessible/family change room.

Car Park

The Centre is serviced by approximately 25 car parks.

Pool Surrounds

The pool surrounds include an electric BBQ, shade structures, mature shade trees and a small playground.

3.1.3 Hours of Operation

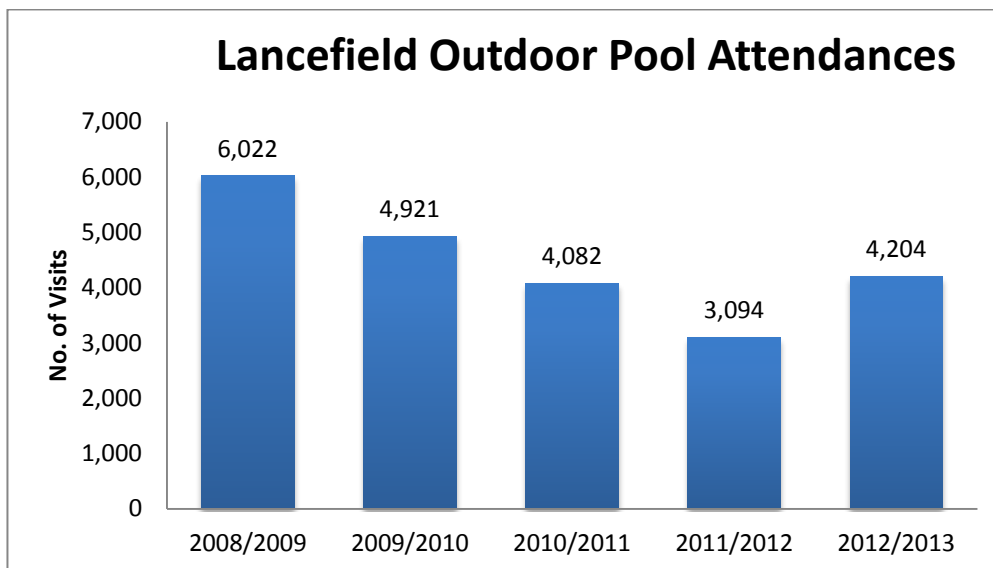
The table on the following page details the current hours of operation of the Centre. The hours are based on the outdoor pools temperature based policy.

**Table 3.1
Lancefield Outdoor Pool Hours of Operation**

Hours of Operation	School Term	School Holidays, Weekends and Public Holidays
Monday to Sunday		
Under 24 degrees	Closed	Closed
24 – 26 degrees	3.30pm – 6.00pm	1.30pm – 6.00pm
27 – 30 degrees	11.00am – 6.00pm	11.00pm – 6.00pm
Over 30 degrees	11.00am – 6.00pm (extension of hours after 6.00pm dependant on patronage and weather conditions)	11.00am – 6.00pm (extension of hours after 6.00pm dependant on patronage and weather conditions)

3.2 USAGE REVIEW

A review of usage of Lancefield Outdoor Pool over the last five years – 2008/2009 to 2012/2013 - has been completed and is summarised in the graph below:



A review of usage over the past five years indicates:

- Usage of the centre has been steadily dropping from 2008/2009 to 2011/2012 from 6,022 to 3,034. Attendances increased in the 2012/2013 season to 4,204.
- Over a 5 year period, this variation represents a 30% reduction in attendances. This fluctuation could be directly attributed to seasonal weather variations.

- Based on a current catchment population (Lancefield District) of approximately 2,614 people the 2012/2013 usage represents approximately 1.6 visits per person per season.

3.3 FINANCIAL REVIEW

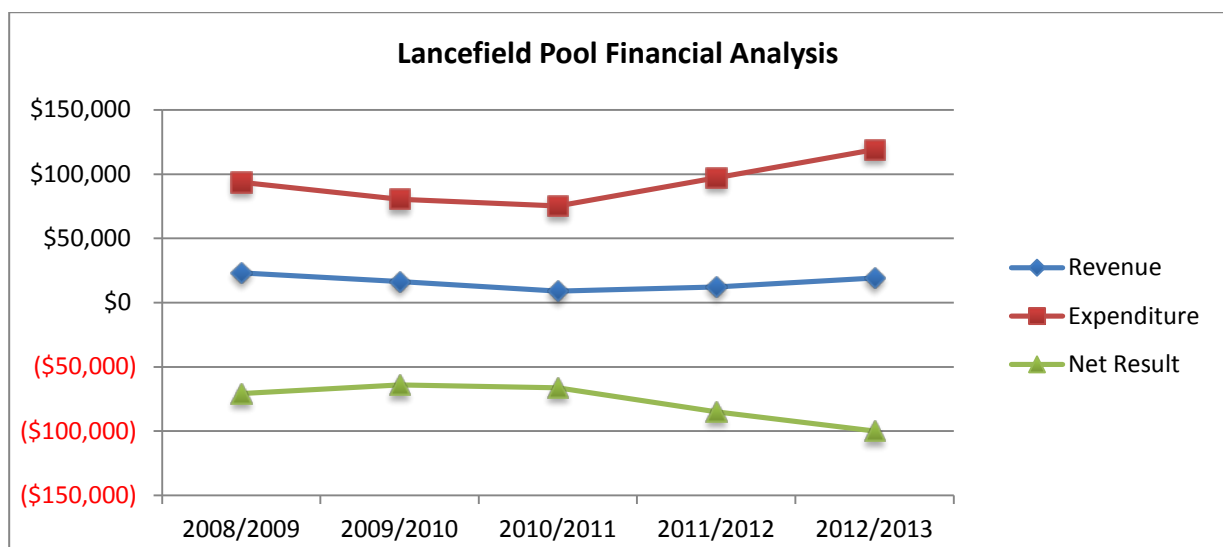
Council directly manages the Lancefield Outdoor Pool. The table below provides a summary of the operational performance of the Centre over the past five years.

**Table 3.2
Lancefield Outdoor Pool- Financial Review Summary 2008/2009- 2012/2013**

Category	Annual Revenue \$	Annual Expenditure \$	Net Operating Result Profit/(Loss) \$
2008/2009	\$23,117	\$93,815	(\$70,698)
2009/2010	\$16,570	\$80,526	(\$63,955)
2010/2011	\$9,080	\$75,318	(\$66,238)
2011/2012	\$12,264	\$97,139	(\$84,875)
2012/2013	\$19,086	\$119,029	(\$99,943)

The financial review for Lancefield Outdoor Pool for the past five years indicates:

- The pool revenue has decreased over the five-year review period ranging from \$23,117 in 2008/2009 to \$19,086 in 2012/2013, a decrease of approximately \$4,031 (21%). This could be as a result of seasonal weather variations that can impact the attendances by up to 30%.
- Expenditure for the pool has fluctuated over the review period ranging from \$93,815 in 2008/2009 to \$119,029 in 2012/2013, an increase of \$25,214 (27%).
- Over the review period the Centre has recorded a fluctuating operating deficit ranging from -\$70,698 in 2008/2009 to -\$99,943 in 2012/2013, an increase of \$29,245 (41%).



When usage results are linked to the financial results the following business indicator trends are recorded:

**Table 3.3
Lancefield Operational Performance Review 2008/2009 to 2012/2013**

Category	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013
Income	\$23,117	\$16,570	\$9,080	\$12,264	\$19,086
Expenditure	\$93,815	\$80,526	\$75,318	\$97,139	\$119,029
Net Operating (Loss) Surplus	(\$70,698)	(\$63,955)	(\$66,238)	(\$84,875)	(\$99,943)
Attendance	6,022	4,921	4,082	3,094	4,204
Revenue per User	\$3.84	\$3.37	\$2.22	\$3.96	\$4.54
Expenditure per User	\$15.58	\$16.36	\$18.45	\$31.39	\$28.31
Subsidy/surplus Per User	\$11.74	\$12.99	\$16.23	\$27.43	\$23.77
Revenue as a % of Expenditure	24.64	20.58	12.06	12.63	16.03

The business indicator review indicates that:

- Revenue per visit has fluctuated from \$3.84 in 2008/2009 down to \$2.22 in 2010/2011 and back up to \$4.54 in 2012/2013.
- Expenditure per visit has increased from a low of \$15.58 in 2008/2009 up to \$28.31 in 2012/2013.
- The subsidy per user has increased from \$11.74 in 2008/2009 to \$23.77 in 2012/2013.
- Revenue as a percentage of expenditure has decreased from 24.64% in 2008/2009 to 16.03% in 2012/2013.

3.4 WOODEND OUTDOOR POOL

The Centre includes the following facilities:

- 25 metre outdoor pool;
- Toddlers pool;
- Babies pool; and
- Change rooms including an accessible change room.



Constructed in 1982, the Woodend Pool is located on Forest Street Woodend. The Centre has not undergone any significant upgrades or re-developments since its construction in 1982.

3.4.1 Aquatic Facilities

The 25m x 20m pool ranges in depth from 1.1m to 2.00m. The toddlers pool which is approximately 12m x 8m ranges in depth from 0.6m – 0.9m. The babies pool is approximately 12m x 3.5m and is covered with a shade structure. All pools are solar heated.

3.4.2 Support Facilities

The Centre is serviced by a front of house reception/kiosk/entry.

Administration

There is no separate staff administration area. This function is carried out within the kiosk/reception space.

Change rooms

Change rooms are located within the Centre and a separate accessible change room is provided.

Car Park

The Centre is serviced by approximately 30 unmarked car parks.

Pool Surrounds

The pool surrounds include shade structures, immature shade trees and open grass areas.

3.4.3 Hours of Operation

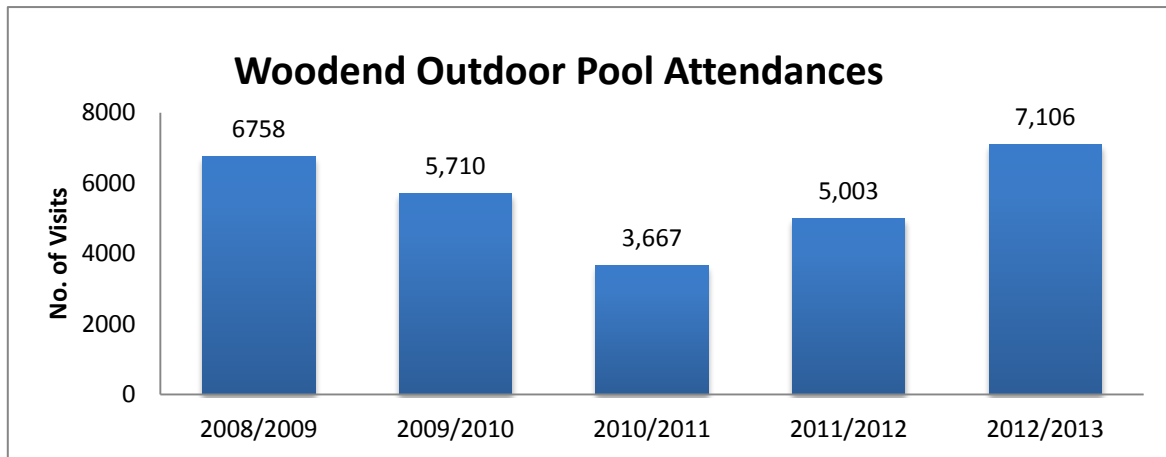
The table on the following page details the current hours of operation of the Centre. The hours are based on the outdoor pools temperature based policy.

**Table 3.4
Woodend Outdoor Pool Hours of Operation**

Hours of Operation	School Term	School Holidays, Weekends and Public Holidays
Monday to Sunday		
Under 24 degrees	Closed	Closed
24 – 26 degrees	3.30pm – 6.00pm	1.30pm – 6.00pm
27 – 30 degrees	11.00am – 6.00pm	11.00pm – 6.00pm
Over 30 degrees	11.00am – 6.00pm (extension of hours after 6.00pm dependant on patronage and weather conditions)	11.00am – 6.00pm (extension of hours after 6.00pm dependant on patronage and weather conditions)

3.5 USAGE REVIEW

A review of usage of Woodend Outdoor Pool over the last five years – 2008/2009 to 2012/2013 - has been completed and is summarised in the graph below:



A review of usage over the past five years indicates:

- Usage at the Centre has fluctuated over the period 2008/2009 to 2012/2013 with total attendances ranging from a low of 3,667 in 2010/2011 to a high of 7,106 in 2012/2013 visits per annum.
- Over a 5 year period, the increase in attendances represents a 5% increase. These fluctuating attendances may have been directly related to seasonal weather variations.
- Based on a district population of approximately 6,919 people the 2012/2013 usage represents approximately 1 visit per person per season.

3.6 FINANCIAL REVIEW

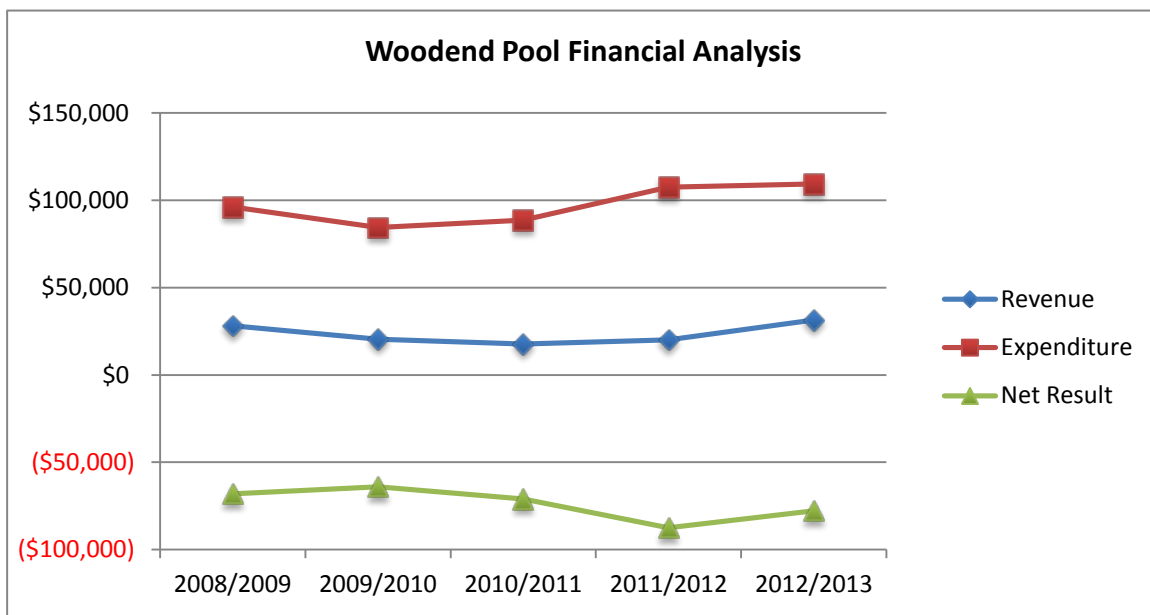
Council directly manages the Woodend Outdoor Pool. The table on the following page provides a summary of the operational performance of the Centre over the past five years.

Table 3.5
Woodend Outdoor Pool- Financial Review Summary 2008/2009– 2012/2013

Category	Annual Revenue \$	Annual Expenditure \$	Net Operating Result Profit/(Loss) \$
2008/2009	\$28,048	\$93,061	(\$65,013)
2009/2010	\$20,426	\$84,402	(\$63,976)
2010/2011	\$17,680	\$88,616	(\$70,936)
2011/2012	\$20,025	\$107,524	(\$87,499)
2012/2013	\$31,426	\$109,293	(\$77,867)

The financial review for Woodend Outdoor Pool for the past five years indicates:

- The Centre revenue has increased over the review period ranging from \$28,048 in 2008/2009 to \$31,426 in 2012/2013, an increase of approximately \$3,378 (12%). This could be as a result of seasonal weather variations that can impact the attendances by up to 30%.
- Expenditure for the Centre has increased over the five-year period ranging from \$93,061 in 2008/2009 to \$109,293 in 2012/2013, an increase of \$16,232 (17%).
- Over the review period the Centre has recorded a fluctuating operating deficit ranging from -\$65,013 in 2008/2009 to -\$77,867 in 2012/2013, a range of \$12,845 (20%).



When usage results are linked to the financial results the following business indicator trends are recorded:

**Table 3.6
Operational Performance Review 2008/2009 to 2012/2013**

Category	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013
Income	\$28,048	\$20,426	\$17,680	\$20,025	\$31,426
Expenditure	\$93,061	\$84,402	\$88,616	\$107,524	\$109,293
Net Operating (Loss) Surplus	(\$65,013)	(\$63,976)	(\$70,936)	(\$87,499)	(\$77,867)
Attendance	6,758	5,710	3,667	5,003	7,106
Revenue per User	\$4.15	\$3.58	\$4.82	\$4.00	\$4.42
Expenditure per User	\$13.77	\$14.78	\$24.17	\$21.49	\$15.38
Subsidy/surplus Per User	\$9.62	\$11.20	\$19.34	\$17.49	\$10.96
Revenue as a % of Expenditure	30.14	24.20	19.95	18.63	28.75

The business indicator review highlights that:

- Revenue per user increased from \$4.15 in 2008/2009 to \$4.42 in 2012/2013.
- Expenditure per visit increased between 2008/2009 (\$13.77) and 2012/2013 (\$15.38) however a significant increase was experienced in 2010/2011 with \$24.17 and 2011/2012 with \$21.49.
- The subsidy per user has increased from \$9.62 in 2008/2009 to \$19.35 in 2010/2011 before falling again to \$10.96 in 2012/2013.
- Revenue as a percentage of expenditure has decreased from 30.14% in 2008/2009 to 28.75% in 2012/2013 however fell in 2011/2012 to 18.63.

4 SURROUNDING AQUATIC AND LEISURE CENTRE FACILITIES REVIEW

Residents of Lancefield and Woodend have access to a number of aquatic and leisure facilities within a 20km radius of the townships.

The following table provides a summary of aquatic and leisure facilities within a 20km radius of the Lancefield and Woodend town centres.

Facility	Features
Gisborne Aquatic Centre	25m, 6 lane indoor heated pool; Indoor heated beach entry leisure pool (toddlers water play area); Indoor heated warm water exercise pool; Indoor heated learn to swim pool;
Gisborne Fitness Centre	250m ² gymnasium; Group fitness room (shared use of a community hall); Sauna.
Woodend Pool	25 metre outdoor pool Toddlers pool; Babies pool; Change rooms including an accessible change room.
Lancefield Pool	25 metre outdoor pool; Toddlers pool; Change rooms including an accessible/family change room; Small playground.
Kyneton Sports and Aquatic Centre	25 metre, 8 lane indoor pool; Learn to Swim pool; Indoor heated warm water exercise pool; Indoor heated splash pad; Gymnasium; Group fitness rooms; Squash courts; 2 court stadium.

The following table provides a summary of aquatic and leisure facilities outside of the 20km radius of the Woodend and Lancefield town centres.

Facility	Features
Kilmore Leisure Centre	25 meter, 8 lane indoor pool; Toddler beach entry and learn to swim area; Gymnasium; Group fitness rooms; Crèche/multipurpose room.
Trentham Outdoor Pool	Seasonal outdoor pool.
Melton Waves Leisure Centre	25m Indoor Heated Pool <ul style="list-style-type: none"> • 30 degrees • Used for lap swimming, Learn to Swim lessons, Swim Squad, Aqua aerobics, Inflatables Toddler Swimming Pool <ul style="list-style-type: none"> • Up to the age of 5 years • Used for water play and for toddlers to gain confidence in the water • Used for aqua playgroup Hydrotherapy Pool <ul style="list-style-type: none"> • Used for gentle exercise when overcoming injury • Included in the adult entry fee to Melton Waves Spa <ul style="list-style-type: none"> • Heated to 36 degrees • Included in the adult entry fee for Melton Waves Wave Pool <ul style="list-style-type: none"> • Including river rapids, shallows and waves • Regularly used for School Holiday activities Health Club <ul style="list-style-type: none"> • Group Fitness Classes • Personal Training • Cardio Theatre • Pin Loaded Machines and Free Weights • Personalised programs for members Café
Sunbury Aquatic and Leisure Centre	25m Indoor Pool (6 lanes) <ul style="list-style-type: none"> • Sauna/steam room • Spa • Swimming squad, Lap swimming, Aqua Aerobics, Learn to Swim 50m Outdoor Pool (8 lanes) <ul style="list-style-type: none"> • Seasonal Gym <ul style="list-style-type: none"> • Group fitness classes, Cardio Theatre • Individual fitness assessments and tailored gymnasium programs
Craigieburn Leisure Centre	25m Swimming Pool (6 lanes, 2 currently used for aqua play) <ul style="list-style-type: none"> • Swimming squad, Lap swimming, Aqua Aerobics, Learn to Swim • Gymnasium <ul style="list-style-type: none"> • Cardio Theatre, Free weights, Group fitness classes Individual fitness assessments, tailored fitness programs



4.1 INDOOR AQUATIC AND LEISURE FACILITY CATCHMENTS

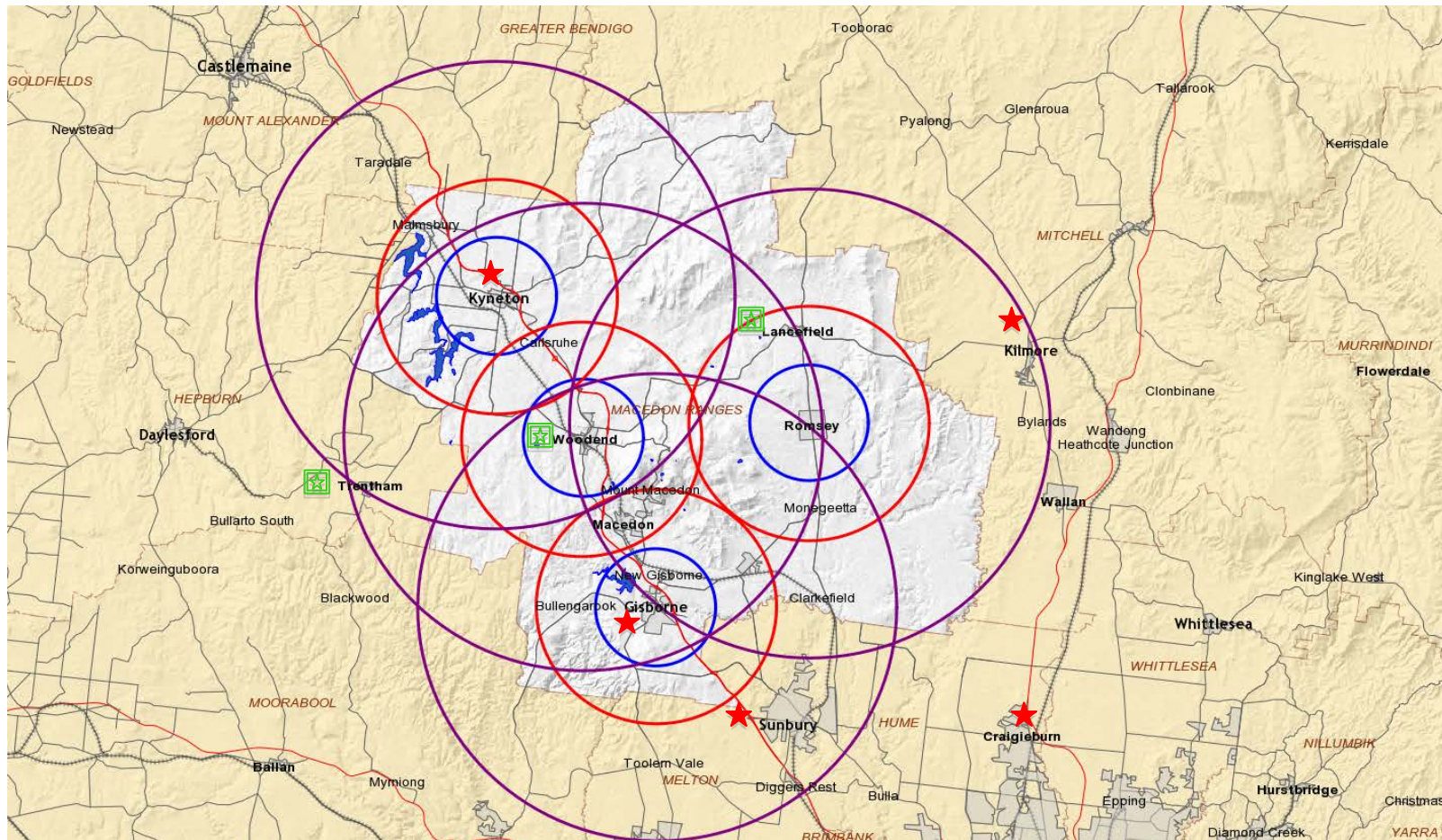
Leisure and sporting facility trends and benchmarking generally indicate that local or municipal recreation or sporting facilities have a primary catchment radius of 5km and a secondary catchment radius of 10km. In general approximately 75% to 85% of users will reside within a 0km to 5km radius of a facility with the remaining 15% to 25% coming from areas within the 5km to 10km radius of the facility. Regional facilities providing unique facility components will draw users from a much wider catchment than a local/municipal facility.

The size and shape of the catchment area will be influenced by a number of factors including the range and quality of facilities and services offered, natural and built barriers i.e. freeways, travel times and the availability of competing facilities. In metropolitan Melbourne, it is not uncommon for facilities to share catchment areas, particularly the secondary catchment areas. In rural areas these catchments may be slightly larger depending on the distribution and availability of facilities and the secondary catchment may extend to up to 20km particularly for people wishing to access specific programs such as learn to swim, squad training and therapy based classes.






The map on the following page indicates the 5km, 10km and 20km catchment radius around the existing indoor and outdoor aquatic and recreation facilities in the Macedon Ranges Shire and surrounds.

It is expected that the majority of users of the outdoor pools in Lancefield and Woodend would come from the primary catchments (up to 5km) from the town centre. This suggests that the Lancefield district catchment of 2,615 and Woodend district catchment of 6,920 people would be the predominant users of these facilities.

5km, 10km and 20km catchments from Kyneton, Woodend, Gisborne and Romsey



Legend

-  Outdoor Pool
-  Indoor Aquatic and Leisure Centre
-  20KM Radius
-  10KM Radius
-  5KM Radius

4.2 ASSESSMENT OF REGIONAL PROVISION OF AQUATIC AND LEISURE CENTRES

Municipality	Existing Council Facilities	Proposed Council Facilities
Hume City Council	<p>Broadmeadows Leisure Centre Cnr Pearcedale Parade & Dimboola Road, Broadmeadows</p> <ul style="list-style-type: none"> Gymnasium Indoor pool <p>Craigieburn Leisure Centre 127 – 147 Craigieburn Road, Craigieburn</p> <ul style="list-style-type: none"> Gymnasium Indoor pool <p>Sunbury Aquatic and Leisure Centre 20 Ligar Street, Sunbury</p> <ul style="list-style-type: none"> Gymnasium Indoor pool Outdoor pools 	<p>“Leisure Strategy 2013 – 2018” This strategy guides Council’s investment in major infrastructure including:</p> <ul style="list-style-type: none"> Planning for a major new regional leisure and aquatic facility in the Craigieburn Town Centre precinct. The estimated \$45M project is due to commence construction in 2014. The Broadmeadows Leisure Centre redevelopment including a new 50m indoor pool will be completed in 2013. The Sunbury Aquatic and Leisure Centre redevelopment is scheduled between 2014/15 and 2016/17. <ul style="list-style-type: none"> Will be looking to undertake a review of their master plan in early 2014. Currently have funding to undertake review and the project is part of their capital works project. Proposed changes may include areas such as reception, café, hydro pool facilities and learn to swim areas.
Moorabool Shire Council	<p>Bacchus Marsh Aquatic Centre 55 Grant Street, Maddingley</p> <ul style="list-style-type: none"> Outdoor pool <p>Bacchus Marsh Leisure Centre 5 /15 Labilliere Street Bacchus Marsh</p> <ul style="list-style-type: none"> Gymnasium <p>Ballan Aquatic Centre 1 Mill Park Street, Ballan</p> <ul style="list-style-type: none"> Outdoor pool 	<p>Council Plan 2009 – 2013 identified the Moorabool Indoor Aquatic facility as a key priority project.</p> <p>The proposal for the Bacchus Marsh Indoor Aquatic Centre is for the current ageing outdoor seasonal swimming pool to be upgraded to make way for an all year round multi-purpose community facility that will provide a range of uses including aquatic, health, fitness and leisure.</p> <p>The proposed Centre has been designed to be built in two parts and over three stages with stage one and two being proposed in the short term.</p> <p>Stages one and two would include:</p> <ul style="list-style-type: none"> 25 metre eight lane indoor heated pool Learn to Swim pool Gymnasium Multi-purpose rooms. <p>The Council proposes to construct the indoor pool and gymnasium (wet and dry areas) at Peppertree Park, Grant Street, Bacchus Marsh.</p> <p>The estimated construction costs of stage one and two is \$17.86 million</p>
Hepburn Shire	<p>Daylesford Pool Central Springs Rd, Daylesford</p> <ul style="list-style-type: none"> Outdoor Pool 	<p>The Hepburn Shire has no plans for aquatic facility developments or redevelopments in the future.</p>

Municipality	Existing Council Facilities	Proposed Council Facilities
	<p>Clunes Pool Cameron Street, Clunes</p> <ul style="list-style-type: none"> Outdoor Pool <p>Trentham Outdoor Pool Corner Market and Camp Street</p> <ul style="list-style-type: none"> Outdoor Pool <p>Calembeen Park (Creswick)</p> <ul style="list-style-type: none"> Toddlers Pool <p>Hepburn Bathhouse and Spa</p>	
Mitchell Shire Council	<p>Kilmore Leisure Centre White Street, Kilmore</p> <ul style="list-style-type: none"> Indoor Pool Gymnasium Crèche <p>Broadford Leisure Centre Mollison Street, Broadford</p> <ul style="list-style-type: none"> Squash Courts Stadium <p>Seymour Sports and Aquatic Centre Chittick Park, Pollard Street, Seymour</p> <ul style="list-style-type: none"> Indoor Pool Stadium Gymnasium <p>Wandong Memorial Stadium Dry Creek Road, Wandong</p> <ul style="list-style-type: none"> Stadium <p>Tallarook Outdoor Pool Main Street, Tallarook</p> <p>Broadford Outdoor Pool Hamilton Street, Broadford</p> <p>Seymour War Memorial Outdoor Pool Lesley Street, Seymour</p>	<p>'Annual Report 2011/2012' The Shire identified that the Broadford Outdoor Pool required a refurbishment in order to reopen again.</p> <p>'Aquatics Facilities Strategy Draft Report 2013' The Mitchell Shire has identified the need for an indoor facility in the Southern areas of the Shire with residents having to travel further to reach suitable facilities.</p> <p>Recommendations with regards to new facilities in the area center on the development of a new facility as part of the Melbourne North Growth Corridor in Greater Wallan.</p> <p>Key priorities are setting aside or purchasing a parcel of land that will be of sufficient size and close to necessary amenities and being prominent and accessible; determining the component elements of the centre in the context of what elements are provided or planned for at other aquatic facilities in the Northern Melbourne Growth Region.</p> <p>There are also plans to assess the feasibility of replacing the Seymour Outdoor Pool with a 50m (or 25m pool if 50m pool is to be provided in southern Mitchell) and water play area at the Seymour Indoor Centre.</p> <p>There are no plans to undertake any significant upgrades or changes at the Kilmore Centre. The only plans concern repairs to the pool shell and concourse and provide additional car parking.</p>
Mount Alexander Shire	<p>Castlemaine Swimming Pool Lake Augusta Lane, Castlemaine</p> <ul style="list-style-type: none"> Outdoor Pool 	"Indoor Aquatic Centre Feasibility Study"

Municipality	Existing Council Facilities	Proposed Council Facilities
	<p>Harcourt Swimming Pool Bridge Street, Harcourt</p> <ul style="list-style-type: none"> • Outdoor Pool <p>Maldon Swimming Pool Hospital Street, Maldon</p> <ul style="list-style-type: none"> • Outdoor Pool <p>Newstead Swimming Pool Panmure Street, Newstead</p> <ul style="list-style-type: none"> • Outdoor Pool 	<p>This study looked at the possibility of developing a new aquatic facility in the area. Following on from a previous study 2 'preferred' sites were identified:</p> <ul style="list-style-type: none"> • The existing Castlemaine Pool • The Western Reserve <p>The Castlemaine pool would require high capital costs, would result in closure for 2 seasons and would likely have negative controls/restrictions due to overlays.</p> <p>The Western Reserve contains a flat topography, strong links to the major activity hubs in Castlemaine and is highly visible.</p> <p>Two plans were developed: one with the recommended features and one with additional optional features. The projected cost of the facility ranges from \$11.7M - \$16M depending on choice of plan and standard of the facility.</p> <p>"Annual Report 2011/2012"</p> <p>Council proceeded with a design for the Indoor Aquatic Centre and after community consultation decided against the Western Reserve location due to an unfavourable response. Council has decided to scope options to rebuild the seasonal outdoor Castlemaine Swimming Pool to be undertaken in 2012/2013.</p>

A review of the assessment of regional aquatic and leisure facilities indicates:

- The redevelopment of indoor aquatic and leisure facilities such as the Gisborne Aquatic Centre and the Sunbury Aquatic Centre are unlikely to have an impact on attendances at the Woodend or Lancefield outdoor pools. The market for the outdoor pools is different to the indoor aquatic and leisure centres.
- The majority of users of each of the outdoor pools are likely to be local children attending the facilities after school and during school holidays in summer. Therefore, the redevelopment of each centre is unlikely to impact each other with a 25km distance between the two of them.

5 TECHNICAL REVIEW

Dennis Hunt and Associates Pty Ltd carried out a technical condition and compliance assessment of all buildings, pools and plant at the following facilities:

- Woodend Outdoor Pool; and
- Lancefield Outdoor Pool.

The study sought to assess the current condition of all facility assets identified from visual inspection and on-site measurements. The study seeks to identify the following:

- Estimation of construction/installation dates (actual or estimated), age and life of components and plant
- Identification, measurement and prioritization of all relevant components requiring ongoing maintenance or rehabilitation
- Allocation of condition ratings for each component
- Preparation of costed and prioritized maintenance and compliance issues
- Assessment and provision of capital costs associated with upgrades to the facilities such as roofing of change rooms, alternative pool plant, provision of family change rooms, etc.

All facilities have been assessed for compliance against the following standards and codes:

- Compliance of buildings and pool to AS1428.1-4, Design for Access & Mobility (**DA**)
- Compliance of pools and facilities with Royal Life Saving Society of Australia (**RLSSA**)
- Guidelines for Pool Operation (Facility Design section only) and FINA Handbook
- Provision of fire services, Essential Service Maintenance to the requirements of the Building Regulations and general compliance to the Building Code of Australia (**BCA**)
- Safe plant, chemical storage/delivery installations and public safety issues.

5.1 SUMMARY OF FINDINGS

5.1.1 Lancefield Outdoor Pool

Assessment of the Lancefield Pool indicates that it is in reasonable condition for a 40 year old facility. The following was noted:

- The pool appears to be water tight;
- There is little evidence of pipe work leakage;
- Pool concourse is in good to average condition;
- Pool furniture is in good condition;
- Fencing around the facility is in average condition and could be upgraded to improve security;
- The plant room requires a new roof and improvements can be made to the storage of chemicals;
- Improvements could be made to the labelling of pipework and valves as well as the location of chemical feed lines;

- Chemical dosing controls and pumps were upgraded in 2012 however the main circulating pump needs maintenance;
- The sodium hypochlorite tank will require replacement in 2 years and improvements can be made to the fill point and fill lines;
- Spill containment at the fill point is recommended;
- Testing of the sand filters for corrosion is recommended;
- The original entry and change room building is old, but well maintained. Some upgrades to this building are recommended.

5.1.2 Urgent Maintenance

The report provided a list of urgent maintenance items requiring attention in Priority 1. Details for these items can be found in the Technical Audit.

The total value of urgent works is estimated to cost \$54,000 which is included in Priority 1 maintenance costs for Lancefield Pool.

5.1.3 Maintenance Works Required

The following tables provide a summary of the maintenance requirements as identified at the Lancefield Outdoor Pool:

**Table 5.1
Maintenance Requirements – Lancefield Pool**

Lancefield Pool Maintenance	Priority 1	Priority 2	Priority 3	Priority 4	Total
Car Park	23,800				23,800
Internal Amenities/Entry Building	300	16,700	9,600		26,600
External Amenities/Entry Building	1,300		4,450		5,750
Chemical Storage Shed	4,800				4,800
Plant Room	4,650	7,000		8,500	20,150
Plant Yard	4,000				4,000
Pool and Surrounds	8,600				8,600
Hypo Fill Point	550				550
Hypo Storage Shed	6,000				6,000
Total	\$54,000	\$23,700	\$14,050	\$8,500	\$100,250

Please note that the technical assessment identified the installation of a pool liner at the Lancefield Pool at some stage if required at a cost of \$180,000. This item has been removed from the Priority 3 column in the above table as this item is not an urgent maintenance requirement and should be referred to an ongoing maintenance checklist.

5.1.4 Woodend Outdoor Pool

Assessment of the Woodend Pool indicates that the facility is also in reasonable condition for a 30 year old facility. The following issues were noted:

- There is no evidence of leaks from the pools or pipework;
- Pool concourse and pavement is in good condition;
- Pool furniture is generally in good condition other than rusted bins;
- Pool fencing is in good condition;
- The storage of chemicals in the plant room is generally good however, some improvements could be made to the lighting and labelling of valves;
- There may be some leakage from the balance tank;
- The sand filters are recommended for corrosion inspection;
- The sodium hypochlorite tank is due for replacement and improvements could be made to the chemical fill point to ensure compliance;
- Spill containment at the fill point is recommended;
- The buildings are in good condition and are reasonably modern.
- Consideration could be given to asphaltting the car park.

5.1.5 Urgent Maintenance

The report provided a list of urgent maintenance items requiring attention in Priority 1. Please refer to the Technical Audit for details

The total value of urgent works is estimated to cost \$36,150 which is included in Priority 1 maintenance costs for Woodend Pool.

5.1.6 Maintenance Works Required

The following tables provide a summary of the maintenance requirements as identified at the Woodend Outdoor Pool:

Table 5.2
Maintenance Requirements – Woodend Pool

Woodend Pool Maintenance	Priority 1	Priority 2	Priority 3	Priority 4	Total
Car Park	5,000				5,000
Internal Amenities/Entry Building	900	2,500	1,600		5,000
External Amenities/Entry Building	200		3,000		3,200
Chemical Storage Shed	50				50
Plant Room	8,200	7,100	17,000	1,800	34,100
Pool Store	400	400	600		1,400
Pool and Surrounds	17,000	6,400			23,400
Hypo Storage Shed	4,400				4,400
Total	\$36,150	\$16,400	\$22,200	\$1,800	\$76,550

6 MARKET RESEARCH AND CONSULTATION

This section of the report summarises the various market research and consultation processes and associated findings to assist in identifying future needs and requirements to assist with directing the master plans for the two outdoor pools. It includes summaries from:

- Users Surveys
- Schools Surveys
- Key Informant Interviews
- Focus Groups

6.1 WOODEND OUTDOOR POOL – USER SURVEY

This section summarises the key findings from the User Surveys conducted during January and February 2013 at the Woodend Outdoor Pool.

A total of 91 surveys were completed by users of the Woodend Outdoor Pool providing information on:

- Respondent profile
- Current and future use of the Centre

The following provides a summary of the key issues identified. A copy of the written comments is detailed in **Appendix A** of this report.

6.1.1 User Survey Analysis

Summaries of the key findings are detailed as follows:

(i) Respondent Profile

The following table summarises the user survey respondent sample for the Woodend Outdoor Pool:

Table 6.1
User Survey Respondent Sample

Category	Sub-Group	Number	%
Gender	Male	25	27.5
	Female	66	72.5
Age Range	10 years and under	3	3.3
	11-19 years	5	5.5
	20-29 years	8	8.8
	30-39 years	21	23.1
	40-49 years	35	38.5
	50-59 years	14	15.4
	60-69 years	5	5.5
	70 years plus	0	0.0
Township	Kyneton	7	7.7
	Carlsruhe	2	2.2
	Lancefield	2	2.2
	Woodend	55	60.4
	Macedon/Mt Macedon	12	13.2
	Gisborne	5	5.5
	New Gisborne	2	2.2
	Other	6	6.6

A review of the survey sample indicates that:

- Fewer males (27.5%) responded to the survey than females (72.5%).
- The highest percentage age profiles that responded to the survey were aged 40 - 49 years (38.5%), 30 – 39 years (23.1%) and 50 – 59 years (15.4%).
- The predominant areas where respondents lived was Woodend (60.4%) followed by Macedon/Mt Macedon (13.2%).

(ii) Times the Centre was used most

The main times people used the Woodend Outdoor Pool are detailed in the table below:

**Table 6.2
Centre Usage Times**

Time Slot	Numbers	%
Before 9.00am	0	0
9.00am – 12 midday	9	9.5
Midday – 2.00pm	22	23.2
2.00pm – 5.00pm	57	60
5.00pm – 8.00pm	7	7.4

The most popular timeslots identified for use of the Woodend Outdoor Pool was the 2.00pm – 5.00pm (60.0%), followed by midday – 2.00pm (23.2%).

Most survey respondents indicated they travel to the Centre from home (63.4%), followed by school (17.8%).

The majority of respondents travelled by car either with others (48.0%) or on their own (37.0%).

Most respondents spent more than 2 hours (35.1%) at the Centre followed closely by 1.5 to 2 hours (33%) and 1 to 1.5 hours (18.1%).

(iii) Visits to Woodend Outdoor Pool

The following table summarises the frequency of use of the Woodend Outdoor Pool:

**Table 6.3
Use of Woodend Outdoor Pool**

Daily	2 to 3 times per week	4 to 6 times per week	Weekly	Once a fortnight	Once a month	Less than once a month	Summer Only
2.1%	22.3%	5.3%	14.9%	11.7%	5.3%	4.3%	34.0%

The results indicate that a large proportion of the respondents use the outdoor pool between once and 6 times a week (42.5%) while the largest group was those who use the pool only during the summer (34%).

(iv) Reasons for choosing to use the Facility

Respondents provided a range of reasons why they chose to use the Pool. The reasons listed in order of frequency of response were:

- Close to home 37.6%
- Good Facilities 20.6%
- Other 12.1%
- Its affordable 10.6%
- Friends/Family use it 9.9%
- Close to work/school 7.1%
- Accessible facilities 2.1%

The main reason that the Woodend Outdoor Pool was the pool of choice was because the facility is close to home (37.6%), because it had good facilities (20.6%) and because it's affordable (10.6%).

(v) Rating the facilities

Survey respondents rated the current facilities at the Woodend Outdoor Pool as:

- Excellent 32.22%
- Good 50%
- Adequate 15.56%
- Poor 2.22%
- Very Poor 0%

The results indicate that approximately 82.22% of respondents considered the facilities to be between excellent and good, while 15.56% considered the facilities to be adequate and 2.22% considered them poor.

The survey respondents were asked which facilities in particular they were unhappy with at the Pool. The reasons listed in order of frequency of response were:

- Shade 29.3%
- Grass areas and surrounds 22.4%
- Change rooms 12%
- Outdoor Pool 12%
- Kiosk and food facilities 10.3%
- Other 5%
- Water based programs 3.4%
- Leisure pool/s 2%
- Facility location 2%
- Feeling of safety (security) 2%



The main areas that people were not happy with the Centre included the availability of shade (29.3%) followed by the grass areas and surrounds (22.4%) and both the change rooms and the outdoor (both 12.1%).

(vi) Rating of the Service and Programs

Survey respondents rated the current services at the Woodend Outdoor Pool as:

- Excellent 39.8%
- Good 46.6%
- Adequate 13.6%
- Poor 0.0%
- Very Poor 0.0%

The results indicated that approximately 86.4% of respondents considered the services to be between excellent and good, while 13.6% considered the services adequate.

The survey respondents were invited to indicate which services in particular they were unhappy with. The reasons listed in order of frequency of response were:

- Centre of opening hours 39.7%
- Other 17.2%
- Range of programs and services offered 12.1%
- Level of fees and charges 8.6%
- Food and beverages services 8.6%
- Information available 5.2%
- Customer service/assistance 3.4%
- Too crowded 3.4%
- Swim school administration and bookings 1.7%

The main areas people were not happy with included the opening hours of the Pool (39.7%); range of programs and services offered (17.2%) and level of fees and charges and food and beverages services (both 8.6%).

(vii) Main Activities Undertaken at the Woodend Outdoor Pool

The main activities undertaken at the Woodend Outdoor Pool as indicated by the survey respondents are listed as follows in order of frequency of response:

- Cool off on a hot day 26.2%
- Recreation swimming/fun 22.6%
- Supervise children 16.1%
- Sit and relax 14.9%
- Lap swim/fitness 8.3%

- Meet with friends 7.7%
- Water based fitness classes 1.8%
- Competition swimming 1%
- Personal training 1%

The main activities people participate in at the pool are cooling off on a hot day, recreation swimming/fun and supervising children.

(viii) Use of other swimming pools in the last 12 months

Survey respondents were asked to indicate which other swimming pools/leisure Centre's they have used in the last 12 months. The responses listed in order of frequency of response were:

- Kyneton Sport and Aquatic Centre 35.4%
- Gisborne Aquatic Centre 32.7%
- Melton Waves Aquatic Centre 8.2%
- Other 8.2%
- Sunbury Aquatic Centre 6.8%
- Lancefield Outdoor Pool 6.1%
- Kilmore Leisure Centre 2.7%

The most used other pool or leisure Centre respondents had used were the Kyneton Sport and Aquatic Centre (35.4%), the Gisborne Aquatic Centre (32.7%) and the Melton Waves Aquatic Centre (8.2%).

(ix) Future facility features that would encourage greater use of public swimming pools

Just over 9 out of 10 (92%) of respondents indicated that they would like to make greater use of swimming pools/leisure Centre's in the future.

Respondents provided a large range of facilities or features that would encourage them to make greater use of swimming pools in the future. The reasons are listed below in order of frequency of response:

- Longer opening hours 30.4%
- Cleaner more hygienic facilities 16.3%
- Improved outdoor grassed/shaded areas 16.3%
- Improved social and food areas (café) 8.9%
- Membership packaged/discount offers 5.9%
- Improved health and fitness classes 4.4%
- More variety of activities/programs 4.4%
- Improved recreation/leisure pools 3.7%
- Improved Learn to Swim programs 3.0%
- Transport service to the facility 2.2%

Respondents main request to assist them in making greater use of the swimming pool in the future would be to have longer opening hours, cleaner and more hygienic facilities, improved outdoor grassed/shaded areas and improved social and food areas.

6.2 LANCEFIELD OUTDOOR POOL – USER SURVEY

This section summarises the key findings from the User Surveys conducted during February 2013 at the Lancefield Outdoor Pool.

A total of 32 surveys were completed by users of the Lancefield Outdoor Pool providing information on:

- Respondent profile
- Current and future use of the Centre

The following provides a summary of the key issues identified. A copy of the written comments is detailed in **Appendix B** of this report.

6.2.1 User Survey Analysis

Summaries of the key findings are detailed as follows:

(i) Respondent Profile

The following table summarises the user survey respondent sample for the Lancefield Outdoor Pool.

Table 6.4
User Survey Respondent Sample

Category	Sub-Group	Number	%
Gender	Male	9	28.1
	Female	23	71.9
Age Range	10 years and under	0	0.0
	11-19 years	5	16.1
	20-29 years	2	6.5
	30-39 years	7	22.6
	40-49 years	11	35.5
	50-59 years	5	16.1
	60-69 years	1	3.2
	70 years plus	0	0.0
Township	Lancefield	14	43.8
	Romsey	7	21.9
	Macedon/Mt Macedon	1	3.1
	Riddles Creek	2	6.3
	Gisborne	3	9.4
	Other	5	15.6

A review of the survey sample indicates that:

- Fewer males (28.1%) responded to the survey than females (71.9%).
- The highest percentage age profiles that responded to the survey were aged 40 - 49 years (35.5%) and 30 – 39 years (22.6%).
- The predominant area where respondents lived was Lancefield (43.8%) followed by Romsey (21.9%).

(ii) Times the Centre was used most

The main times people used the Lancefield Outdoor Pool are detailed in the table below:

**Table 6.5
Centre Usage Times**

Time Slot	Numbers	%
Before 9.00am	0	0
9.00am – 12 midday	7	20.6
Midday – 2.00pm	11	32.4
2.00pm – 5.00pm	11	32.4
5.00pm – 8.00pm	5	14.7

The most popular timeslots identified for use of the Lancefield Outdoor Pool was midday – 2.00pm and 2.00pm – 5.00pm (both 32.4%) followed by 9.00am – 12 midday (20.6%).

Most survey respondents indicated they travel to the Centre from home (80.6%), followed by school (11.1%).

The majority of respondents travelled by car either with others (41.7%) or on their own (33.3%).

Most respondents spent more than 2 hours (51.5%) at the Centre followed by 1.5 to 2 hours (24.2%) and 1 to 1.5 hours (18.2%).

(iii) Visits to Lancefield Outdoor Pool

The following table summarises the frequency of use of the Lancefield Outdoor Pool:

**Table 6.6
Use of Lancefield Outdoor Pool**

Daily	2 to 3 times per week	4 to 6 times per week	Weekly	Once a fortnight	Once a month	Less than once a month	Summer Only
3.0%	39.4%	6.1%	15.2%	12.1%	9.1%	0.0%	15.2%

The results indicate that a large proportion of the respondents use the outdoor pool between 2 and 3 times a week (39.4%) with 15.2% only using the pool weekly.

(iv) Reasons for choosing to use the Facility

Respondents provided a range of reasons why they chose to use the Pool. The reasons listed in order of frequency of response were:

- Good facilities 36.9%
- Close to home 23.1%
- Its affordable 13.8%
- Friends/family use it 12.3%
- Other 7.7%
- Accessible facilities 4.6%
- Close to work/school 1.5%

The main reason that the Lancefield Outdoor Pool was the pool of choice was because it has good facilities (36.9%), the facility is close to home (23.1%) and because it's affordable (13.8%).

(v) Rating the facilities

Survey respondents rated the current facilities at the Lancefield Outdoor Pool as:

- Excellent 61.29%
- Good 29.03%
- Adequate 9.68%

The results indicate that approximately 90.31% of respondents considered the facilities to be between excellent and good, while 9.68% considered the facilities to be adequate.

The survey respondents were asked which facilities in particular they were unhappy with at the Pool. The reasons listed in order of frequency of response were:

- Change rooms 28.6%
- Kiosk and food facilities 28.6%
- Outdoor Pool 14.3%
- Water based programs 14.3%
- Shade 14.3%

The main areas that people were not happy with the Centre included the change rooms (28.6%) followed by the kiosk and food facilities (28.6%).

(vi) Rating of the Service and Programs

Survey respondents rated the current services at the Lancefield Outdoor Pool as:

- Excellent 65.6%
- Good 25%
- Adequate 9.4%
- Poor 0%
- Very Poor 0%

The results indicated that approximately 90.6% of respondents considered the services to be between excellent and good, while 9.4% considered the services adequate.

The survey respondents were asked to indicate which services in particular they were unhappy with. The reasons listed in order of frequency of response were:

- Centre opening hours 55.6%
- Information available 11.1%
- Level of fees and charges 11.1%
- Food and beverages services 11.1%
- Other 11.1%

The main area people were not happy with was the opening hours of the Pool (55.6%).

(vii) Main Activities Undertaken at the Lancefield Outdoor Pool

The main activities undertaken at the Lancefield Outdoor Pool as indicated by the survey respondents are listed as follows in order of frequency of response:

- Cool off on a hot day 26.2%
- Supervise children 16.7%
- Sit and relax 15.5%
- Recreation swimming/fun 14.3%
- Meet with friends 13.1%
- Lap swim/fitness 8.3%
- Competition Swimming 2.4%
- Rehabilitation programs 2.4%
- Holiday Programs 1.2%

The main activities people participate in at the pool are cooling off on a hot day, supervising children and sitting and relaxing.

(viii) Use of other swimming pools in the last 12 months

Survey respondents were asked to indicate which other swimming pools/leisure Centre's they have used in the last 12 months. The responses listed in order of frequency of response were:

- Kyneton Sport and Aquatic Centre 26.5%
- Gisborne Aquatic Centre 24.5%
- Woodend Aquatic Centre 18.4%
- Kilmore Leisure Centre 12.2%
- Sunbury Aquatic Centre 10.2%
- Other 6.1%
- Melton Waves Aquatic Centre 2.0%

The main other pool or leisure Centre respondents had used were the Kyneton Sport and Aquatic Centre (26.5%), the Gisborne Aquatic Centre (24.5%) and the Woodend Aquatic Centre (18.4%).

(ix) Future facility features that would encourage greater use of public swimming pools

Nine out of ten (90%) respondents indicated that they would like to make greater use of swimming pools/leisure Centre's in the future.

Respondents provided a large range of facilities or features that would encourage them to make greater use of swimming pools in the future. The reasons are listed below in order of frequency of response:

- Longer opening hours 29.3%
- Improved social and food areas (café) 13.8%
- Cleaner more hygienic facilities 10.3%
- Improved Learn to Swim programs 8.6%
- Membership packaged/discount offers 8.6%
- Improved outdoor grassed/shaded areas 6.9%
- Other 5.2%
- Improved recreation/leisure pools 5.2%
- More car parking 5.2%
- Additional family change rooms 3.4%
- Improved health and fitness classes 3.4%

Respondents main request to assist them in making greater use of the swimming pool in the future would be to have longer opening hours, improved social and food areas and cleaner more hygienic facilities.

6.3 FOCUS GROUPS

A range of focus group sessions were conducted with local groups and organisations to discuss current and future needs and opportunities for aquatic facility developments within the municipality. The following provides a summary of their key needs and issues related to current and future facilities.

6.3.1 Macedon Shire Council Internal Focus Group

A focus group session was held with relevant Council Officers to identify key operational and usage issues. There were ten staff in attendance at the internal focus group session, eight representing the Leisure Facilities Team, one representing Aged and Disability and one representing Building Services.

The following provides a summary of the key issues identified that relate to the outdoor pools:

- There is little feedback from the community regarding required improvements to the outdoor pools and that the Lancefield community just want the pool to remain open.
- Little demand from the Romsey/Lancefield community for Learn to Swim as they go to Kyneton, Kilmore or Sunbury.

6.3.2 Community Access Advisory Group

The Community Access Advisory Group advocates to Macedon Ranges Shire Council on the issues, needs and expectations of people with disabilities that will contribute to the vision of a just and inclusive community with equitable, dignified access for all. The following provides a summary of the key issues raised:

- Access from change rooms into pools is important and it is preferred to have a tracking system from the accessible change room into the warm water pool and main pool.
- Having shared family and accessible change rooms can be a problem as long as accessible change rooms are large enough to include change benches in the centre of the room.
- Space between accessible car parks is required for transferring from a car to a chair or for those using sticks.
- Non-slip surfaces are essential for people using crutches or sticks and people with impaired mobility need sheltered access from the car park to the facility.
- Consistency in water temperature is important in all pools however, very important in the warm water pools, especially for patrons with cerebral palsy. As is the temperature in the change rooms and the pool hall.
- Controlled acoustics within the facility is important especially to those with acquired brain injuries and autism.

6.3.3 Ageing Positively

The Positive Ageing Advisory Committee held a series of forums for residents and community groups to have their say about the kind of community they want to live in as they age. Consultants attended a workshop in Gisborne and Lancefield with a total of 11 attendees at both workshops.

- Separate change rooms for schools and general community are needed in aquatic facilities.
- The Gisborne Fitness Centre is too small and busy and an expansion is required.
- Specific programs for age groups are welcomed across all leisure facilities.
- Transport is an issue for older people attending facilities and a reliable bus service is required.
- Facilities need to be warm, safe and welcoming to older patrons.

6.3.4 Lancefield Park Committee of Management

- The Lancefield Pool needs the front of the building maintained.
- The hours of operation need to be reviewed, as the pool doesn't stay open late enough.
- More fun should be provided such as inflatables and play equipment

6.3.5 Further Consultation

The Outdoor Pools draft concept plans will be displayed at each of the outdoor pools during the 2013/2014 summer season to enable the community to provide further feedback.



7. RECOMMENDED STRATEGIC DIRECTION

The Study's market research, consultation and "aquatic trend" reviews indicate that residents in the Lancefield and Woodend areas have a number of very localised trends in relation to aquatic facility usage and aquatic activity participation.

These include the following broad trends that will impact on the master plan for the outdoor Swimming Pools:

- Within the Macedon Ranges Shire there are four aquatic facilities (2 indoor and 2 outdoor), which spread the catchment of users across a number of facilities.
- The outdoor pools are highly valued by local residents in the Lancefield and Woodend areas. Respondents of the user surveys rate the outdoor pools highly with 90% of Lancefield and 80% of Woodend residents rating the facilities as excellent/good.
- Ninety per cent of users at both facilities indicated they would like to make greater use of the pools in the future. The top four priorities to assist with encouraging future use at both facilities was:
 - Longer opening hours
 - Cleaner more hygienic facilities
 - Improved outdoor grassed/shaded areas
 - Improved social and food areas (café)
- While Council could extend the opening hours of the facility, it would result in a further increase to the cost of the provision of outdoor pools.
- There is strong support to build off the features at the outdoor pools to support the continued use of the pool for family and leisure activities during the summer months.
- Council has provided funds over a number of years to upgrade some components of the outdoor pools and replace and modernise some of the plant and equipment. These works will provide the pools with an extended period of operational life. However, additional funds are required to improve the range of services and facilities provided and improve the overall amenities of the Centres.

6.4 OUTDOOR SWIMMING POOLS MASTER PLAN DIRECTION

The localised trends identified above indicate the master plans for the outdoor pools should be based on the following strategic directions:

- Encourage greater child entries by adding more leisure water, play and fun water features at both facilities. With the family/leisure market being one of the primary users of the pool, there is an opportunity to further support and encourage use of the pools by this market through improving the existing product and providing additional updated facilities. The outdoor pools and grounds at both Woodend and Lancefield lend themselves to be refurbished to meet the expressed demand for improved leisure water and play areas.
- Due to the size of the Woodend population and surrounding catchment it is recommended that a more significant aquatic and dry leisure play area be established at the Woodend Outdoor Pool with smaller interactive features being provided at the Lancefield pool.

- At the Woodend Pool this would include rationalising the current small outdoor toddlers and babies pool and creating a significant zero depth water play area that includes a range of features and experiences for varying age levels and interests.
- It is proposed that the smaller facility at Lancefield will make use of the existing toddlers pool and provide a number of interactive features including water sprays and bubblers.
- Improve the overall amenity of both facilities and support the potential increased usage of the pools through the upgrade and refurbishment of the male and female change rooms and entrance foyer area and car parking areas. This should include upgrading and improving the point of entry to both facilities and creating a stronger linkage to the adjoining open space areas.
- Improve the overall amenity of both facilities by undertaking a landscaping design exercise to include a review of shade, seating, BBQ's, tables, lighting, paving and soft landscaping.
- Accept that individual adult swimmers will normally be attracted to indoor heated pools. Placing an emphasis on features that encourage family visits will be one way of increasing adult attendances as well as improvements to services, amenities and relaxation/social areas.

6.5 PRIORITY FACILITY COMPONENTS

The study findings have identified the following priority activity areas and components at each of the outdoor pools.

6.5.1 Woodend Outdoor Pool

The recommended strategic direction for the Woodend Outdoor Pool is to upgrade the amenity to improve customer comfort and provide some new updated aquatic leisure opportunities to assist with attracting the family/social market to the facility during the summer season.

Leisure trends indicate that the traditional rectangular or circular pools are being replaced with shallow or zero depth free form splash decks with water sprays, bubblers and low level water play equipment.



Figure 1; Examples of Outdoor Water Play Areas

The indicative capital cost for a 30m x 15m splashpark and water play area with 10 items is between \$550,000 to \$600,000. This is based on utilising filtered water from the existing pools. If a separate filtration system is needed this could add a further \$100,000 to \$125,000 to the capital cost.

To assist with encouraging older children and teenagers to make greater use of the facility it is recommended that a range of dry informal leisure features be developed at the facility. These features could include half court basketball areas to encourage “pick up” games or outdoor ping-pong tables.



Figure 2 Examples of Outdoor Leisure Features

There is also an opportunity to improve the opportunities for shade around the facility with the provision of new shade sails located strategically around the facility.

The entry, reception and change rooms areas are also in need of an upgrade to improve the overall look and amenity of the facility. The entry of the facility is out dated and needs upgrading to create a more inviting and welcoming feel. The male and female change rooms are also in need of upgrading to improve customer comfort.

As part of the technical review, a number of maintenance items were identified for the existing buildings and plant. A list of detailed maintenance items can be found in **Appendix C**.

6.5.1 Lancefield Outdoor Pool

The Lancefield Outdoor Pool is highly valued by the local Lancefield community and is used during the summer months as the place to “cool off” during hot weather.

The consultation process identified that residents are relatively happy with the outdoor pool and believe that any refurbishment should focus around improving the overall amenity of the facility and providing some additional features to support the family and social use of the facility.



The recommended master plan for the Lancefield Outdoor Pool includes the following components:

- Retrofitting the existing toddlers pool to include some interactive water features and sprays.
- Providing some features to support the older child/teenage market such as the outdoor ping-pong tables.
- Improving the car parking and entrance to the facility by creating a more inviting and welcoming entrance.
- Improving the support infrastructure such as tables, seating and BBQ areas.



As part of the technical review, a number of maintenance items were identified for the existing buildings and plant. A list of detailed maintenance items can be found in **Appendix C**.

Based on the above priorities master plans for the two outdoor pools have been developed and are detailed on the following pages.



Lancefield Outdoor Pool Masterplan



PEDDLE THORP

Northbank Place East
Level 1, 520 Windsor St
Melbourne VIC 3000
Australia

P: +61 3 9832 2222
F: +61 3 9832 2223
E: info@pt.com.au
W: www.pt.com.au
USA: 001 975 688

MACEDON RANGES SHIRE COUNCIL MASTERPLAN
CONCEPT OPTIONS

PROJECT NO:
33-0134

REASON FOR ISSUE:
DRAFT

LANCEFIELD MASTERPLAN

REVISION:
B

DATE:
03-10-2013

SCALE:
1:500 @ A3



DRAWING NO:
F001

Woodend Outdoor Pool master plan



PEDDLE THORP

Northbrook Plaza East
Level 1, 100 Flinders St
Melbourne VIC 3000
Australia
P +61 3 9592 2222
F +61 3 9592 2229
E info@ptp.com.au
W www.ptp.com.au
404 004 676 486

**MACEDON RANGES SHIRE COUNCIL MASTERPLAN
CONCEPT OPTIONS**
PROJECT NO:
33-0124

WOODEND MASTERPLAN
REVISION FOR ISSUE:
DRAFT
REVISION:
A
DATE:
02-10-2013
SCALE:
1 : 500 @ A3

DRAWING NO:
F002

6.6 INDICATIVE CAPITAL COST

Based on the above master plan the following table details an opinion of probable costs to implement the key strategies recommended.

**Table 7.1
Woodend and Lancefield Outdoor Pools Implementation Plan**

Pool	Item	Indicative Cost
Woodend	Demolish existing program and toddler's pool and construct new water play/feature. The water play area is to be located to south corner of the site in the locating of the existing pools, to provide a physical and visual connection to Margery Crescent.	Water features \$650,000 - \$725,000 Demolition of existing pools - \$50,000
	Upgrade entrance, reception area and male and female change rooms	\$100,000 - \$150,000
	Provide additional dry leisure features	\$150,000 allowance
	Provide additional shade sails	\$25,000 - \$50,000
	Provide update tables, seating and BBQ equipment	\$50,000 - \$60,000
	Undertake technical review priorities.	\$76,550
Lancefield	Retrofit the existing toddlers pool with some interactive leisure features	\$50,000 - \$60,000
	Upgrade the car park area	\$10,000 - \$15,000
	Upgrade the entrance	\$50,000 - \$60,000
	Provide additional dry leisure features	\$50,000 allowance
	Provide update tables, seating and BBQ equipment	\$30,000 - \$40,000
	Undertake technical review priorities.	\$100,250

6.7 AQUATIC STRATEGY DIRECTION

The following details the outdoor pools master plan directions.

1. That Council accepts the priorities identified in the Aquatic Facilities Technical Assessment 2013;
2. That Council accepts the master plans and draft concept designs for the Woodend and Lancefield Outdoor Pools; and
3. That Council considers the maintenance priorities and improvements identified in the master plans for inclusion in the ten year capital works program.



APPENDIX A: USER SURVEY COMMENTS WOODEND OUTDOOR POOL



APPENDIX B: USER SURVEY COMMENTS LANCEFIELD OUTDOOR POOL



APPENDIX C: TECHNICAL AUDIT