

ANNUAL REPORT 2015



PARC

PENINSULA AQUATIC
RECREATION CENTRE



FRANKSTON REGIONAL
AQUATIC CENTRE PTY LTD
(ACN 160239770)
TRADING AS
'PENINSULA AQUATIC
RECREATION CENTRE'

INTRODUCTION

The 2014/15 period commenced with PARC merely a construction site, although the significance of the facility both in size and value to the community was quickly acknowledged with **2,347 Foundation Members committing to PARC prior to the Centre opening on 6 September 2015.**

Less than a year later, PARC is widely recognised as providing premium aquatic and recreation services with the Centre quickly becoming embedded in the community, moving positively towards our vision of creating the Peninsula's premier aquatic, fitness and fun PARC.

The surge of support for services such as PARC Swim and our Health, Fitness and Aquatic membership options, as well as continued increases in casual visitation, highlights the local appetite for a facility that provides positive health and welfare benefits to the community.

PARC is now widely recognised throughout the Peninsula and beyond as an ideal place to relax and have fun, enjoy the range of attractions suitable for all ages and help maintain a healthy and fit lifestyle.

ROSEANNE HEALY
CHAIR

"On behalf of our shareholders, the Board has pursued its vision to connect individuals and communities through diverse and exciting aquatic and physical activity. We remain committed to delivering the Peninsula's premier aquatic, fitness and fun PARC and creating an enviable quality of life for the region.

We thank our people for contributing their many talents to our success as well as our members, guests and local community for making our first year outstanding"



MEMBERS

A strong membership base is crucial to the long term success of PARC. With over 7,000 combined members, almost 3,000 members more than our initial projections, PARC has achieved success beyond expectations.



PARC SWIM MEMBERSHIPS

2,163 (29%)
1,258 ahead of target

CENTRE MEMBERSHIPS

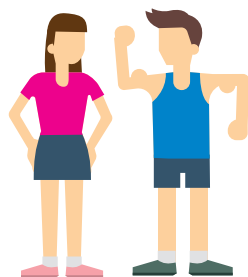
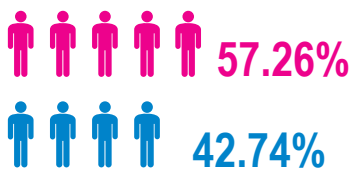
4,307 (59%)
1,058 ahead of target

AQUATIC MEMBERSHIPS

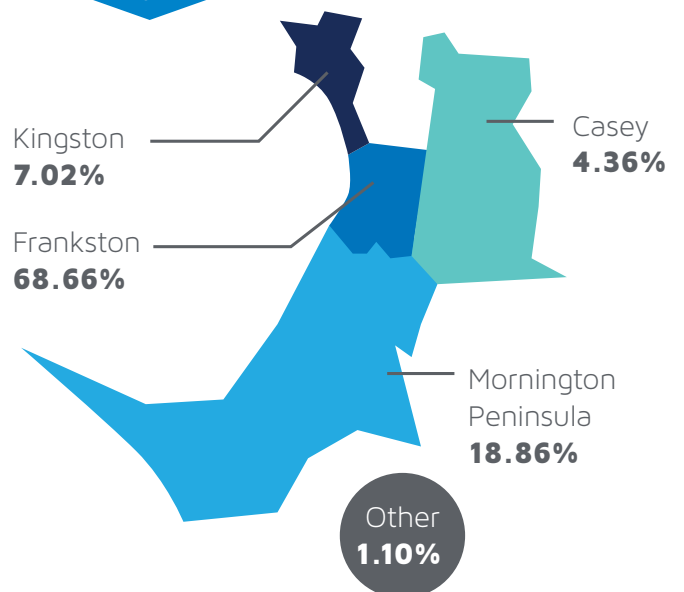
909 (12%)
645 ahead of target

WHO ARE OUR MEMBERS?

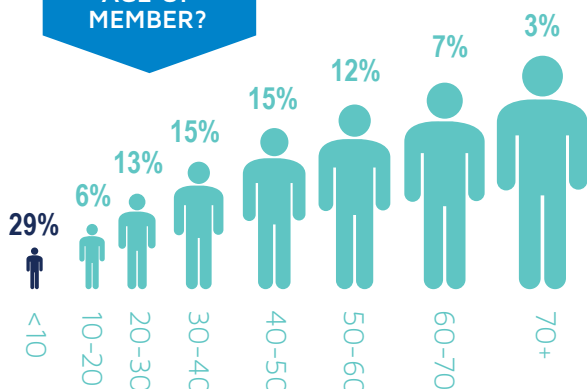
GENDER BREAKDOWN?



WHERE DO THEY COME FROM?



AGE OF MEMBER?





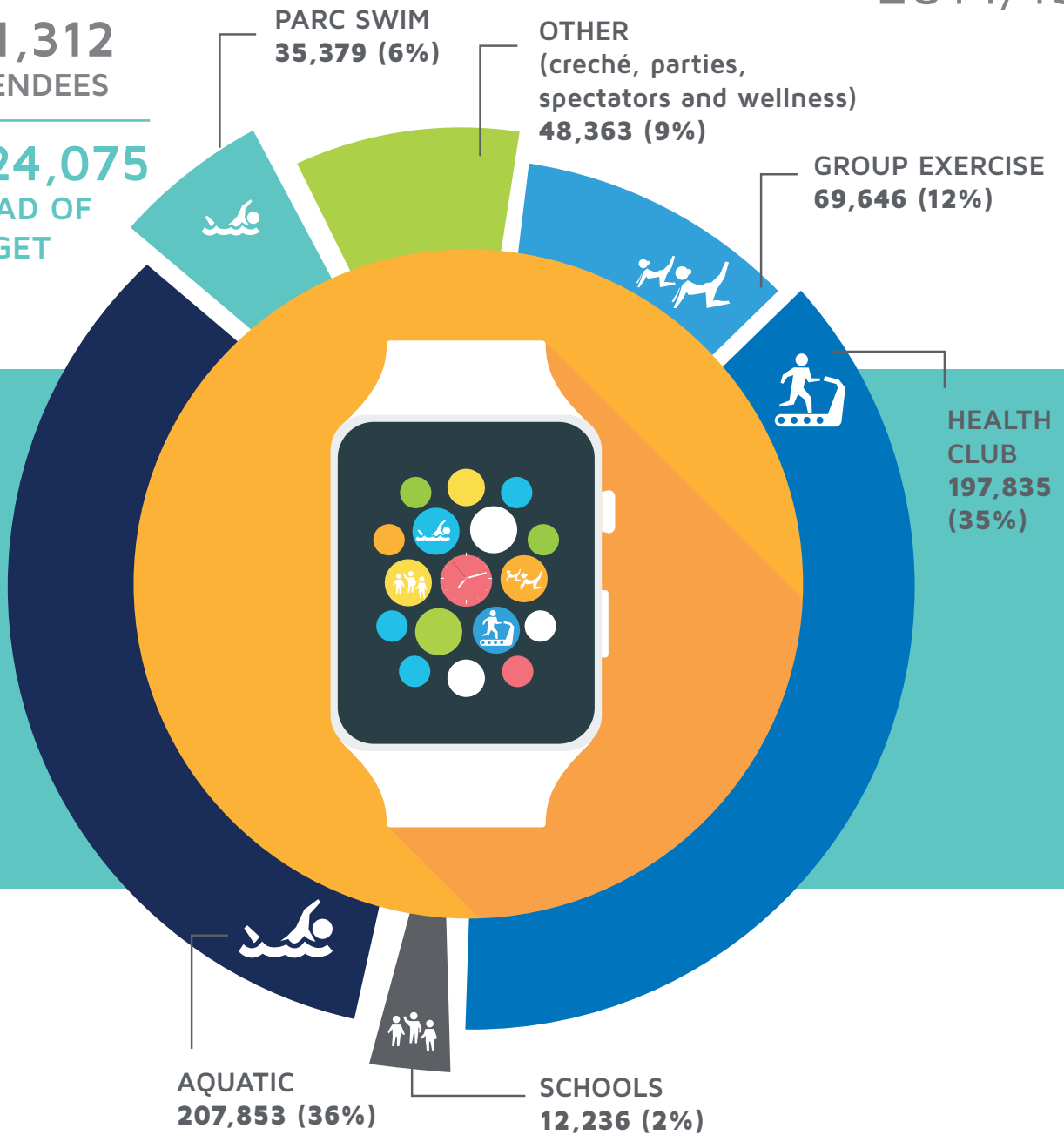
TIM GLEDHILL
CHIEF EXECUTIVE
OFFICER

“With long term sustainability a key focus, it was pleasing to see that a strong foundation of membership was quickly established for PARC, a result of the community embracing the Centre prior to the doors opening, combined with ongoing support of the Centre from all audiences. PARC Management and the staffing team continue to strive towards providing exceptional customer experiences by delivering innovative services to ensure individual and community benefits are maximised”

TOTAL VISITATION 2014/15

571,312
ATTENDEES

+124,075
AHEAD OF
TARGET



COMMUNITY

Our vision is for PARC to become the community hub for all health, fitness and well-being activities in the local area. Designed to provide value to a diverse range of people, the facility has already attracted a number of community organisations that continue to report impressive results. Some of the regular groups enjoying the facility include Fab 50's, Lifecare, St John of God, Neami National, Frankston Flyers and Water Polo Victoria.

"We have been delighted with the transition from Jubilee Park to Peninsula Aquatic Recreation Centre and are now pleased to call PARC our home" – Fab 50's



HEALTH & FITNESS

PARC's Health and Fitness team has provided a range of services and programs designed to suit all members, from teenagers through to over eighty year old members, including yoga and Pilates, through to PARC Fit, a new team-based outdoor exercise program that is delivering fantastic results for everyone who participates in the free eight week program.

To date, over 4,000 members have enjoyed the health and fitness services on offer, with over 3,103 group exercise classes conducted since opening and a massive 2,689 fitness assessments completed.



“PARC has changed my life. I just celebrated 12 weeks going to the gym and swimming and I am now 14 kilos lighter and am no longer insulin dependent”

– Health and Fitness Member

PARC SWIM

PARC Swim was launched with the aim of providing clear progression pathways for children through to adults, with highly experienced and suitably qualified teachers engaging regularly with parents to ensure their children continue comfortably through their learning curve.

With over 14,550 classes conducted to date, students are making great progress with achievements ranging from developing a complete understanding of water skills and safety, through to competition success at a range of levels.

“My daughter Ava has come along in leaps and bounds both in level of confidence and level of skill in a very, very short time”

– PARC Swim Parent

14,550+ CLASSES



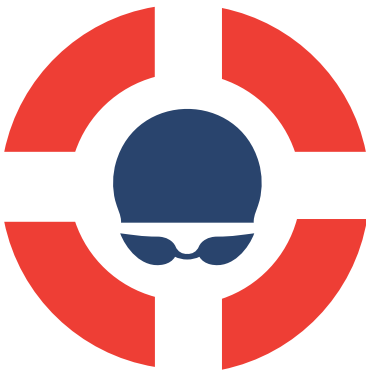
RECREATION

PARC is now widely recognised as a fun and affordable entertainment option that provides health and wellbeing benefits to the local community all year-round. Although aquatic centres are traditionally more attractive during the warmer months, PARC is breaking the mould and has generated high attendance numbers throughout the winter season, proving that “it is always summer at PARC.”

“I have been a Frankston resident all of my life and this Centre is what the area has been needing for decades. It is surpassing my expectations of enjoyment”

– Casual user

SAFETY

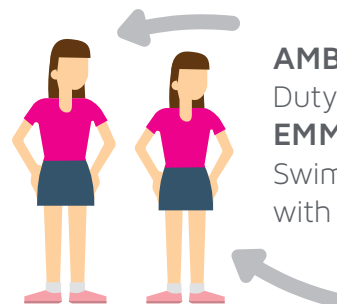


In line with our commitment to providing exceptional customer experience at every stage of an individual’s visit to the Centre, PARC management and staff strive to provide the safest experience for our visitors at all times. The delayed opening of the AquaSphere™ is testament to PARC’s commitment to delivering the highest level of safety across all products and services, with management insisting on a zero tolerance for any design related issues, combined with a strict testing and re-commissioning process before the slide opened in June 2015.

ABOUT OUR TALENT

PARC employed over 391 staff over the first 10 months of trading, providing employment opportunities to young people through to mature adults, with a focus on employing locals wherever possible. The diversity of employees ensures a culture of acceptance and comfort with the entire team committed to the PARC values of Safety, Welcoming, Innovative and Memorable (SWIM). We are investing in our talent and committed to ensuring that the Centre becomes an employer of choice, constantly striving to attract and retain the best local talent.

We are pleased to announce that at the 2015 Aquatic Recreation Victoria Awards, we were recognised through the following award wins:



AMBER FORDYCE
Duty Manager of the Year
EMMA SMITH
Swim teacher for children with a disability

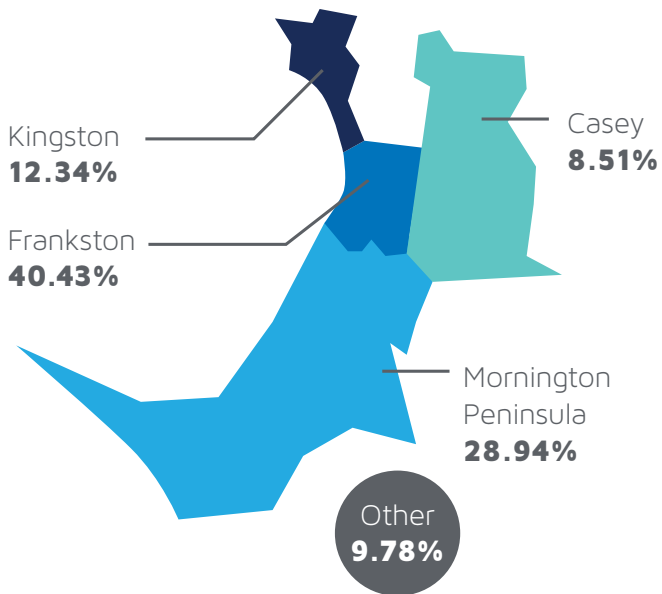
WIN!

 **391 STAFF**

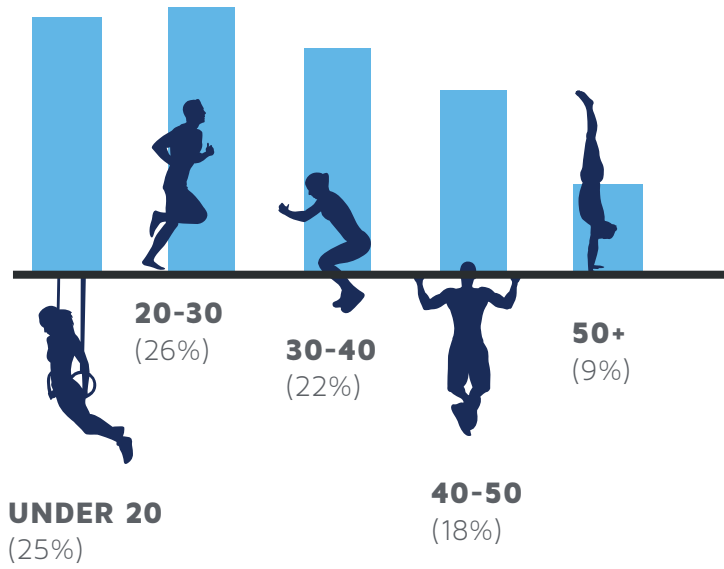
OUR TEAM



WHERE DO THEY COME FROM?



AGES OF STAFF





Peninsula Aquatic Recreation Centre

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