CITY OF MELTON

CONFIDENTIAL

Melton City Council Aquatic Plan 2014 - 2034

Final Report

May 2015

Prepared by SGL Consulting Group Australia Pty Ltd

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1 Introduction

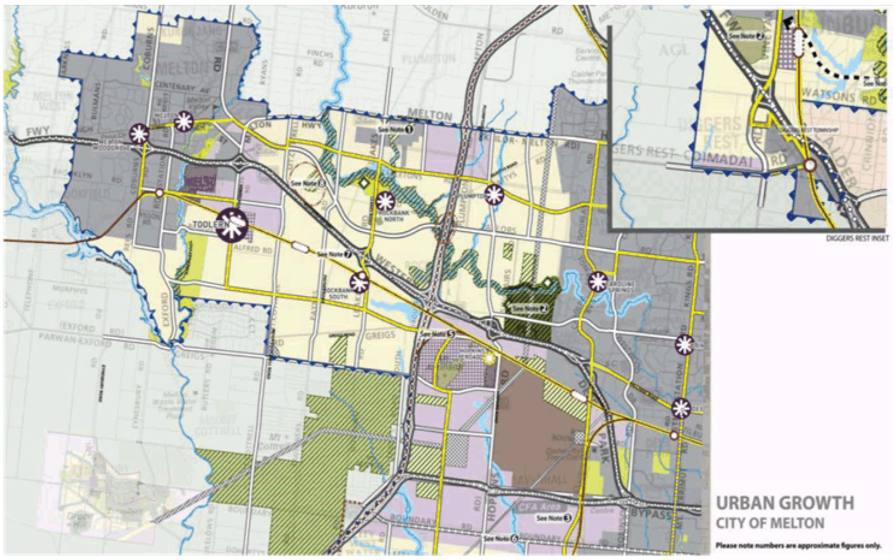
The City of Melton is a vibrant, rapidly growing community providing an urban-rural lifestyle with close access to Melbourne, major transport routes and an extensive range of services for the community, visitors and local businesses.

The City of Melton is located in the outer urban western area of Melbourne, within 40 kilometres of the Melbourne CBD. The City of Melton is bounded by Moorabool Shire in the west, Macedon Ranges Shire in the North, the cities of Hume and Brimbank in the east and Wyndham City in the South.

The City of Melton is one of the fastest growing municipalities in Australia, it consists of a series of urban and rural townships and communities; the larger towns being Caroline Springs and the Melton Township. Since 2002 over 13,000 hectares of land has been designated for urban growth within the city, which will ultimately create continuous urban development between Caroline Springs and the existing Melton Township.

The City of Melton's population as of May 2014 127,631. The anticipated population is expected to be over 400, 000 as the City approaches its maximum population density over the next 40 years.

As a result of this expected population growth, Council needs to be in a position to guide and direct the planning and delivery of key aquatic infrastructure in the City.



1.1 Project Objectives and Purpose

The purpose of this project was to develop the City of Melton Aquatic Plan 2014 to 2034. The Plan was completed to identify specific actions, consider future growth in population and provide a clear strategic direction to inform Council and the community including:

- Development of a strategic aquatic plan that reflects a progressive, consultative approach to demonstrate how the City of Melton will provide and facilitate aquatic opportunities and provision of facilities within the City
- Describing strategies and recommendations required to ensure that the City of Melton Aquatic Network offers an appropriate range of aquatic facilities
- Identification of a hierarchy of aquatic facilities detailing the preferred location and enhancements that positively contributes towards the City of Melton's character, identity and vibrancy.

1.2 Key Drivers for the Project

The key drivers identified by Council for the project were:

- Adoption of a Council report that states the City of Melton Aquatics Plan will provide:
  - A review of the capacity of the existing facility , the Melton Waves Leisure Centre to meet the future needs of the community
  - A review of potential sites and facility types for the provision of aquatic facilities to service the municipality.
- Rapid population growth with increasing demand on aquatic infrastructure
- Understanding the current and future demands for aquatic facilities and the type/s of facility required to meet the projected community demand ensuring a strategic approach to aquatic facility delivery in the City of Melton
- The need for clear strategic and operational direction focusing on the provision, management and maintenance of aquatic facilities
- Affordability and sustainability of the aquatic network
- Strategic validation of aquatic facilities identified in the approved Precinct Structure Plans guiding the future growth of the City.
- Review and assess the approved Precinct Structure plans, which identify locations for future Aquatic Facilities.
- Council's Action Plan 2013/2017 a key driver for the development of the City of Melton Aquatic Plan with the following service objectives a focus of the strategy:
  - Demonstrate strong and accountable leadership that delivers innovation while generating opportunities for improvement in the pursuit of leisure, recreation and the provision of functional and fit for purpose supporting infrastructure.
  - To strategically plan, provide, manage and maintain sustainable council buildings and recreational spaces that encourage safe, active and healthy lifestyles.

1.3 Project Methodology

The planning process and methodology employed for this project has included the following key stages and tasks.

Table 1.1 Project Methodology Stage 1

Stage	Task	Actions/Details
Stage 1 Background Review and Consultation	**1. Project clarification**	The consultant team met with the internal project team to clarify the offer and confirm project objectives and timelines and then toured the Melton Waves for updating current layout and provision.
	2. Review Research	All relevant research and previous studies were reviewed including all nominated planning and policy documents highlighted in the brief.
	3. Review the Melton Waves Facility Operations	A review was completed on operational performance, user catchment and capacity of facilities and potential enhancements and how the centre integrates with the City of Melton community.
	4. Demographic Profile Impacts	A review was completed to identify key demographic trends and future growth strategies to identify service implications for 2014 to 2033.
	5. Melton Waves User Survey	User surveys were developed and circulated by electronic entry and hard copy entry (through assistance of MW reception staff).
	6. Resident Telephone Survey	A randomly distributed 300-person telephone survey was completed by Fieldworks Pty Ltd, (on behalf of SGL). The survey tested current and future aquatic facility use and future development priorities.
	7. Internal Council Consultation	Meetings were held with Councils Executive and Senior Officers at both project inception and during Stage One research. Forums were held later in stage One to present key findings/discuss key strategy issues.
	8. Community Consultation and Forums	Information groups were set up with community reps to identify their current and future aquatic needs and two general community forums were also be held
	9. Stakeholder Consultation	Working groups were developed with key stakeholders to identify their needs and wants
	10. Aquatic Facility Trends	SGL Identified a range of aquatic facility trends and how they impacted in Melton City in the future.
	11. Aquatic Inventory	SGL mapped existing facilities, future sites and planned facilities in COM and neighbouring LGAs.
	12. Summary of Key Findings and Reviews	A summary of key findings from Stage One reviews was documented and report back meetings were held with the internal project team and Executive.
Stage 2. Future Aquatic Facility Plan	**1. Consultation Findings Summary**	All resident surveys, centre user surveys and community organisation surveys were summarised and linked to future facility components.
	2. Melton Waves Capacity Review	Based on the Stage One findings a Melton Waves facility capacity and future enhancement strategy was developed to meet identified needs.
	3. Future Aquatic Facility Hierarchy	Based on the Stage-One facility demand findings and future population trends a future draft aquatic facility hierarchy was developed.
	4. Future Facility Component Brief/s	Based on study findings to date facility component brief/s were completed to help guide indicative capital costs and business planning and site assessments.
	5. New Aquatic Facilities Site Assessments	Reviews were undertaken on potential future Greenfield sites (linked to existing Precinct Structure Plans) to identify the best option future facility site/sites.
	6. Business and Financial Modelling	Business and financial Modelling was completed on recommended facility components at key site/sites
	7. First Draft Aquatic Plan	A first draft aquatic plan was developed by SGL and circulated to Council Officers for their review.
	8. Draft Aquatic Plan Forum	SGL coordinated a draft aquatic plan forum with the internal review team and agreed Council representatives.
	9. Final Draft Aquatic Plan	Following the forum a final draft aquatic plan was completed
	10. Presentation of Draft Plan and Finalise Report after Consultation	Presentations as nominated in the project were completed and the final plan and recommendations were updated after consultation was sought and all feedback considered.

2 The Study Area

The following section provides a summary of the demographic profile of the City of Melton.
The information used in this report was based on data derived from the Australian Bureau of Statistics Census 2011 (ABS 2011) and Councils online population forecasting service, "forecast.id" (http://home.id.com.au/id-community/local-govt-products/forecasted)

2.1 Area Overview

The City of Melton is a local government area located on Melbourne's western rural-urban fringe. The City of Melton is bounded by Moorabool Shire in the west, Macedon Ranges Shire in the North, the cities of Hume and Brimbank in the east and Wyndham City in the South.

Spanning approximately 530 square kilometres the municipality embraces a series of townships and communities from Caroline Springs (19 kilometres west of Melbourne's CBD) to Melton (35 kilometres from Melbourne's CBD). Suburbs and communities within its boundary include Brookfield, Burnside, Burnside Heights, Caroline Springs, Diggers Rest, Exford, Eynesbury, Hillside, Kurunjang, Melton, Melton South, Melton West, Mount Cottrell, Plumpton, Ravenhall, Rockbank, Taylors Hill, Toolern Vale and Truganina (part Melton).

Melton was first incorporated as a district in 1862, became a shire in 1871, was declared Melbourne's first "satellite city" in the 1960's and gained City status in 2012. Since the early 1970's it has undergone significant population growth and at present is the fifth largest growth area in the state based on 4.3% annual growth rate of all Victorian local government areas.

The City offers a combination of urban and rural living offering affordable land within a comfortable commuting distance from Melbourne, Geelong and Ballarat. It is well positioned to links with Melbourne's key freeways, airports, the CBD and Port of Melbourne.

2.2 Age and Gender Profile

The population age profile of residents in based on the latest ABS data 2011 was as follows:

Table 2.1 Melton Population Profile 2011

Age group	Males Nos	Males %	Females Nos	Females %	Total Nos	Total %
0-4 years	5,113	4.7%	5,011	4.6%	10,124	9.3%
5-14 years	8,646	7.9%	8,228	7.5%	16,874	15.4%
15-19 years	3,740	3.4%	3,536	3.2%	7,276	6.7%
20-24 years	3,698	3.4%	3,594	3.3%	7,292	6.7%
25-34 years	8,987	8.2%	9,771	8.9%	18,758	17.2%
35-44 years	9,205	8.4%	9,321	8.5%	18,526	17.0%
45-54 years	6,464	5.9%	6,611	6.1%	13,075	12.0%
55-64 years	5,023	4.6%	5,150	4.7%	10,173	9.3%
65-74 years	2,314	2.1%	2,147	2.0%	4,461	4.1%
75-84 years	867	0.8%	1,177	1.1%	2,044	1.9%
85+ years	208	0.2%	449	0.4%	657	0.6%
Totals	**54,265**	**49.7%**	**54,995**	**50.3%**	**109,260**	**100.0%**

Source: ABS 2011

The City of Melton is a young municipality. Just over 72% of the area's population is under 45 years of age and 9.3% less than five. In 2011 the median age was 32, lower than that of Victoria (37) and Australia (37). Retirees, 65 years of age or older make up 6.6% of all residents.

2.3 Employment and Labour Force Status

Employment statistics are an important indicator of socio-economic status. The levels of full or part-time employment, unemployment and labour force participation indicate the strength of the local economy and social characteristics of the population.

Following is the 2011 Employment Status profile of residents aged 15 years and older.

Table 2.2 Employment Status Profile

Employment Status	Number of people	Percentage
Employed	50,936	94.0%
- Employed full time	34,015	62.7%
- Employed part time	15,519	28.6%
- Hours not stated	1,402	2.6%
Unemployed	3,275	6.0%
- Looking for full-time work	2,020	3.7%
- Looking for part-time work	1,255	2.3%
Total Labour Force	**54,211**	**100.0%**

Source: forecast.id

The profile for the total labour force follows:

Table 2.3 Melton Labour Force Profile

Labour Force Status	Number of people	Percentage
Total labour force	54,211	65.9%
Not in the labour force	24,121	29.3%
Labour force not stated	3,927	4.8%
Total persons aged 15+	**82,259**	**100.0%**

Source: forecast.id

In 2011, 50,936 people living in the City of Melton were employed, of which 66.8% (34,015) were working full time and 30.5% (15,519) part time. This represents 61.9% of all people aged 15 years and older.

2.4 Incomes

Income statistics are another indicator of socio-economic status. With other data sources they help tell the story of the economic opportunities and socio-economic status of the City of Melton.

The amount of income derived is linked to a number of factors including employment status, age qualifications and type of employment.

For 2011, the individual income profile for the City is as follows.

Table 2.4 Melton Population Individual Income Profile

Weekly Income - Individuals	Number of people	Percentage	Interface Councils - %
Negative or nil	7,844	9.5%	9.3%
$1 to $199	6,529	7.9%	8.3%
$200 to $299	7,583	9.2%	10.1%
$300 to $399	6,530	7.9%	9.0%
$400 to $599	8,708	10.6%	11.5%
$600 to $799	9,712	11.8%	11.5%
$800 to $999	8,356	10.2%	9.4%
$1,000 to $1,249	7,904	9.6%	8.7%
$1,250 to $1,499	5,041	6.1%	5.6%
$1,500 to $1,999	4,575	5.6%	5.5%
$2,000 or more	2,559	3.1%	3.7%
Not stated	6,918	8.4%	7.4%
Total persons aged 15+	**82,259**	**100.0%**	**100.0%**

Source: forecast.id. Interface Councils include the municipalities of: Cardinia (S), Casey (C), Hume (C), Melton (S), Mornington Peninsula (S), Nillumbik (S), Whittlesea (C), Wyndham (C) and Yarra Ranges (S).

Analysis of individual income levels in the City of Melton in 2011 compared to Interface Councils shows that there was a lower proportion of persons earning a high income (those earning $1,500 per week or more) as well as a lower proportion of low income persons (those earning less than $400 per week).

Overall, 8.7% of the population earned a high income, and 34.6% earned a low income, compared with 9.2% and 36.7% respectively for Interface Councils. The median individual income range was $600 to $799.

For households, the 2011 income profile was:

Table 2.5 Melton Population Household Income Profile

Weekly Income - Households	Number of households	Percentage	Interface Councils - %
Negative or nil	426	1.2%	1.2%
$1 to $199	391	1.1%	1.3%
$200 to $299	680	1.9%	2.0%
$300 to $399	1,340	3.5%	4.7%
$400 to $599	2,544	7.2%	8.3%
$600 to $799	2,841	8.1%	8.3%
$800 to $999	2,841	8.1%	8.2%
$1,000 to $1,249	3,331	9.5%	9.0%
$1,250 to $1,499	3,147	9.0%	8.3%
$1,500 to $1,999	4,983	14.2%	13.3%
$2,000 to $2,499	3,971	11.3%	9.9%
$2,500 to $2,999	2,531	7.2%	7.0%
$3,000 to $3,499	1,368	3.9%	3.9%
$3,500 to $3,999	600	1.7%	1.7%
$4,000 to $4,999	380	1.1%	1.3%
$5,000 or more	222	0.6%	0.9%
Not stated	3,527	10.0%	10.7%
Total households	**35,123**	**100.0%**	**100.0%**

Source: forecast.id. Interface Councils include the municipalities of: Cardinia (S), Casey (C), Hume (C), Melton (S), Mornington Peninsula (S), Nillumbik (S), Whittlesea (C), Wyndham (C) and Yarra Ranges (S).

Analysis of household income levels in the City of Melton in 2011 compared to Interface Councils shows that there was a similar proportion of high-income households (those earning $2,500 per week or more) and a lower proportion of low income households (those earning less than $600 per week).

Overall, 14.5% of the households earned a high income, and 15.3% were low-income households, compared with 14.8% and 17.5% respectively for Interface Councils.

The median household income range was $1,500 to $1,999.

2.5 Vehicle ownership

The ability of the population to access services and employment is strongly influenced by access to transport. Car ownership can be seen as a measure of advantage. The number of motor vehicles per household in the City of Melton in 2011 was as follows:

Table 2.6 Melton Vehicle Ownership Profile

Number of vehicles	Number of households	Percentage	Interface Councils - %
No motor vehicles	1,445	4.0%	4.3%
1 motor vehicle	10,111	27.9%	28.6%
2 motor vehicles	15,532	42.8%	40.9%
3 or more motor vehicles	6,993	19.3%	20.6%
Not stated	2,216	6.1%	5.5%
Total households	**36,297**	**100.0%**	**100.0%**

Source: forecast.id. Interface Councils include the municipalities of: Cardinia (S), Casey (C), Hume (C), Melton (S), Mornington Peninsula (S), Nillumbik (S), Whittlesea (C), Wyndham (C) and Yarra Ranges (S).

Analysis of the car ownership of the households in the City of Melton in 2011 compared to Interface Councils shows that 89.9% of the households owned at least one car, while 4.0% did not, compared with 90.2% and 4.3% respectively in Interface Councils.

Overall, 27.9% of the households owned one car; 42.8% owned two cars; and 19.3% owned three cars or more, compared with 28.6%; 40.9% and 20.6% respectively for Interface Councils.

62% of households in the City of Melton had access to two or more motor vehicles, which was almost identical to the percentage for Interface Councils.

2.6 Ethnicity and proficiency in English

The City is becoming an increasingly diverse municipality, with both older European migrants and the new migrants from Asia and Africa. More than 30,000 immigrants presently call Melton home comprising groups who speak over 80 languages and represent 130 different nations.

“Proficiency in English” measures the self-assessed proficiency in spoken English of people who speak a language other than English at home. The data is one measure that the City’s ethnic composition. This helps service providers determine whether they need to communicate with the local population in languages other than English. The profile in 2011 was as follows:

Table 2.7 Melton Proficiency in English Profile

English proficiency	Number of people	Percentage	Interface Councils - %
Speaks English only	71,892	65.8%	70.8%
Speaks another language, and English well or very well	27,797	25.4%	21.0%
Speaks another language, and English not well or not at all	3,802	3.5%	3.9%
Not stated	5,766	5.3%	4.2%
Total population	**109,257**	**100.0%**	**100.0%**

Source: forecast.id. Interface Councils include the municipalities of: Cardinia (S), Casey (C), Hume (C), Melton (S), Mornington Peninsula (S), Nillumbik (S), Whittlesea (C), Wyndham (C) and Yarra Ranges (S).

Analysis of the proficiency in English data for the City of Melton in 2011 compared to Interface Councils shows that there was a lower proportion of persons who spoke English only.

Overall, 65.8% of persons spoke English only, and 3.5% spoke another language and English not well or not at all, compared with 70.8% and 3.9% respectively for Interface Councils.

3,802 people in the City of Melton who speak another language report difficulty with speaking English.

2.7 Future population growth

The City of Melton is the fifth fastest growing municipality in the fastest growing region in Australia. The table below forecasts the age structure for Melton for the next 40 plus years.

Table 2.8 Forecast Age Structure 2013 -2031

Age groups Years	2013		2018		2023		2028		2031		Change 2013-2031	
0 – 4	10,949	9.0%	12,690	8.5%	14,788	8.3%	17,821	8.3%	20,054	8.3%	9,105	83.2%
5 - 14	18,536	15.2%	23,085	15.5%	27,060	15.2%	31,921	14.8%	35,643	14.7%	17,107	44.0%
15 – 19	8,044	6.6%	9,405	6.3%	11,496	6.5%	13,678	6.4%	15,110	6.3%	7,066	87.8%
20 – 24	8,437	6.9%	10,095	6.8%	11,803	6.6%	14,358	6.7%	16,054	6.6%	7,617	90.3%
25 – 34	21,027	17.3%	25,185	20.7%	29,668	16.6%	35,705	16.6%	40,120	16.6%	19,093	47.3%
35 – 44	20,375	16.8%	24,094	16.2%	28,349	15.9%	34,000	15.8%	38,189	15.8%	17,814	42.1%
45 – 54	14,356	11.8%	18,239	12.3%	22,562	12.7%	26,907	12.5%	29,982	12.4%	15,626	50.7%
55 – 64	11,002	9.0%	12,997	8.7%	15,558	8.7%	19,432	9.0%	22,100	9.1%	11,098	44.9%
65 – 74	5,764	4.7%	8,478	5.7%	10,762	6.0%	12,978	6.0%	14,529	6.0%	8,765	75.4%
5	2,360	1.9%	3,279	2.2%	4,833	2.7%	6,665	3.1%	7,790	3.2%	5,430	90.6%
85+	774	0.6%	1,001	0.7%	1,314	0.7%	1,732	0.8%	2,128	0.9%	1,354	174.9%
Totals	**121,624**	**100.0%**	**148,548**	**100.0**	**178,193**	**100.0**	**215,197**	**100.0**	**241,699**	**100.0**	**120,075**	**98.7**

Source: forecast.id.

Figures from the Bureau of Statistics show that the City grew from 78,912 residents in 2006 to 109,259 in 2011, an increase of 30,347 people or 38.5% over the five-year period. This translates to an average growth of 6,069 people or 7.7% per year.

Forecast.id predicts the City's population will increase from 121,624 in 2013 to 400,000 over the next forty years. This translates to an average annual growth of approximately 6,671 people or 5.5%.

2.8 Other relevant demographical indicators

Need for assistance. The City of Melton's disability statistics relate directly to need for assistance due to a severe or profound disability. Based on a subjective assessment, in 2011 4,488 people or 4.1% of the population in the City of Melton report needing help in their day-to-day lives due to disability.

Housing loan repayments. 22.8% of households with a mortgage were making significant loan repayments of $2,400 or more per month in the municipality

Housing rental payments. In the City of Melton, 14.2% of renting households were paying more than $350 per week in rent.

2.9 Summary of Demographic Review findings

Summarising the demographic review data, the key points identified were:

- In 2013, the City of Melton had an estimated residential population of 127,631 people. Currently it is the fifth fastest growing municipality in the fastest growing region in Australia. Predictions are that the population will continue to growth at an average of 5.5% per year and increase by 120,075 to a total population of 400,000 over the next forty years.

- The City of Melton is a young municipality. In 2011 just over 72% of the area's population were under 45 years of age and 9.3% less than five. The median age was 32, lower than that of Victoria (37) and Australia (37).
- In 2011, 50,936 people living in the municipality were employed, which represents 61.9% of all people aged 15 years and older.
- The median income range of individuals was $600 to $799 and for household, $1,500 to $1,999.
- An analysis of the car ownership showed that 89.9% of the households owned at least one car.
- Overall, 91.2% of persons spoke English well or very well but 3,802 people reported difficulty with speaking English.
- Based on a subjective assessment, in 2011 4,488 people or 4.1% of the population reported needing help in their day-to-day lives due to disability.

2.10 Melton Urban Growth Plan

In June 2012, the Minister for Planning released the West Growth Corridor Plans and the Sunbury / Diggers Rest Growth Corridor Plans. These plans set the strategic direction for future urban development of land that was included within the Urban Growth Boundary (UGB) as part of its 2010 review.

The Growth Corridor Plans replace the Growth Area Framework Plans (2006). The Corridor Plans identify areas for housing, employment, transport, town centres, open space and key public infrastructure.

The City of Melton is subject to two Growth Corridor Plans:

- **The Sunbury / Diggers Rest Growth Corridor Plan** deals with the township of Sunbury, which is located in the City of Hume, and the township of Diggers Rest, which is located within the City of Melton.
- **The Melbourne West Growth Corridor Plan** deals with land located in the City of Wyndham and the City of Melton, and deals with the land located between Caroline Springs and the Melton Township.

2.10.1 Melton City Planning Scheme

The Melton Planning Scheme is the set of local planning regulations that ensure the unique characteristics of the municipality are preserved while catering for an increase in population.

The City of Melton has been developed with two residential communities (Melton Township and the Melton East Corridor) supported by small townships (with constrained boundaries), all of which are surrounded and supported by non-urban land which provides agricultural, environmental, visual and tourist functions.

Over the next 30 years, the City of Melton will continue to grow at a rapid rate, which will ultimately result in continuous urban development between the township of Melton and the Melton East Corridor.

2.10.2 Melton City Urban Growth Plan Overview

The projected urban growth within the Melton City Area is summarised in the following Urban Growth Plan Map on page 9.

2.10.3 Precinct Structure Plans

Precinct Structure Plans (PSPs) are high-level master plans for whole communities. PSPs layout roads, shopping centre, schools, parks, housing, employment, connections to transport and generally resolve the complex issues of biodiversity, cultural heritage, infrastructure provision and Council charges.

The Metropolitan Planning Authority (MPA) is the statutory authority responsible for overseeing the preparation of all precinct structure plans in Melbourne's growth areas and advising the Minister for Planning on their approval. The MPA is working in partnership with growth area Councils, which includes Melton City Council to complete the planning for Melbourne Growth Areas.

The Precinct Structure Plan is a long-term plan for urban development. It describes how the land is expected to be developed, the services planned to support development and how they will be delivered.

The Precinct Structure Plan is informed by:

- The State Planning Policy Framework set out in the Melton Planning Scheme, including the Growth Area Framework Plans and the Precinct Structure Planning Guidelines; and
- The Local Planning Policy Framework of the Melton Planning Scheme and other local policies and strategies.

The following provides a summary of the status (completed, being developed, under preparation and yet to commence) for of each of the identified PSP's.

2.10.4 Precinct Structure Plans With a Residential Focus

The following PSPs have been approved and are incorporated into the Melton Planning Scheme:

- Diggers Rest PSP
- Melton North PSP
- Robinsons Road South PSP
- Rockbank North PSP
- Taylors Hill West PSP
- Toolern PSP

It should be noted that the Diggers Rest PSP, Rockbank North PSP and Toolern PSP include provision for indoor recreation centres.

PSPs currently under preparation include:

- Rockbank
- Kororoit
- Plumpton
- Toolern Park
- Mt Atkinson

PSPs yet to commence:

- Melton East
- Warrensbrook
- Rockbank South
- Harkness Road and Bulmans Road areas

2.10.5 Precinct Structure Plans with an Employment Focus

Completed PSP's which are currently being developed:

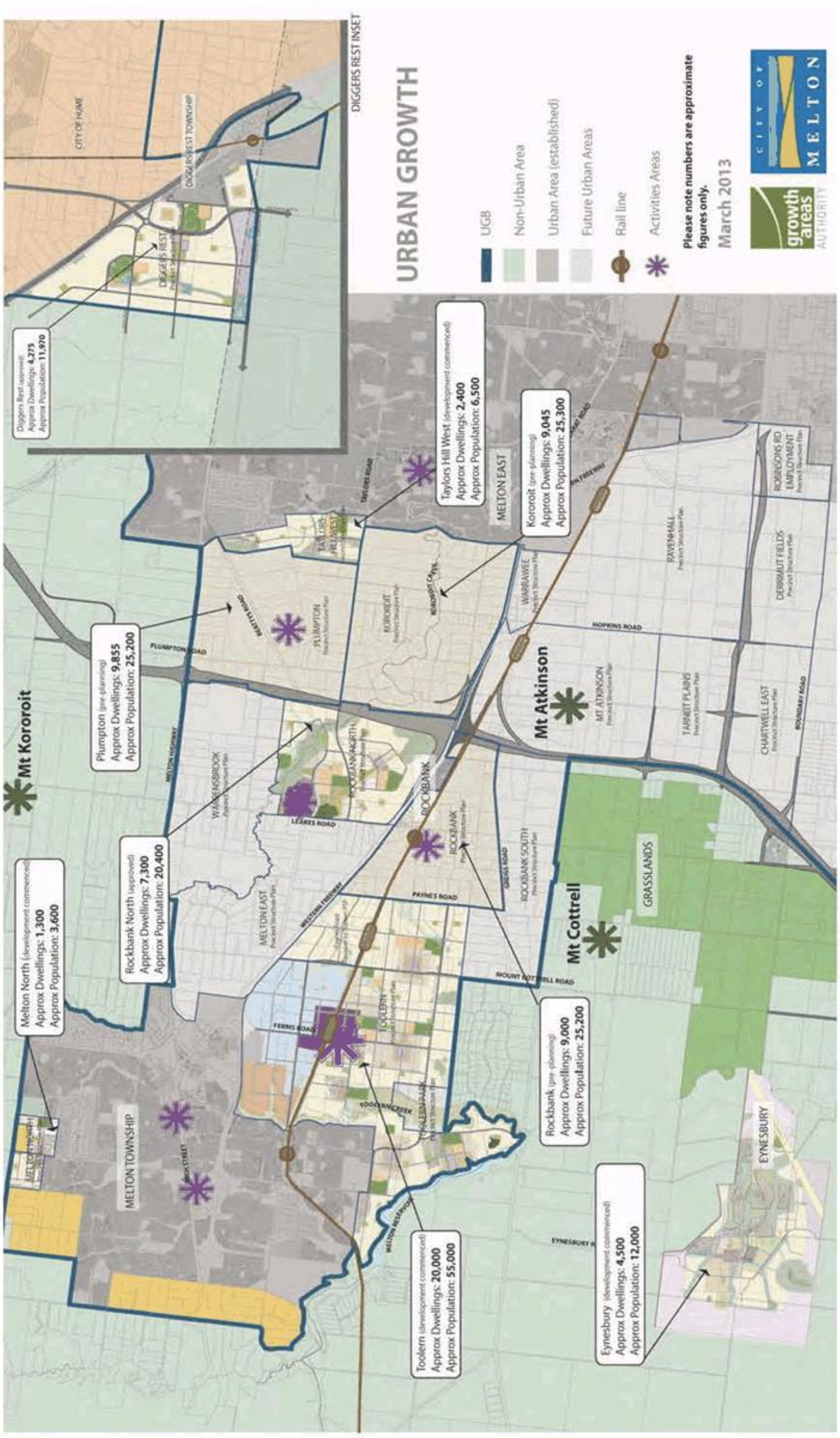
- Robinsons Road

PSPs currently under preparation:

- Tarneit Plains

PSPs yet to commence:

- Warrawee
- Chartwell East
  Derrimut Fields


URBAN GROWTH
UGB
Non-Urban Area
Urban Area (established)
Future Urban Areas
Rail line
Activities Areas
Please note numbers are approximate figures only.
March 2013
DIGGERS REST INSET
Mt Kororoit
Mt Atkinson
Mt Cottrell
GRASSLANDS
MELTON TOWNSHIP
ROCKBANK
EYNESBURY
Plumpton (pre-planning) Approx Dwellings: 9,855 Approx Population: 25,200
Rockbank North (approved) Approx Dwellings: 7,300 Approx Population: 20,400
Melton North (development commenced) Approx Dwellings: 1,300 Approx Population: 3,600
Taylors Hill West (development commenced) Approx Dwellings: 2,400 Approx Population: 6,500
Kororoit (pre-planning) Approx Dwellings: 9,045 Approx Population: 25,300
Rockbank (pre-planning) Approx Dwellings: 9,000 Approx Population: 25,200
Toolern (development commenced) Approx Dwellings: 20,000 Approx Population: 55,000
Eynesbury (development commenced) Approx Dwellings: 4,500 Approx Population: 12,000

3 Market Research and Consultation

This section of the report summarises the various market research and consultation processes and associated findings used to assist in identifying future aquatic health and fitness and event facilities demand and trends.

It includes summaries from:

- Previous Research and Strategies
- Household Telephone Survey
- Users Survey
- Schools Survey
- Key Informant Interviews
- Focus Groups

3.1 Summary of Previous Research and Strategies

In order to understand the potential future needs for facilities, SGL has undertaken a review of the previous studies. The following documents and strategies were reviewed as part of the study.

- Council Plan 2013 - 2017
- Municipal Strategic Statement
- Open Space Plan – (new strategy in draft)
- Active Lifestyle Strategy – (incorporating 2010 Active Participation Survey)
- Relevant City of Melton Sport Specific Plans
- Community Infrastructure Plan
- Ageing Well in Melton Action Plan 2012-2014
- Community Safety Plan 2010-2014
- Municipal Early Years Plan 2010-2013
- Disability Action Plan 2013 – 2017
- Municipal Public Health and Wellbeing Plan 2013 -2017
- Youth Strategy 2010-2014 Key Directions and Action Plan (currently under review)
- Melton Planning Scheme
- Planning Scheme Review Report

3.2 Household Telephone Survey

This section summarises the key findings from the Melton City Council area residents' telephone survey conducted in mid June 2013. The survey involved 300 residents (aged 15 years and older) who were randomly selected across the council area to provide information on:

- Current use or non-use of swimming pools/leisure and health and fitness facilities.
- Future use or non-use of swimming pools/leisure and health and fitness facilities.
- Ratings and issues on current council aquatic facilities.
- Respondent profile.

The respondent's profile was developed to reflect the population spread of people in the Melton City Council area. All respondents were surveyed by telephone by Field Works Market Research Pty Ltd.

The survey questions were based on a range of SGL aquatic surveys standard questions and principally sought information on peoples' use of public swimming pools/leisure and health and fitness facilities, which included Council, school, private and commercial centres, but not home facilities.

3.2.1 Respondent Profile

The following table summarises the Resident Telephone Survey respondent sample:

Table 3.1 Resident Telephone Survey Respondent Sample

CATEGORY	SUB-GROUP	NUMBER	%
Gender	Male	120	40%
	Female	180	60%
Age Range	15 - 19 years	19	6%
	20 - 29 years	30	10%
	30 – 39 years	89	30%
	40 – 49 years	73	24%
	50 – 59 years	33	11%
	60 – 69 years	34	11%
	70+ years	12	7%
	Refused Response	1	0%
Postcode	3023 – Burnside, Burnside Heights, Cairnlea, Caroline Springs, Deer Park and Ravenhall	81	27%
	3037 – Hillside, Taylors Hill, Sydenham and Calder Park	84	28%
	3335 – Plumpton and Rockbank	5	2%
	3337 – Melton, Kurunjang, Melton West and Toolern Vale	81	27%
	3338 – Brookfield, Exford, Eynesbury and Melton South	41	14%
	3340 – Darley West Darley, Bacchus Marsh, West Bacchus Marsh, Long Forest.	1	0%
	3427 – Diggers Rest, North West Diggers Rest and Plumpton	3	1%
	Other Postcode	4	1%
Identified as Having a Disability	Yes	32	11%
	No	268	89%
Country of Birth	Australia	204	68%
	India	14	5%
	Malta	13	4%
	England	12	4%
	Sri Lanka	5	2%
	Philippines	3	1%
	New Zealand	2	1%
	Italy	2	1%
	Vietnam	2	1%
	Other	43	13%

A review of the survey respondent sample indicates that there is a slight gender bias in the sample with just under 60% of respondents being female. Age groupings and where people live are a reasonable fit sample with all responses being within 2 to 5 per cent of existing City profiles, indicating a reasonably balanced and similar sample profile.

3.2.2 Current Use of Swimming Pools/Leisure Centres

Survey respondents were questioned on their use of public swimming pools/leisure centres in the past 12 months. Public swimming pools/leisure centres included Council, school and commercial centres, but not home pools.

An average use of swimming pools/leisure centres was identified through the survey responses. A total of fifty seven per cent (57%) of people had used or visited a pool in the past 12 months. A total forty three per cent (43%) had not used or visited a pool in the past 12 months.

Based on current population estimates (127,631) there are estimated to be approximately 71,483 people in Melton City Council area currently using swimming pools/leisure centres.

Usage of swimming pools/leisure centres does change by gender and age profile as the following results listed in the table below indicate:

Table 3.2 Household Telephone Survey Use/No Use of Facilities

Use of Facilities	Total Response	Males	Females	15-29 Years	30 to 49 Years	50 to 69 Years	70 Years+
YES	57%	51%	61%	51%	72%	37%	19%
NO	43%	49%	39%	49%	28%	63%	81%

The facility usage results indicate that nearly 6 out of 10 people (57%) have used these facilities with highest use by females (61%) compared to males (51%) and people aged 30 to 49 years old (72%) and 15 to 29 years old (51%).

3.2.3 Outer Metro Growth Areas Swimming Pool/Leisure Centre Usage Comparisons

Comparison of these facility usage results with other outer metropolitan growth areas based on previous Council aquatic participation survey results completed by SGL, are listed in the following table:

Table 3.3 Outer Metropolitan Growth Areas Facility Usage Comparisons

Use of Facilities	Melton CC	Wyndham CC	Casey CC	Whittlesea CC	Hume CC	Cardinia CC
YES	57%	51%	59%	57%	61%	51%
NO	43%	49%	41%	43%	39%	49%

This indicates an average use of aquatic/leisure facilities comparable to other outer metropolitan growth areas survey results.

3.2.4 Use of Facilities by Where People Live

Use of facilities does change by where people live. People living postcode 3023 (Burnside/Burnside Heights/Cairnlea/Caroline Springs/Deer Park and Ravenhall) make higher than average use of these facilities with 69% indicating use in the past 12 months compared to the cities average usage rate of 53%.

People living in postcode 3337 (Melton/Melton West and Toolern Vale) are slightly above the average at 54.3% whilst people living in other postcodes all showed lower than average city use (53%).

3.2.5 Reasons for Non-Use of Swimming Pools/Leisure Centres

Slightly above four out of ten respondents (43%) had not used a swimming pool/leisure centre in the past 12 months. The main reasons respondents gave for non-use of these facilities were:

Table 3.4 Reasons for Non-Use of Swimming Pools

REASONS FOR NON-USE OF SWIMMING POOLS	% OF TOTAL RESPONSE	GENDER	
		Male %	Female %
Not interested	29%	32%	27%
Too busy	27%	34%	21%
Have own pool	9%	10%	8%
No suitable facilities close by	8%	5%	11%
Don't like swimming	7%	5%	8%
Too old	6%	8%	4%
Health Problems	6%	5%	7%
Unhygienic Facilities	5%	2%	8%
Cannot Swim	4%	3%	4%

Main constrains to use of facilities included not interested (29%), too busy (27%), have own pool (9%) and not suitable facilities close by (8%).

The constraints that affect people's use of pools do change depending upon their gender and age. The main constraints to use of swimming pools can be categorised under a number of common themes.

- Personal Issues: Not interested 29%, too busy/work 27%, Too old/health issues 6%, don't like swimming 7%
- Product Issues: No suitable facilities close by 8%
- Placement Issues: Have and use own pool 9%.

There were no issues around promotion i.e. Lack of Information/Do not know what is available which is often identified as a constraint to participation. Respondents did indicate there was a lack of suitable facilities close by (8%) so this may be partly due to lack of knowledge of what is available.

3.2.6 Most Popular Swimming Pools

The usage rates of people using swimming pools are spread around a large number of different facilities. Respondents who had used a swimming pool in the past 12 months listed 20 different facilities. A summary of the most pools/leisure centres used, compared to the pool people nominated as the one they use the most is as follows:

Table 3.5 Most Popular and Used Swimming Pools/Leisure Centres

Swimming Pools/Leisure Facilities Used in Last 12 Months	% of Respondents	Facility Used the Most Past 12 Months
Melton Waves	62%	46%
State Swim Centre - Caroline Springs	12%	14%
Paul Sadler Swim Centre Parkwood Green	8%	6%
St Albans Leisure Centre	6%	4%
East Keilor Leisure Centre, MSAC, Sunshine Leisure Centre and Maribyrnong Aquatic Centre	Each facility 4%	Each facility 4%
Sunbury Aquatic Leisure Centre, Paul Sadler Swim Centre Taylors Lakes	Each facility 2%	Each facility 2%

The current facility usage data clearly indicates Melton Waves receives high use by 62% of people using facilities. The only other facilities that show up as above 10% use is the State Swim Centre at Caroline Springs at 12%.

When asked which facility was used the most Melton Waves again is clearly the highest used facility by 46% of facility users and State Swim Centre Caroline Springs next at 14%.

3.2.7 Rating of Council's Swimming Pools

Survey respondents who had used Melton Waves (62% of facility users) were asked to rate the facilities, programs and services offered at this centre under a 5 point rating system. The results were:

- Excellent 11%
- Good 53% 64% (Combined excellent/good rating)
- Adequate 28%
- Poor 6%
- Very poor 2% 8% (Combined poor/very poor)

The survey responses indicated 64% of respondents rated facilities as excellent or good whilst 8% rated them as poor or very poor.

3.2.8 Poor Facility Rating Issues

For the respondents who rated the Centre adequate, poor or very poor the main issues that caused these ratings were:

Facility or Service Improvement	% of Respondents
Cleanliness/Hygienic Conditions	56%
Improve Change Rooms	22%
Facility Too Crowded	22%
Kiosk/Food Facilities Upgraded	22%
Upgrade 25m pool/more lanes	11%
Improve Wave Pool	11%
Need Warm Water Program Pool	11%
Feeling of Safety/Security	11%

(Note - respondents could identify up to 3 responses)

The cleanliness/unhygienic conditions of facilities were rated highly as facility service improvements that needed to be rectified. This was double any other issue raised but is also an item that does come up regularly for older facilities that have high daily use.

The second issue of need to improve change facilities is also usually a key issue as these areas are the ones always judged for hygienic and cleanliness.

The third issue of facilities too crowded will also be impacting on people's perception of hygienic and clean facilities.

3.2.9 Swimming Pool/Leisure Centre Usage Profiles

Usage of the most popular facilities indicates:

User Profile	Survey Results
Use of Facilities?	Most users visited facilities weekly (29%), 2 to 3 times a week (18%) or less than monthly (14%)
Reason Choose Most Used Facility?	Close to home (47%), Good facilities (22%), To attend swim lesson (13%), Low entry fees (6%).
Travel to Facility?	Car (91%), Walk (6%), Bike (2%), Bus (1%)
Go To Facility With?	With family (71%), On own (18%), Friends (11%)
Main Activities Do at the Facilities?	Recreation/Fun swim (39%), Swim lessons (25%), Lap/Fitness swim (21%), Take child to pool (12%), Gym usage (10%)

The facility user profile indicated most people used facilities weekly (29%), up to 2 to 3 times a week (18%) and choose facilities because they were close to home (47%) or good facilities (22%).

Most people travelled to these facilities by car (91%) or walked (6%) and this was usually with family (71%) or friends (11%) whilst (18%) visited or on their own.

The main activities people do at the facilities were recreation/fun swimming (39%), swim lessons (25%) and lap swimming/fitness (21%).

3.2.10 Future Use of Swimming Pools/Leisure Centres

To assist in identifying the level of demand for future use of swimming pools/leisure centres, respondents were asked if they would like to make greater use of these facilities in the future.

Sixty eight per cent (68%) of people indicated they would like to use or make greater use of these types of facilities in the future.

The comparison of current and future facility usage by total survey sample and also gender and main age groups is summarised in the following table.

Review Category	Total Response	Males	Females	15-29 yrs.	30-49 yrs.	50 + yrs.
Current Use of ALC	57% Yes 43% No	51% Y 49% N	61% Y 39% N	51% Y 49% N	72% Y 28% N	28% Y 72% N
Future Use of ALC	**68% Yes** **32% No** +11%	**62% Y** **38% N** +11%	**72% Y** **28% N** +10%	**84% Y** **16% N** +33%	**73% Y** **27% N** +1%	**46% Y** **54% N** +18%

The highest future demand for use of these facilities is expected to come from:

- Females (72%) compared to males (62%).
- People in their most active years aged 15 to 29 years (84%), 30 to 49 years (73%) and 50 to 69 years (55%) and 70 years + (38%).

These results indicated an estimated increase in users of such facilities of approximately 11% on current facility users. Based on the current area population this would be a further 13,400 estimated people making use of facilities.
Based on the current population of 127,631 people the potential future facility user indications are up to 85,278 (68% potential future use) people could be expected to use facilities if improvements were made.

A review of where people currently live (by postcodes) by current facility usage and likely future facility usage indicates:

Main Area Postcodes	3023 Caroline Springs	3037 Hillside/Taylors Hill	3335# Plumpton and Rockbank	3337 Melton/Melton West	3338 Melton South Etc.
Used Facilities Now	69%	53%	20%	54%	53%
Like to Use facilities In the Future	74%	75%	80%	58%	63%

#Note: low population sample impacting on results.

These results indicate increases in facility use across all main postcodes with the largest future increases likely to be in the postcode area 3037 + 22% (Hillside, Taylors Hill, Sydenham and Calder Park) and postcode 3338 +10% (Brookfield, Exford, Eynesbury and Melton South areas).

3.2.11 Facilities and Features that Would Encourage Greater Future Use of Facilities

Respondents who indicated they would like to make greater future use of swimming pools/leisure facilities were asked to nominate up to three features that would encourage more use. There were 76 facilities/features nominated with the most popular responses being:

Swimming Pool Future Priority Features	%	Health and Fitness Future Priority Features	%
More water areas for Children and families – water play facilities	23%	Membership packages and discount offers	18%
Waterslides and more facilities for Youth	16%	New/Expanded Gyms and health and fitness facilities	16%
New/Expanded Health and Fitness Facilities	16%	Increased areas for health and fitness classes	11%
Warm Water Program Pool and more facilities for older adults/spas/saunas etc.	15%	Improved amenities and change areas	9%
Membership packages and discount offers	9%	Longer opening hours for gyms	9%
Cleaner more hygienic facilities	9%	More childcare	6%
Improved change rooms	7%	Cleaner more hygienic facilities	6%

These results indicate support for enlarged health and fitness facilities as well as recreation swimming and fun features and facilities for family/friends with support for leisure pools, play equipment and more modern amenities and service areas.

3.3 Melton Waves - User Survey

This section summarises the key findings from the User Surveys conducted during 2013. A link to an on line user survey was sent to all Melton Waves Members (approximately 2,500) and advertised on Council's website. Hard copies of the survey were available at the reception of Melton Waves.

A total of 85 surveys were completed by users of the Melton Waves 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 Two** of this report

3.3.1 User Survey Analysis

A summary of the key finding is detailed as follows:

(i) Respondent Profile

The following table summarises the user survey respondent sample for the Melton Waves.

Table 3.6 User Survey Respondent Sample

CATEGORY	SUB-GROUP	NUMBER
Gender	Male	37
	Female	48
Age Range	10 yrs. and under	16
	11-14 years	5
	15-19 years	2
	20-29 years	6
	30-39 years	21
	40-49 years	8
	50-59 years	15
	60-69 years	8
	70 years plus	4
Suburb	3337	44
	3338	21

A review of the survey sample indicates that:

- Fewer males (44%) responded to the survey than females (56%).
- The highest percentage age profile that responded to the survey were aged 30- 39 years 25%, followed by 10 years and under 19% and 50-59 years 18%. These age groups represent key target market groups for aquatic and leisure facilities.
- The predominant area were respondents lived was Melton 52%, followed by Melton South at 25%.

(ii) Times the Centre Was Most Used

The main times people used the Melton Waves are detailed in the table below.

Table 3.7 Centre Usage Times

Time Slot	Numbers	%
Before 9.00am	20	24
9.00am-12 midday	30	35
Midday- 2.00pm	2	2
2.00pm- 5.00pm	13	15
5.00pm-8.00pm	19	22
After 8.00pm	1	1
TOTAL	**85**	**100**

The most popular timeslots identified for use of the Melton Waves was 9.00 am to midday (35%), followed by 5.00 pm to 8.00 pm (22%0 and 2.00 pm to 5.00 pm (15%).

Most survey respondents indicated they travel to the Centre from home (76%), followed by work (13%) and school (9%).

The majority of respondents travel by car either on their own (64%) or with others (27%). Limited access to the Centre was made by bicycle (4%), walking (2%) or public transport (2%).

Most respondents spend 1 to 1.5 hours (42%) at the Centre followed by 0.5 to 1 hours (27%) and 1.5 hours to 2 hours (20%) at each visit to the Centre.

(iii) Visits to the Melton Waves

The following table summarises the frequency of use of the Melton Waves.

Table 3.8 Use of Melton Waves

Daily	2 to 3 times	4 to 6 times	Weekly	Fortnightly	Less than once a month
5%	39%	26%	22%	1%	6%

The results indicate the majority of respondents are regular users of the Centre with 2-3 times a week 61% being the most common frequency of use, followed by 4 to 6 times a week 26%.

(vi) Reasons for Choosing to Use the Centre

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

- Close to home 62%
- To take part in a fitness activity 36%
- It has an indoor pool 28%
- To attend a swimming lesson 22%
- Good facilities 16%
- Warm water pool 13%
- Medical reasons 12%
- Range of pools 7%

The main reason the Melton Waves Centre was the centre of choice was because it is close to home (62%), to take part in a fitness activity (36%) because it has an indoor pool (28%) to attend a swimming lesson (22%).

(v) Rating of the Facilities

Survey respondents rated the current services and programs at the Melton Waves Aquatic and Recreation Centre as:

- Excellent 8%
- Good 40%
- Adequate 39%
- Poor 16%
- Very poor 4%

The results indicate that approximately 40% of respondents considered the facilities to be good, 39% considered the facilities adequate and 20% considered the facilities to be poor or very poor.

The survey respondents who considered the facilities to be poor/very poor were asked to indicate which facilities and/or services in particular they were unhappy with. The reasons listed in order of frequency of response were:

- Change rooms 76%
- Indoor pool 24%
- Gym/Weight facilities 24%
- Too crowded 18%
- Wave pool 18%
- Cost 12%
- Spa 12%
- Toddlers Pool 12%

The main areas people were not happy with included the change rooms (76%) followed by the gym and weight room facilities (24%) and the indoor pool (24%).

(vi) Rating of the Service and Programs

Survey respondents rated the current services at the Melton Waves as:

- Excellent 6%
- Good 54%
- Adequate 29%
- Poor 9%
- Very poor 1%

The results indicate that approximately 60% of respondents considered the services to be between excellent and good, 29% considered the services adequate and 10% considered the services to be poor or very poor

The survey respondents who considered the services to be poor/very poor were asked to indicate which services in particular they were unhappy with. The reasons listed in order of frequency of response were:

- Level and quality of instructors 44%
- Range if programs and services offered 33%
- Level of fees and charges 22%
- Centre opening hours 22%
- Centre too crowded 22%
- Customer service/assistance 22%
- Food and Beverage Services 11%
- Information available 11%
- Group fitness timetable 11%

The main areas people were not happy with included the level and quality of instructors (44%) followed by range of programs and services offered (33%), level of fees and charges, opening hours and centre being too crowded all at 22%

(vii) Main Activities Undertaken at the Melton Waves

The main activities undertaken at Melton Waves as indicated by survey respondents are listed as follows in order of frequency of response:

- Use of gym and weights 41%
- Lap swim/fitness 36%
- Swimming lessons 27%
- Fitness activities 24%
- Take child to pool 22%
- Group fitness activity 21%
- Use the Wave Pool 13%
- Recreation fun swimming 13%
- Family activity 13%
- Rehabilitation program 13%

The main activities people participate in at the Centre are using the gym and weights room and group fitness activities, lap swimming and participating in a learn to swim program.

(viii) Use of Other Swimming Pools in Last 12 Months

Survey respondents were asked to indicate which other swimming pools they have used in the last 12 months. The four main pools are listed in order of frequency of response:

- Melton waves 74%
- Melbourne Sports and Aquatic Centre 11%
- Maribyrnong Aquatic Centre 8%
- St Albans Leisure Centre 7%
- Genesis 5%
- Gisborne Aquatic Centre 4%
- State Swim 2%
- Caroline Springs Swim Centre 2%
- Paul Saddler swim Centre 2%

The main other pool respondents had used were Melbourne Sports and Aquatic Centre and the Maribyrnong Aquatic Centre.

(ix) Future Facility Features that Would Encourage Greater Use of Public Swimming Pools

Just under 9 out of 10 (87%) of respondents indicated that they would like to make greater use of the swimming pools and leisure centres in the future.

Respondents provided a large range of facility component priorities that would assist them in greater use of pools. The top five features included:

- Cleaner more hygienic facilities 62%
- Better membership packages 28%
- Improved gym/weights facilities 26%
- Larger indoor learn to swim pool 19%
- Warm water pool for therapy 18%

Other features referenced include:

- Improved health and fitness classes 16%
- Improved indoor recreation/leisure pools 16%
- Additional family change rooms 16%
- Longer opening hours 14%
- More health related programs 12%
- Improved learn to swim programs 9%

Respondents main request to assist them in making greater use of pools in the future were cleaner more hygienic facilities, memberships packages improved gym and weights room, larger indoor learn to swim pool and warm water pool for therapy.

3.4 School Survey

A total of 35 surveys were sent to all Primary and Secondary schools in the Melton municipal area during 2013. A total of 11 schools completed and returned the surveys.

3.4.1 Use of Aquatic Centres

School representatives were asked a range of questions about their schools use of Aquatic Centres and aquatic/health and fitness based programs and services.

The questions were aimed at identifying aquatic participation and facility usage trends and key reasons why activities and facilities were selected.

Of the 11 schools that completed the survey, a total of 6 schools indicated that they had participated in a Learn to Swim or School Sports Program. Five schools indicated they did not participate in aquatic based programs. Based on these responses, a total of 55% of schools indicated they participated in a learn to swim or school sports programs.

The schools that do not participate in a Learn to Swim Program or School Sports Program indicated that the cost, location of the facilities, lack of staff resources and the lack of transportation to the facilities were the main issue restricting the schools participation.

3.4.2 Schools Aquatic Program Coordination

Of the 6 schools who participated in Learn to Swim or School Sports Programs, all programs were co-ordinated by pool staff.

3.4.3 Frequency of Student Visitations in Learn to Swim Program

Of the schools who participate in aquatic-based programs, the average number of student visits is detailed below:

- 9 Visits per year 1 school
- 10 Visits per year 2 school
- More than 10 visits 3 schools

3.4.4 Most Popular Terms

To gain an understanding, of when schools use swimming pools, they were asked to nominate which school term they typically use pools. The results are detailed below:

- Term One 1 Schools
- Term Two 3 Schools
- Term Three 3 School
- Term Four 3 Schools

The results indicate that terms two, three and four were the most popular terms.

3.4.5 Most Popular Swimming Pools

The schools were requested to nominate the main swimming pool(s) used for the aquatic programs.

The following indicates the most popular swimming pools used:

- Melton Waves 3 schools
- Flippers 1 schools
- YMCA Kororoit Creek 1 school
- Paul Saddler Melton South 1 school

The schools indicated that the Melton Waves Centre was most popular facility used by the schools

3.4.6 Reasons for Choosing Most Used Swimming Pool

The main reasons schools gave for choosing their most used swimming pools were:

- Close to School 4 schools
- Good facilities 4 schools
- Indoor facilities 4 schools
- Affordable price 3 schools
- Heated indoor swimming pool 3 schools
- 50 metre outdoor pool 3 school
- Quality of programs 2 schools

3.4.7 Features Would Like to See Developed

The main features that would encourage schools to make greater use of swimming pools in the future were:

• Cheaper entry fees	6 schools
• Provision of transport to the pool	3 schools
• Access at different times than allocated	3 schools
• Improved booking administration	2 schools
• Greater range of pools	2 schools
• Indoor warmer water pool	1 school
• Deeper water	1 school
• Separate School change rooms	1 schools
• Access to more swimming instructors	1 schools
• More leisure water	1 school

The results indicated the cheaper entry fees, provision of transport and access at different times than allocated were the top three priorities that would encourage schools to make greater use of swimming pools in the future.

3.4.8 School Based Aquatic Facilities

No Schools within the area surveyed had a school based aquatic or health and fitness facility.

3.5 Melton 2013 Active Participation Survey

In 2008 and 2010, Melton City Council commissioned the development of an "Active Participation Survey" in an effort to review their provision of parks and leisure facilities. In 2013, Council determined to update the surveys to gain a current understanding of the physical activities engaged in by the Melton City residents.

In relation to aquatic facilities, the survey respondents identified the following key issues:

- Current participation is 30% a reduction of 7.8% since 2010

- In relation to aquatic facilities survey found:
  - 57.8% of all respondents had visited a pool or aquatic centre in the last 12 months with two thirds of those visiting Melton Waves making it the most popular aquatic facility.
  - 24.9% of all survey respondents visited a pool or aquatic centre at least once a week.
  - The most popular activity at the pool / aquatic centre was lap swimming (58.8% of respondents who visited a centre) followed by health and fitness programs (29.9%).
  - Only 28.1% of respondents felt their needs were being met by the City's current aquatic facilities.
  - Approximately 43% of respondents said aquatic centres should have the same or higher spending priority than other council owned assets.

The top three improvements respondents nominated for Melton Waves were:

- Modern, functional change and toilet amenities (39.2%)
- Shading around pool grounds (34.0%)
- Redevelopment/improvement of existing pools (30.4%)

3.6 Key Stakeholder Interviews

Discussions were held with a range of key informants to discuss current and future needs and opportunities for co-location of facilities. The following provides a summary of their key needs and issues related to current and future facilities.

3.6.1 Melton Swimming Club

The following provides a summary of key issues identified by the Melton Swimming Club.

Membership

The club has approximately 100 members.

- 60% are females
- 96% are U16
- 60% are U13

Membership is at capacity; there is no lane space available for additional swimmers.

Club structure

The club is associated with Swimming Victoria. It facilitates the competitive side of swimming by being the conduit for its members to participate in State and National Championships.

Members compete in pool and open water events.

The club is a key user group of Melton Waves.

Swimmers join Melton Swimming Club to compete in Swimming Victoria / Australia events. Membership fees are $215pa of which $130 goes to Swimming Victoria.

The club runs two competitive Swim Meets a year. These are its major source of revenue. One is an Encouragement Meet and the second is qualifications for State and National Championships.

Belgravia Leisure employs and pays the coaches for Squad training but the club has to pay coaches when they attend competitions.

There are more swimmers in Squad programs that are operated by Belgravia Leisure than members of the Swimming Club. There is a need for stronger link between the squad swimming and pathways to competitive swimming

Pool usage

Training:

- Mon to Fri. 5.00am to 7.00am and 4.30pm to 7.00pm.
- Sat. 6.00am to 8.00am.

Competition:

- Swim Squad meets every second Friday from 6.30pm to 8.30pm.
- Encouragement Meet. Once a year on Sat afternoon from 12noon to 5.00pm.
- Qualification Meet. Once a year on Sat afternoon from 12noon to 5.00pm.

Current issues

Lane capacity:

- The club cannot increase its membership because it needs more lanes.

Venue capacity:

- For Swim Meets, entries are limited to 130 competitors. This is a directive from centre management because the venue has no seating around the pool deck and only 2m to 2.5m between the pool and wall. It can accommodate approximately 160 people.

	Cleanliness: • General cleanliness relating to change rooms, pool hygiene and pool cleanliness is an issue at times. **Outdoor pool:** • Management policy to close the outdoor pool in the first week of March creates an issue. National Championships are held each year in the middle of April. The closure of the outdoor pool forces swimmers to find training space at Werribee or Melbourne Sports and Aquatic Centre in the lead up to the event.
Future needs and recommendations	The club would like to have a 50m indoor pool that could be divided into two 25m areas similar to the setup at the Wyndham Leisure Centre. The public would have access to one pool and competitive swimmers the other. A new facility should be designed with seating for up to 200 people. This would allow the club to cater for 200 entries at its two major meets and make the pool attractive to local school events. The club would like to have input into the running of swimming at any new centre, which does not occur at present. (Its relationship with Belgravia is improving). At present, it cannot address issues relating to cleanliness or Squad matters such as behaviours, times, levels or fees. It could service its members better if it had a voice.

3.7 Competitor Review within City of Melton

A review of other aquatic and health and fitness facilities within the City of Melton area has been completed. The table below details the six (6) key competing facilities.

Table 3.9 Aquatic Facility Competitor Review

Genesis Melton	
Address	15 - 21 Coburns Road, Melton South
Website	http://www.genesisfitness.com.au/clubs/vic/melton/contact-us
Facility overview	Health club catering for all levels of fitness at any age. Over 2000 square metres of equipment and range of fitness services. • Cardio area • Machine weights • Free weights • 25m indoor heated Pool • Ladies only gym • Group exercise studio • Cycle studio • Free childcare
Program overview	Swim school Health and Fitness classes • Boxing • Cycling • Cardio • Dance • Kids

Paul Sadler Swimland – Parkwood Green	
Address	190 Community Hub, Hillside
Website	http://www.paulsadlerswimland.com/Locations/Victoria/Parkwood-Green.aspx
Facility overview	Indoor Swim School • 25m x 6 lane heated pool • 4m x 3m kinder pool
Program overview	Swim programs • 6 months to 3 years • 3 years and older • Swimming Squad • Swim Club

Paul Sadler Swimland - Melton	
Address	1a Raleigh Road, Melton
Website	http://www.paulsadlerswimland.com/Locations/Victoria/Melton-(1).aspx
Facility overview	Indoor Swim School • 25m x 6 lanes • Deep water pool • Wading pool
Program overview	Swim programs • 6 months to 3 years • 3 years and older • Swimming Squad • Swim Club

State Swim Swimming Schools – Caroline Springs	
Address	16 – 24 The Crossing, Caroline Springs
Website	http://www.stateswim.com.au/schools/caroline-springs/
Facility overview	Indoor Swim School • 20m x 6 lap heated pool
Program overview	Swim programs • Swim & Play (Up to 4 years of age) • Learn to Swim (Minimum age 4 years) • Health and Sport (For accomplished swimmers) • Adult programs

Swimmers Swim School	
Address	30 – 36 Station Road, Melton South
Website	http://www.swimmersmelton.com.au/
Facility overview	Indoor Swim School • 6 lane 15m pool • 4 lane 25m pool
Program overview	Swim programs • Learn to Swim • Basic Water Awareness • Water Safety • Live Saving Classes • Swimming Squad Approximately 200 visitors per week

YMCA – Koroit Creek	
Address	5 Millport Drive, Burnside Heights On the grounds of Koroit Creek Primary School
Website	http://www.childrensservices.ymca.org.au/attend/early-learning/kororoit-creek.html?gclid=COD9h53embcCFUVlpgodKEwAkQ
Facility overview	The Centre is home to a community hub, outside school hours care, early learning centre and an Aquatic Education pool. • Indoor 25m pool
Program overview	Provides children's programs including: • Long day care (for pre-school aged children) • 4 year old kindergarten • Before and After School Care (for children attending Kororoit Creek Primary School) • School Holiday Program (for all children aged 5 – 12 years) • Kings Swim Program – Learn to Swim (

3.7.1 Summary of Facility Inventory

The City of Melton has six (6) privately operated swim centres within its boundaries. One, Genesis Melton, is part of a health and leisure complex whilst the other five are primarily swims school offering a range of products from Learn to Swim classes through to Swim Squad and adult programs.

In total, the non Council aquatic facilities in the area provide:

- 5 x 25 metre pools
- 1 x 20 metre pool
- 1 x 15 metre pool
- 1 x deep water pool
- 2 x kinder / wading pools.

3.8 Review of Surrounding Council Aquatic and Leisure Facility Strategies

A review of aquatic and leisure facility provision in the following neighbouring municipalities has been completed to identify key issue or facility developments that will impact on facilities in Melton. The neighbouring municipalities included:

- Brimbank City Council
- Hume City Council
- Macedon Ranges Shire Council
- Moorabool Shire Council
- Wyndham City Council

A map locating each of the main aquatic facilities in the neighbouring Council areas and the 5km and 10km catchment radius is detailed **on page 37 to 38.**

Table 3.10 Neighbouring Municipalities Facility Review

Municipality	Existing Council Facilities	Proposed Council Facilities

Brimbank City Council	St Albans Leisure Centre
	90 Taylors Road, Keilor Downs
	• Gymnasium
	• Indoor pool
	  ○ 25m lap pool
	• Outdoor pools
	  ○ 50m Olympic size
	  ○ Toddlers pool
	  ○ Learners pool
	
	Sunshine Leisure Centre
	5 Kennedy Street, Sunshine
	• Gymnasium
	• Indoor pools
	  ○ 25m heated pool
	  ○ 20m program pool
	  ○ Fun pool with beach entry
		Currently there are no strategies or plan in place that relate to future developments of aquatic leisure centres at either centre

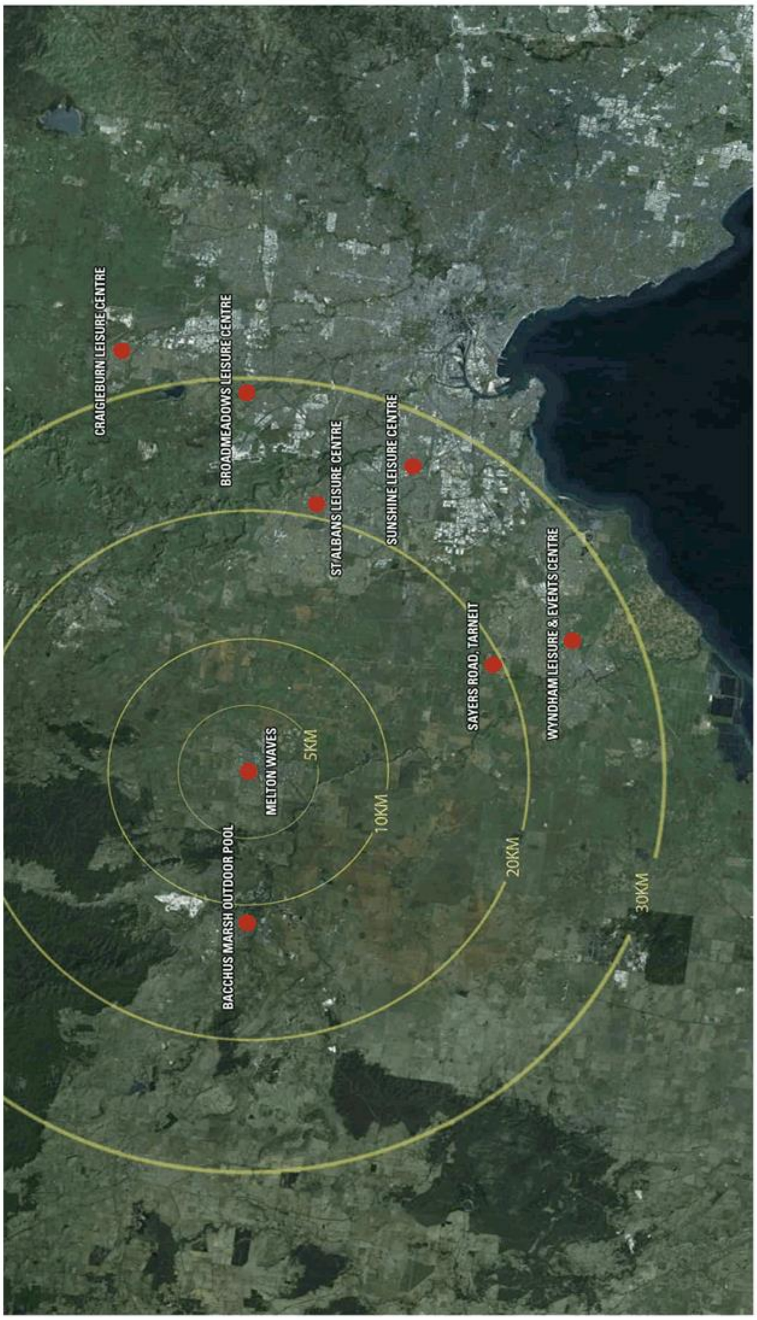
Hume City Council	Broadmeadows Leisure Centre Cnr Pearcedale Parade & Dimboola Road, Broadmeadows • Gymnasium • Indoor pool Craigieburn Leisure Centre 127 – 147 Craigieburn Road, Craigieburn • Gymnasium • Indoor pool Sunbury Aquatic and Leisure Centre 20 Ligar Street, Sunbury • Gymnasium • Indoor pool • Outdoor pools	"Leisure Strategy 2013 – 2018" This strategy guides Council's investment in major infrastructure including: • 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.

Macedon Ranges Shire Council	Gisborne Aquatic Centre
	6 Aitken Street, Gisborne
	• Indoor pools
	  ○ 25m heated lap pool
	  ○ Warm water exercise pool
	  ○ Learn to Swim pool
		Council has recently undertaken a high level feasibility study for an aquatic and fitness facility at Romsey.
		
		Council has recently funded master plans for the outdoor pools at Woodend and Lancefield.

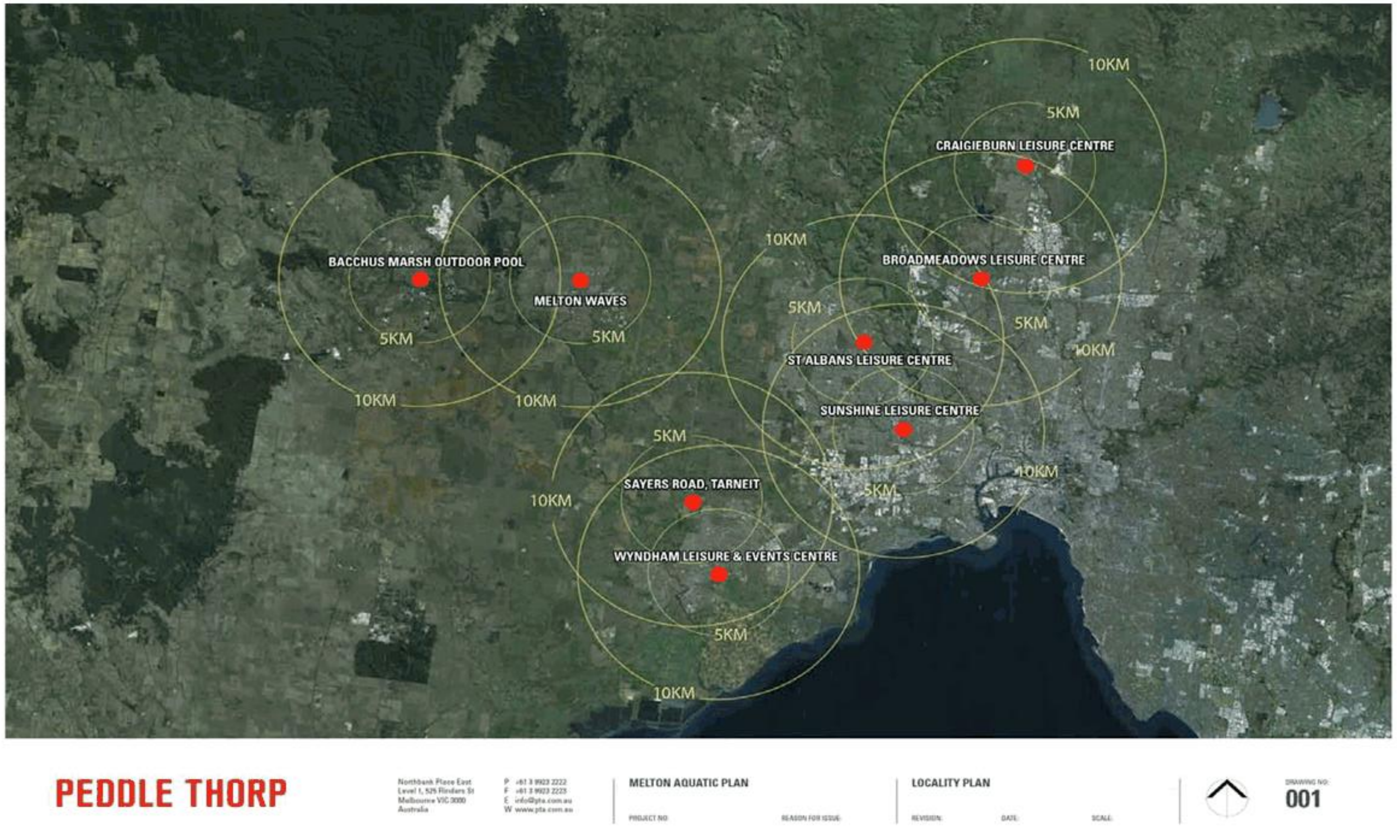
Municipality	Existing Council Facilities	Proposed Council Facilities
	Gisborne Fitness Centre 8 Hamilton Street, Gisborne • Gymnasium Kyneton Sports & Aquatic Centre 4 Victoria Street, Kyneton • Gymnasium • Indoor pools ○ 25m 8 lane heated lap pool ○ Warm water exercise pool ○ Learn to Swim pool Lancefield Memorial Swimming Pool Chauncey Street, Lancefield • Outdoor pool Woodend Swimming Pool Forest Street, Woodend • Outdoor pool	Council's long term Capital Works Program is considering future expansion of the Gisborne Aquatic Centre.
Moorabool Shire Council	Bacchus Marsh Aquatic Centre 55 Grant Street, Maddingley • Outdoor pool Bacchus Marsh Leisure Centre 5 /15 Labilliere Street Bacchus Marsh • Gymnasium Ballan Aquatic Centre 1 Mill Park Street, Ballan • Outdoor pool	Council Plan 2009 – 2013 identified the Moorabool Indoor Aquatic facility as a key priority project. 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. 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. Stages one and two would include: • 25 metre eight lane indoor heated pool • Learn to Swim pool • Gymnasium • Multi-purpose rooms. The Council proposes to construct the indoor pool and gymnasium (wet and dry areas) at Peppertree Park, Grant Street, Bacchus Marsh. The estimated construction costs of stage one and two is $17.86 million Council received $7M funding as part of the RDAF Program in 2013
Wyndham City Council	Werribee Leisure & Events Centre 88 Derrimut Road, Hoppers Crossing • Gymnasium • Indoor pool – 50m lap pool Werribee Outdoor Pool Watton Street, Werribee • Outdoor pools • 50m x 8 lane heated pool • Heated leisure pool with beach entry,	In March 2013, Council awarded the contract for the Wyndham Leisure and Events Centre redevelopment project. The $45.4 million investment will transform the existing centre into a flagship recreation destination for Melbourne's west. Work will commence in April 2013 and continue on the site until early 2015.

Municipality	Existing Council Facilities	Proposed Council Facilities
	waterplay and Learn to Swim area. Werribee Sports & Fitness Centre 35 Ballan Road, Werribee • Gymnasium	The Aquatic Centre building is undergoing major refurbishments and extensions to provide a number of facilities: • A new 50m concrete pool to replace the existing pool. • A new 25m Learn to Swim Pool. • A new warm water Therapy pool • New Steam and Sauna rooms and a new Spa pool. • A new Aqua Play area. • Two new fun slides one being theme park style slide. • A new gym will have over 950m² of weights, cardio and stretching space, a cycle studio, large group fitness studio, programmable gym area, members lounge and new change rooms.

3.8.1 Aquatic Facility Catchment



3.8.2 Neighbouring Aquatic Facility Catchment Analysis



3.9 Aquatic and Leisure Facility Trends

This information draws from a review of a large sample of industry market research projects that have been carried out over the past five years to assist in defining aquatic and indoor facility and related leisure trends.

SGL's extensive experience in the development of aquatic and leisure facilities indicates that these types of facilities usually become a highly emotive and public interest debate. Organised formal groups (specialist users of pools) may dominate consultation processes whilst the general resident/casual and recreation user (highest user of pools) can remain unheard.

In many cases when a Council is faced with developing or redeveloping an aquatic facility the debate about the right components for the community it is to serve may at times be dominated by:

- The priority for long course competition, lap swimming and training facilities (50m or 25m lap pools) sometimes at the expense of not including or building multi-use high use viable water areas as well.
- The need for deep water to meet specialist sport needs which increases operating costs and also restrictions as to who can use the water. Selection of these areas must be made with financial and user impacts clearly highlighted.
- Lack of a co-coordinated strategy for other existing pools in the project area and user catchment zones so there is not duplication of the same thing in the same catchment zone.
- Lack of knowledge on local competitor facilities and user markets of why and how people use pools and what they pay for the different user categories. Participation trends usually show only a small market for lap swimming, whilst a large proportion of people use the facilities for recreation, fun, enjoyment, socialisation, education and therapy.
- The development of limited water areas that have a range of differing water depths and temperatures.
- Not ensuring all user markets are a priority so that a mix of water areas become an essential part of a successful aquatic leisure centre design brief.

3.9.1 Leisure and Aquatic Trends that Impact on Leisure Facilities

The following summary of general leisure trends impacting on people and their demand for recreation, sport and leisure activities and in particular aquatic facilities has been developed using a range of aquatic facility feasibility documents.

General Leisure trends impacting on aquatic leisure facilities design, facility components and user attraction include:

- ***A gradual ageing of the population.*** As life expectancy increases, birth rates stay low and the "baby boomers" of the 1950's and 1960's grow older. This is placing a new demand on providing programmed hotter water areas as well as pools suitable for therapy and older adult exercises. It also means it is essential to have a range of pools with different water depths and temperatures.
- ***Flexibility in the times when people recreate.*** As demands on people's time increases and work practices change people are seeking to take their recreation at different times, over a broad spread of hours and at facilities that offer a lot of activities under the one roof. Indoor pools and health and fitness facilities are particularly attractive and getting easier to use as many are open 12 to 16 hours, 7 days a week

- ***Increased variety in recreation and leisure options.*** People's leisure and recreation options are changing towards newer more varied activities offered over a greater range of timeframes compared to previous decades where limited variety in activities and scheduling occurred. This has supported the trend to more multi-use facilities to attract a broader range of users as well as multiple water areas to meet different needs at the one centre.

- ***Constraints to recreation and leisure participation.*** Lack of time, lack of facilities close by, family and work constraints, health problems and cost of service or use of facilities are the main constraints to many people's recreation and leisure participation. The development of targeted markets of users, programs and services at aquatic and health and fitness centres has assisted in reducing some of these participation constraints

- ***Changing employment structures, trading and work hours.*** These trends often make participation in traditional sports difficult and therefore people are looking for facilities that are open longer hours and have a lot of activity options at the one site. This makes opportunities such as indoor pools attractive as their long opening hour's means usage can be made in a wide range of social, training, competition, educational settings.

- ***Different people want different activities.*** Differing population characteristics i.e. age, gender, cultural issues sees the need for facilities to offer potential users a much more varied range of programs and services than previously offered. All year round indoor aquatic facilities also provide the greatest diversity of activities throughout the different seasons impacted by an areas local weather

- ***Provision of high standards and quality of facilities and services.*** People are looking for high standard, high quality facilities and services to meet their recreation and leisure needs. This has also seen the trend for indoor facilities becoming very popular as they allow activity in safe and secure spaces in all weather and environmental conditions. This leads to indicating that building low standard, low cost facilities will not attract the maximum user market

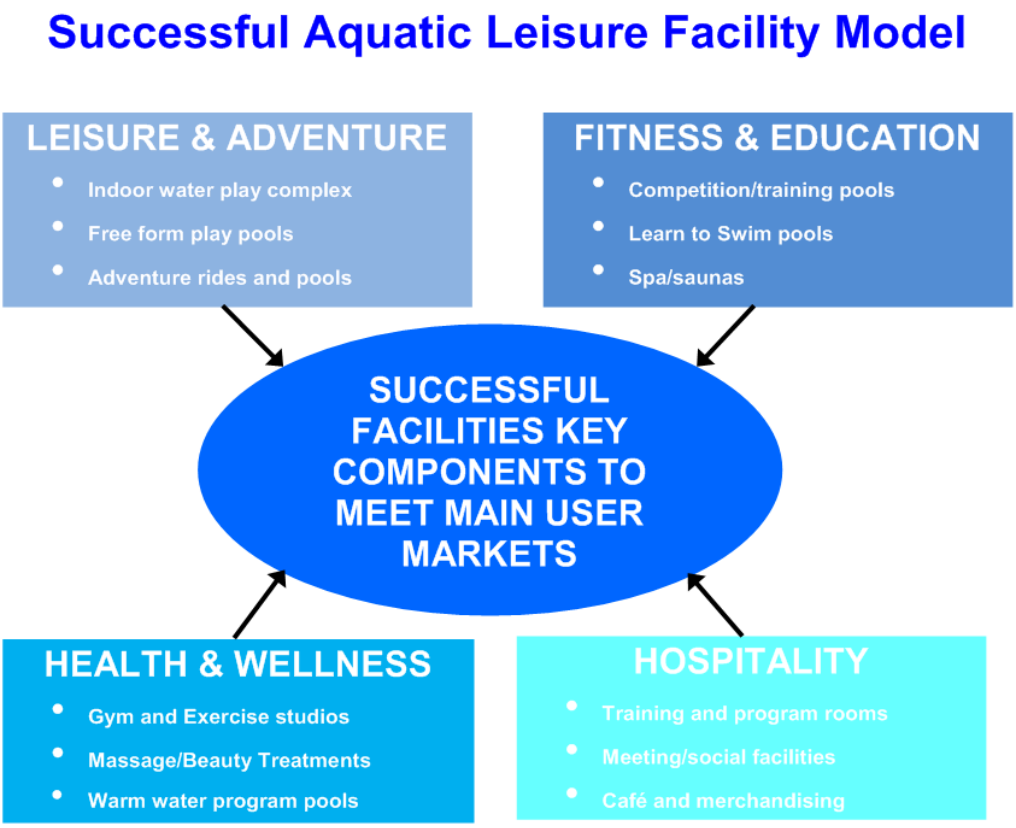
- ***Desire for activities to be affordable.*** The development of multi-purpose aquatic leisure centres has enabled the high operating cost activity of aquatics (in many cases) to be cross subsidised by more profitable activity areas such as health and fitness, food and beverage and entertainment areas. This has enabled many facilities to keep general entry fees low to encourage use whilst seeking users who want special services to contribute at a greater level to the cost of such activities.

- ***Recognition of strong links between physical activity and health.*** Preventative health care and active lifestyles are very important to many people's aquatic and health and fitness activities are becoming a large part of people's activity choices.

- ***Expectations of equity and access.*** Today's society expects people with special needs to be catered for in public aquatic and leisure facilities. This has seen improved design features to increase accessibility to and within such facilities. Added to this is the growing array of programs and activities offered to people of all different abilities, physical condition and skill levels.

3.9.2 General Aquatic Facility Trends

The main general aquatic facility trends that can impact on selection of high use activity components are detailed in the following graphic.



3.9.3 Specific Aquatic Facility Trends

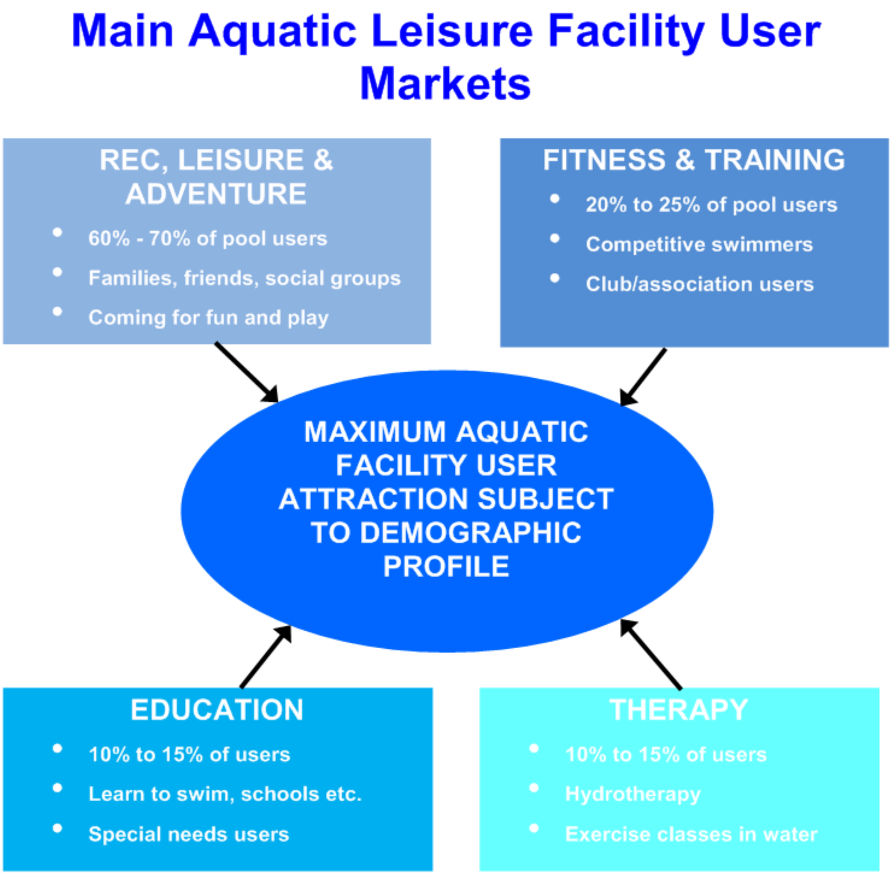
Specific Aquatic Facility Trends that are impacting on people in the 21st Century include:

(a) Aquatic Facility Trends and Main User Markets

Traditionally many local authority aquatic leisure facilities were built for specialist or limited market users (i.e. competitive swimmers or high level sport participants). Detailed planning and comprehensive feasibility studies now are able to show more targeted user profiles.

Such studies usually identify the demographic profile of residents in the project area, their current aquatic and leisure participation patterns and use of surrounding aquatic facilities that provide a sound base for more user friendly facilities.

The majority of aquatic facility market research indicates future complexes must equally cater for four distinct aquatic user markets:



- **Recreation and Leisure Market** - usually made up of families, people coming with friends and groups for fun, relaxation, social activity and low level competition/participation.
- **Competitive/Training/Fitness Market** - usually made up of people predominantly attending facilities alone for structured fitness or competition activities.
- **Education Market** - usually made up of children and adults wishing to increase water safety and survival skills. Includes Learn to swim classes, school and club use and individuals improving their skills and techniques. They require hot water pools and water depths with some straight edges and easy water access etc.
- **Health and Therapy Market** - usually made up of children, adults and older adults wanting to relax or exercise in hot water. This market also includes specialist health condition groups such as arthritis, asthma suffers, etc. They require hot water pools and associated health relaxation areas, i.e. Spa/saunas, etc.

Benchmarking indicates that the recreation and leisure market will be the largest as it contains people of all ages, ability, types, interest and gender. The competitive/ training/fitness market is a more specialist market as it usually contains younger, fitter and more active people who have made time to train and compete.

Previous benchmarking conducted by SGL Leisure Planning Team indicates that in many cases 60% to 70% of facility users come from the recreation/leisure sector with 20% to 30% coming from the competitive/training/fitness markets. The health and therapy and education markets can range from 10% to 20% of the market subject to the age and health profile of the community in which the facility is located.

The most successful centres attract all user markets and should be set up to allow people to participate in a range of activities at the one site. The further addition of health and fitness facilities, spas and saunas and social areas have been very successful at many aquatic facilities, as they add to the user experience and contribute to people being attracted to attend these facilities more often.

(i) Aquatic Facilities Activity Areas

Industry trends indicate that in the majority of current indoor stand-alone aquatic facilities revenue does not meet annual operating costs. Average losses range from $200,000 to $500,000 plus per annum. The Centres that have the capacity to return an operational surplus show minimal return on capital investment.

A review of the successful Centres' business indicates that these Centres record:

- High visits per square metre
- High expense recovery ability including capital repayment
- High operating profits per visit
- Excellent program range returns and attendances
- High secondary spend returns
- Excellent range of attendance types (adult/child ratio)
- Draws users from a large catchment area
- High revenue returns from health and fitness

To ensure financial viability and attract potential interest from capital investors, any future facility development must be designed with the above business aims in mind. This support usually recommends activity area components that can:

- Provide a mix of shallow leisure/recreation water with programmable water areas.
- Provide high revenue generating complementary service areas such as spas, saunas, and food and beverage services.
- Are located in a high traffic/visitation area.
- Are located as part of other leisure facility development.

Traditionally, commercial investment in aquatic facilities has been in specialist pools such as learn-to-swim or as additions to health and fitness clubs. The high capital cost and limited financial returns have contributed to this situation. Recent projects do see an increase in the number of management groups prepared to invest capital funds in return for longer-term agreements.

(ii) Health and Fitness Activity Areas

Industry trends indicate that users of aquatic facilities are also significant users of health and fitness facilities. Location of each of these activity components at the one site improves financial viability.

Health and fitness has the capacity to record high expense recovery returns, with many centres returning 125% to 180% of expenditure. Traditionally these returns can also attract commercial investors and operators to health and fitness facilities. Locating these facilities at aquatic centres increases the potential of cross-selling and spin-off use. It also improves the membership/program user and casual user ratio.

(iii) Ancillary Services and Activity Areas

In recent years, there has been a trend to develop a range of complementary businesses in conjunction with aquatic leisure facilities. These include:

- **Wellness Centres/Day Spas**: There is an emerging trend of adding in an area for specialist wellness activities, services and merchandising. The key services found at successful wellness centres include massage, beauty therapy treatments, gentle exercise classes and relaxation and time out activities.

  Inclusion of such facilities offers a broader range of activities to a larger age profile of people. The massage and beauty therapy are high yield sales activities and can have high linked merchandising product sales.

  It is essential in developing such areas that they are located with good views, away from general public noise and viewing areas and have very good finishes and fittings. There needs to be a close by lounge for relaxation after treatment or classes.

- **Sports Medicine**: Development of consulting rooms, with patient access to health and fitness and pools, have been excellent revenue generators.

- **Health and Therapeutic** Services: Health consultancies, weight loss and therapeutic services linking in worker and accident rehabilitation patients to use the range of facilities with centre memberships paid by relevant authorities.
- **Health and Beauty Services**: Leased areas to services such as beauticians, hair salons and body toning.

3.9.4 Potential Future Aquatic Facility Trends

Aquatic Facility reviews completed in Australia, North America, Canada, the Middle East and China during the past two years by SGL provide a guide to likely new aquatic facility innovations and trends.

Key features that should be considered when redeveloping or retrofitting high use aquatic facilities are:

(i) Leisure Play Equipment

Changing static shallow water areas into water play and fun zones is one of the most popular renovations. This can be done by adding simple play equipment, water sprays and interactive equipment to existing pools. Added to this is the option to introduce inflatable play equipment to allow the area to be changeable.

Many such outdoor pools that have been retrofitted have been linked to high use indoor pools.

(ii) Major Attraction Leisure Features

Water slides and similar challenge and adventure type activities have remained popular as long as the venue has a range of slides/rides to keep peoples interest. Single ride facilities struggle to keep interest due to the lack of variety. Multi ride areas allow users to try different length and configuration rides.

There are also a range of new water rides that have a slide component leading to another ride experience such as dropping into a bowl and then water, or onto a ramp and then into a splash pool.

A key design trend is to link all slides to a common entry platform to ensure one staff person can supervise the area. A common splash down zone also allows one lifeguard to control a range of ride water entry points.

(iii) Special Effects

A range of North American Indoor leisure parks have added computerised light shows and sound systems to allow night time areas to be changed. The use of lights and sound provided users with new indoor facility experiences at night-time.

Some centres have gone further by adding projection walls to incorporate movies and short video clips with their new light and sound effects.

(iv) Leisure Furniture

Many centres aimed to keep parents and children at centres longer (to encourage greater secondary spending on food/beverage/merchandising) by providing quality furniture. The use of pool side lounges, tables, chairs, umbrellas, has allowed families to stay close to the water areas in relative comfort.

(v) Food/Beverage/Merchandising

This area has seen some major changes through development of pool side and dry area multi serving zones. Linked to these are high quality wet and dry lounge zones where people are encouraged to sit down and relax.

A number of innovative centres provide extensive lounge areas as well as pool side furniture. These centres use mobile food and beverage carts to sell items directly to centre users (i.e. they take the product to the customer). A number of other centres visited have used merchandising innovations, such as all existing customers having to go through the sales area. Other innovations included:

- Multi-media video screens through the centre reminding customers about programs, special promotions, and food/beverage and merchandising specials.
- Providing customers with discount vouchers (at entry to centre) to spend in food/ beverage and merchandising outlets or on their next visit.
- Offering combination sales specials to attract a higher spend per person.

4 Melton Aquatic Plan 2014 to 2034

4.1 Summary of the Study's Key Findings

Sections 1 to 4 of this report provide an analysis of the current and future Melton population, operational performance of the Melton Waves Leisure Centre and market research and consultation findings to assist with guiding the City's future Aquatic Plan to service the needs of the increasing area population over the next twenty years.

This section provides a summary of key findings as a base for guiding the City's future facility strategy for aquatic, leisure and health and fitness facilities.

4.1.1 Population Trends

The City of Melton is one of the fastest growing municipalities in Australia. Urban growth municipalities such as Hume and Wyndham that are also experiencing significant population expansion and growth border the City of Melton

Melton's current population is estimated to be about 127,631 people. Figures from the ABS show that the City's population over the past five years has grown by approximately 38.5%. This translates to an average growth of approximately 6,069 people or 7.7% per year.

The population and demographic review completed in section 2 of this report indicates that Melton will have by 2023, a population of 178,193 and by 2021 a population of just over 241,000 residents with a final population when built out of over 400,000. Based on current data the average annual percentage change between 2013 and 2031 (18 years) will be approximately 3.89% per annum

Importantly from a community aquatic, leisure, health and fitness facilities provision perspective Melton City Council has a younger than average population with significant numbers of people in their most active ages seeking high use of such facilities, programs and services. Future population projections indicate this young age profile will continue to grow.

Just over 72% of the area's population is under 45 years of age and 9.3% less than five years old. In 2011, the median age was 32, lower than that of Victoria (37) and Australia (37). Retirees, 65 years of age or older make up 6.6% of all residents.

Table 4.1 Melton Population Growth 2013 to 2031

2014	2018	2023	2028	2031	Change 2013-2031	
127,631	**148,548**	**178,193**	**215,197**	**241,699**	**120,075**	**98.7%**

These results indicate a need to consolidate existing operations whilst maximising potential facility usage by expanding and improve existing aquatic, leisure and health and fitness facilities and options within the City. This consolidation should be supported over the next 5 years by planning and developing new facilities for the future projected population growth.

A review of the urban growth development areas in Melton indicates that significant population growth will occur in the new development areas of:

Table 4.2 Melton Population Growth

Area	Approximate Dwellings	Approximate population	Status
Toolern	20,000	55,000	Development commenced
Kororoit	9,045	25,300	Pre planning
Plumpton	9,855	25,200	Pre planning
Rockbank	9,000	25,200	Pre planning
Rockbank North	7,300	20,400	Approved
Eynesbury	4,500	12,000	Development commenced
Diggers Rest	4,275	11,970	Development commenced
Taylors Hill West	2,400	6,500	Development commenced
Melton North	1,300	3,600	Development commenced

In choosing the best location for a future new facility, the area population trends are likely to see the following suburban area populations by 2031.

Table 4.3 Estimated Population Growth 2006 – 2031

City of Melton's areas						
Area name	2006	2011	2016	2021	2026	2031
City of Melton	**81,414**	**112,170**	**137,607**	**165,753**	**199,602**	**241,698**
Brookfield	3,331	6,242	10,605	13,497	15,295	16,703
Burnside	4,289	4,463	4,351	5,390	5,673	5,634
Burnside Heights	775	5,139	5,589	5,460	5,338	5,227
Caroline Springs	12,658	20,945	24,063	24,081	23,223	22,506
Diggers Rest	2,122	1,907	2,401	4,271	6,089	7,813
Eynesbury Township	1	681	2,726	5,199	7,312	9,333
Hillside	13,567	15,606	16,169	15,882	15,702	15,508
Kurunjang	6,897	9,470	10,352	11,505	11,471	11,239
Melton	7,592	7,940	8,166	8,549	8,814	9,077
Melton South (Existing)	8,587	8,722	10,086	11,329	12,654	12,985
Melton West	10,612	14,546	18,091	20,376	22,545	24,885
Northern Rural	867	794	820	879	938	989
Plumpton Growth Area	263	356	2,423	4,655	7,276	15,545
Rockbank Growth Area	1,062	1,082	1,085	1,512	5,620	12,597
Rockbank North Growth Area	386	268	1,273	4,803	11,865	20,088
Southern Rural	1,369	1,689	1,833	1,880	1,965	2,033
Taylors Hill	6,835	12,100	14,018	14,098	13,549	13,126
Toolern	201	220	3,556	12,387	24,273	36,410
Melton Township	37,220	47,140	60,856	77,643	95,052	111,299
Melton East	38,387	58,609	66,613	69,566	70,761	77,546

These results indicate the greatest populations areas in the future will be in the areas of Melton Township, Melton East, Toolern, Melton West, Caroline Springs, Rockbank North, Brookfield and Hillside.

Based on potential capacity for the redevelopment of Melton Waves to cater for new users at Melton South and West, Rockbank and Toolern areas longer term development of a second aquatic facility in Melton would be best placed in the Plumpton or Kororoit areas. A facility located in these growth areas would service the new residents along with Caroline Springs and the Taylors Hill West residents.

Residents located in Diggers Rest may travel west to a new facility or east to facilities located in Sunbury, City of Hume.

4.1.2 Regional Development

Discussion with neighbouring municipalities located within the growth region indicate significant planning and development of aquatic and leisure facilities in the region over the next two to five years. New aquatic facilities will be developed in the cities of Wyndham and Hume and the Shire of Moorabool. These facilities are being developed to service the direct needs of local residents and will not address the needs of the increasing Melton population. To assist with ensuring that Melton residents have access to a range of quality recreation and sporting opportunities there is a need to develop major indoor aquatic and leisure facilities to cater for the population needs.

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4.1.3 Resident Telephone Survey Trends

The resident telephone survey results indicate that the current use of swimming pools and leisure centres within the City of Melton is rated as average when compared to other growth areas in metropolitan Melbourne. The survey found that 57% of people surveyed had used a swimming pool/leisure centre in the past 12 months whilst 43% had not.

Based on current population estimates (127,631 people) there are estimated to be approximately 71,483 people in Melton City Council area currently using swimming pools/leisure centres.

The household survey identified a significant range of information about existing use of facilities and the key findings indicate:

- Melton Waves is the most used facility in the area with 62% of facility users indicating they had visited this facility in the past 12 months and 48% of people nominating it as the facility they use the most.
- Users of Melton Waves rated it highly with 64% of users rating it good or very good and only 8% rating it poor or very poor.
- Most people visited the centre by car (91%) and use the facility for recreation/fun swimming (39%), swim lessons (25%) and Lap/Fitness swim (21%).

To assist in identifying the level of demand for future use of swimming pools/leisure centres, respondents were asked if they would like to make greater use of these facilities in the future.

Sixty eight per cent (68%) of people indicated they would like to use or make greater use of these types of facilities in the future.

The comparison of current and future facility usage by total survey sample and also gender and main age groups is summarised in the following table.

Table 4.4 Current and Potential Future Use of Melton Waves

Review Category	Total Response	Males	Females	15-29 yrs.	30-49 yrs.	50 + yrs.
Current Use of ALC	57% Yes 43% No	51% Y 49% N	61% Y 39% N	51% Y 49% N	72% Y 28% N	28% Y 72% N
Future Use of ALC	**68% Yes** **32% No** +11%	**62% Y** **38% N** +11%	**72% Y** **28% N** +10%	**84% Y** **16% N** +33%	**73% Y** **27% N** +1%	**46% Y** **54% N** +18%

The highest future demand for use of these facilities is expected to come from:

- Females (72%) compared to males (62%).
- People in their most active years aged 15 to 29 years (84%), 30 to 49 years (73%) and 50 to 69 years (55%) and 70 years + (38%).

These results indicated an estimated increase in users of such facilities of approximately 11% on current facility users. Based on the current area population this would be a further 13,400 estimated people making use of facilities.

Based on the current population of 127,631 people the potential future facility user indications are up to 85,278 people could be expected to use facilities if improvements were made.

A review of where people currently live (by postcodes) by current facility usage and likely future facility usage indicates:

Table 4.5 Survey Respondents Postcodes

Main Area Postcodes	3023 Caroline Springs	3037 Hillside/Taylors Hill	3335# Plumpton and Rockbank	3337 Melton/Melton West	3338 Melton South Etc.
Used Facilities Now	69%	53%	20%	54%	53%
Like to Use facilities In the Future	74%	75%	80%	58%	63%

#Note: low population sample impacting on results.

These results indicate increases in facility use across all main postcodes with the largest future increases likely to be in the postcode area 3037 + 22% (Hillside, Taylors Hill, Sydenham and Calder Park) and postcode 3338 +10% (Brookfield, Exford, Eynesbury and Melton South areas).

5.1.4.1 Facilities and Features that Would Encourage Greater Future Use of Facilities

Respondents who indicated they would like to make greater future use of swimming pools/leisure facilities were asked to nominate up to three features that would encourage more use. There were 76 facilities/features nominated with the most popular responses being:

Table 4.6 Priority Features to Encourage Future Use

Swimming Pool Future Priority Features	%	Health and Fitness Future Priority Features	%
More water areas for Children and families – water play facilities	23%	Membership packages and discount offers	18%
Waterslides and more facilities for Youth	16%	New/Expanded Gyms and health and fitness facilities	16%
New/Expanded Health and Fitness Facilities	16%	Increased areas for health and fitness classes	11%
Warm Water Program Pool and more facilities for older adults/spas/saunas etc.	15%	Improved amenities and change areas	9%
Membership packages and discount offers	9%	Longer opening hours for gyms	9%
Cleaner more hygienic facilities	9%	More childcare	6%
Improved change rooms	7%	Cleaner more hygienic facilities	6%

These results indicate support for enlarged health and fitness facilities as well as recreation swimming and fun features and facilities for family/friends with support for leisure pools, play equipment and more modern amenities and service areas.

4.1.4 Combined Market Research and Consultation Facility Improvement Priorities

The following table highlights the top five (5) future facility improvements from the four (4) key consultation and market research processes.

Table 4.7 Most Popular Future Swimming Pool Improvements

Priority Improvement Components	Telephone Survey	Melton Waves User Survey	Stakeholders	School Survey
Cleaner/More Hygienic Facilities, Upgrade Finishes	19%	62%	√	√
Increased Areas and More Health and Fitness Classes	12%	16%	√	-
New/Expanded health and Fitness Facilities	12%	26%	√	-
Waterslides and more facilities for youth	10%	8%	√	√
More water areas for children and families – water play/splash pads	10%	9%	√	√

These results indicate consistent support across the broad range of consultation and market research for the following key aquatic and health and fitness facility improvements:

- Build on key family social/learn to swim/therapy markets
- Improved interactive leisure/replace lazy river with interactive water play.
- Improve program options – Program pool for learn to swim/therapy (possible moveable floor).
- Improve accessibility/layout – reception/entrance/food and beverage/separate school entrance.
- Increase size and amenity of gym.
- Provide flexible dry program rooms – group fitness/spinning
- Change room upgrades – accessible/school change/member change/family change.
- Development of wellness zone – allied health services.
- Improve accessibility to all facility components.
- Staff room/change facilities.
- Retain outdoor 50m pool – school carnivals

4.2 Recommended Future Aquatic Leisure Facility Plan

The recommended Melton City Council Aquatic Plan strategy is based on providing residents with access to three quality aquatic and leisure facilities that provide complementary facilities and are located in the areas of greatest residential growth. Melton Waves should continue and be upgraded and two new integrated aquatic and leisure centres planned for the growth areas with a district size facility in the Plumpton area and based on the population growth, a smaller (local) facility in the Rockbank North area.

Given the investment in Melton Waves over the last nineteen years it is recommended that this facility be retained and upgraded to meet the current aquatic and leisure facility trends in terms of facilities, services, programs and amenity provided.

Over the past six (6) years, the Centre has experienced decreasing usage coupled with increasing operational costs as income has not increased with the corresponding expenditure.

Although Council provided funding of $250,000 in the 2012/2013 financial year to undertake some improvement works to the facility and address some of these issues, consultation findings indicate the Centre is poorly perceived by some as being “tired” and in need of major refurbishment to meet the changing age profile of the Melton area.

The planning for a second integrated district aquatic and leisure facility in the Plumpton area with a smaller facility in the Rockbank North area is recommended to service the residents living in the east of the municipality. The future facility planning should consider the following key site and area selection criteria:

- Area requirement – 4 hectares.
- High visibility site – linked to main road/trail networks.
- Located with access to public transport. (currently 87% to 91% access facilities by car).
- Capacity for future expansion.
- Opportunity to collocate with other sporting/recreation facilities creating a sporting precinct.
- Outside of catchment of other regional aquatic leisure facilities.
- Close to major retail and other community/education facilities.
- Potential linkage with other major sporting facilities i.e. indoor stadiums

For the purpose of this strategy the following facility classification will apply:

Regional: A regional facility will have the capacity, due to its large size, exceptional quality or unique function, to support activities and events that draw people from a regional or wider catchment.

District Facility: A District facility will have the capacity, due to its larger size, high quality or distinct function, to support activities that draw people from across a large part of the Local Government Area. A District facility could also cater for people in another LGA where the facility is near the Council border.

Local Facility: smaller scale facility with components to service a local need and catchment - may only cater for one or two suburbs or one town due to its smaller size.

Based on the above key findings the following information provides a summary of the recommended strategic direction for the Melton City Council Aquatic Plan 2014 to 2034.

4.3 Recommended Actions

Based on the consultation and key findings the tables on the following page details recommended strategy actions for the future provision of aquatic facilities for the City of Melton.

- Short term 2015 – 2018 Extra 28,000 to 30,000 residents. Estimated total population is 137,000 to 150,000 people.
- Medium term 2018 – 2024 Extra 43,300 residents. Estimated total population is 166,000 to 199,000 people.
- Long term 2025 – 2034 Extra 43,300 residents. Estimated total population is 199,000 to 241,700 people.