



PENINSULA
LEISURE

ANNUAL
REPORT
2016

PENINSULA LEISURE PTY LTD
ACN 160 239 770
(FORMERLY KNOWN AS FRANKSTON
REGIONAL AQUATIC CENTRE PTY LTD)

CHAIR'S REPORT

I am pleased to present the 2016 Annual Report to our shareholder and wider group of stakeholders for our first full year of trading.

The Company is privileged to have such a supportive shareholder, experienced Board and exceptional Management team to deliver the results of this past year, while planning the next exciting phase of the organisation's evolution.

To exemplify how the Company has endeavored to bring this to fruition, we are pleased to share with our wider stakeholder group that the Company closed out the year with a new name.

Formerly Frankston Regional Aquatic Centre Pty Ltd, our new name, Peninsula Leisure Pty Ltd, brings together the Company's purpose, positioning and ultimately its vision.

Throughout FY2016, Peninsula Leisure has delivered a significant improvement in performance, culminating in pleasing financial results.

Every aspect of our success to date has been driven by two important factors: that customers are at the heart of everything we do; and that safety has become an integral part of the Peninsula Leisure culture.

As a result of the enhanced experience offered at Peninsula Aquatic Recreation Centre (PARC) and Pines Forest Aquatic Centre (Pines), we have seen very strong growth across all membership categories, ending the year with a combined 8,823 members.

This has not only been celebrated by our immediate community, but also through industry recognition, with PARC being awarded the Aquatics and Recreation Victoria Facility Management Award.

We have continued to ensure our products and services are tailored to the evolving needs of the market, by living up to Peninsula Leisure's key focus areas of customer experience, talent, innovation and community.

This attention to customer satisfaction has directly influenced improved member retention and engagement, while our innovative and imaginative recreational programming has delivered rewarding increases in casual visitation.

Our ongoing commitment to safety has ensured our members and guests get the most out of their visit, allowing all to have an enjoyable and satisfying experience with family and friends, as well as achieving their health and fitness goals.

Peninsula Leisure extends this commitment through to the communities in which it operates – driving sustained social and economic gains for the Frankston community. Notably the Company's community involvement is beneficial to not only our members, but also drives community pride and participation, delivering benefits to those who may not have health and aquatic programs readily accessible to them.

While engagement has taken many forms in the interests of activating and interacting with the community through movement, we are exceptionally proud of our highly regarded PARC Swim Vision Program which ensures every child in Frankston will have the opportunity to learn to swim.

By way of sector leadership in safety, we have lifted our standard to above the industry's for minimum age requirements of children at our centres under our Aquatic Supervision of Children Policy, and in so doing have taken an innovative approach to our engagement and communication with members and customers. This initiative has been critical to our providing a safe environment to all who use our centres.

As a result of the passion, professionalism and commitment of our team, the Company is on track to deliver a strong performance again in 2017.

I would like to thank our members and customers, my fellow directors, the Company's shareholder and the community for their continued support.

Thank you for joining us on this journey.

ROSEANNE HEALY
CHAIR, PENINSULA LEISURE

“

Every aspect of our success to date has been driven by two important factors: that customers are at the heart of everything we do; and that safety has become an integral part of the Peninsula Leisure culture. ”

Roseanne Healy
Chair, Peninsula Leisure



CEO'S REPORT

The 2015/16 period was one of growth for Peninsula Leisure, both in terms of visitation and membership of its health and fitness facilities, and also as a Company.

Throughout this period, we extended our facility management services to Pines Forest Aquatic Centre (Pines) in North Frankston, adding to our folio already including Peninsula Aquatic Recreation Centre (PARC).

Peninsula Leisure commenced management of Pines Forest Aquatic Centre in October 2015. With more than 25,000 visitations and 30 school carnivals hosted, it is clear the facility is an integral part of the local swimming fraternity in our community.

The community continued to enjoy PARC as its centre of choice for aquatic, health, fitness and recreation, with membership and attendance numbers continuing to grow throughout the period. At the end of the year the centre had 8,823 members and for the first time had exceeded 800,000 annual customer visits.

While increasing satisfaction, engagement and ultimately experience will remain a team focus, our ever-improving membership satisfaction score of 8.1 is strong evidence that we are meeting the needs of our members.

The ongoing commitment of the team has been pivotal in not only servicing our membership and casual user groups, but was also recognised by the industry with PARC awarded the Facility Management Award and Personal Trainer of the Year Award (Marcin Piotrowski), at the Annual Aquatic Recreation Victoria Awards.

While a positive FY2016 result was delivered through strong community engagement, most importantly it is clear that Peninsula Leisure's strategic objective of activating the local community is being achieved.

The Annual Report further outlines the performance of both PARC and Pines, with highlights to help provide a deeper understanding of the significant value both facilities provide to the community.

TIM GLEDHILL

CEO, PENINSULA LEISURE PTY LTD

“Most importantly it is clear that Peninsula Leisure's strategic objective of activating the local community is being achieved.”

PENINSULA LEISURE TALENT

One of the key drivers of Peninsula Leisure's success lies in attracting, developing and retaining talent. With more than 250 staff employed to deliver for the community, we are focused on ensuring we are the local employer of choice, and an industry leader.

As a company we celebrate the success of the team, as well as our outstanding individuals, ensuring all staff are recognised for the part they play. Initiatives throughout the year to reinforce this message include annual staff awards, regular acknowledgement of high performance, and rewarding those who go above and beyond our already high standards. To further celebrate our exceptional end of year result the team was treated to an event at Crown. It was the perfect way to cap off another successful year.

2016 PARC AWARD WINNERS

Most Valuable Employee	Stuart West
Swim Teacher	Adam Mill
Lifeguard	Mal Hosi
Duty Manager	Dan Kerwin
Group Exercise Instructor	Bec Pearce
Personal Trainer	Marcin Piotrowski
Membership Sales	Nicole Ross
Customer Service	Sue Constable

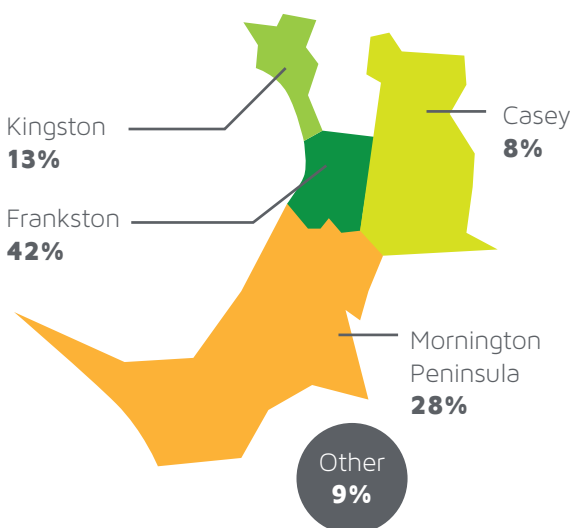
WINNER



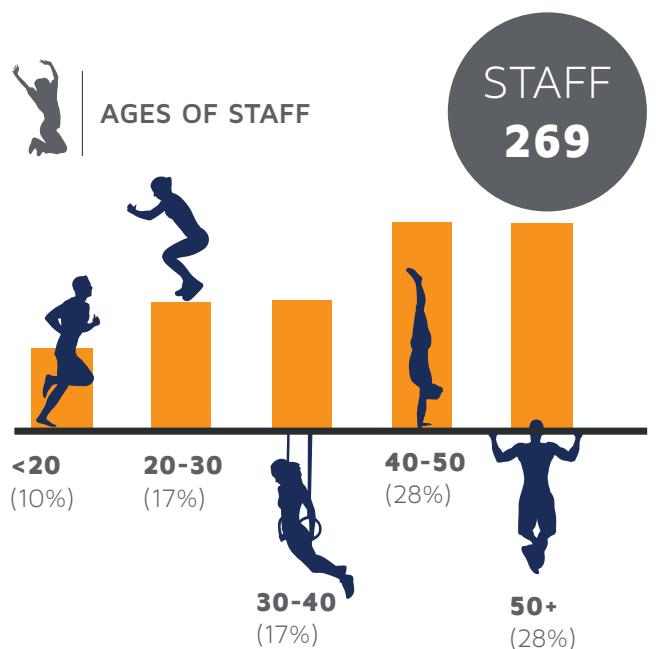
Following his company recognition as Personal Trainer of the Year, Marcin Piotrowski was also awarded the ARV Personal Trainer of the Year Award. He beat a strong industry field due to his unrivalled technical knowledge, and personable approach with his clients.

OUR TEAM

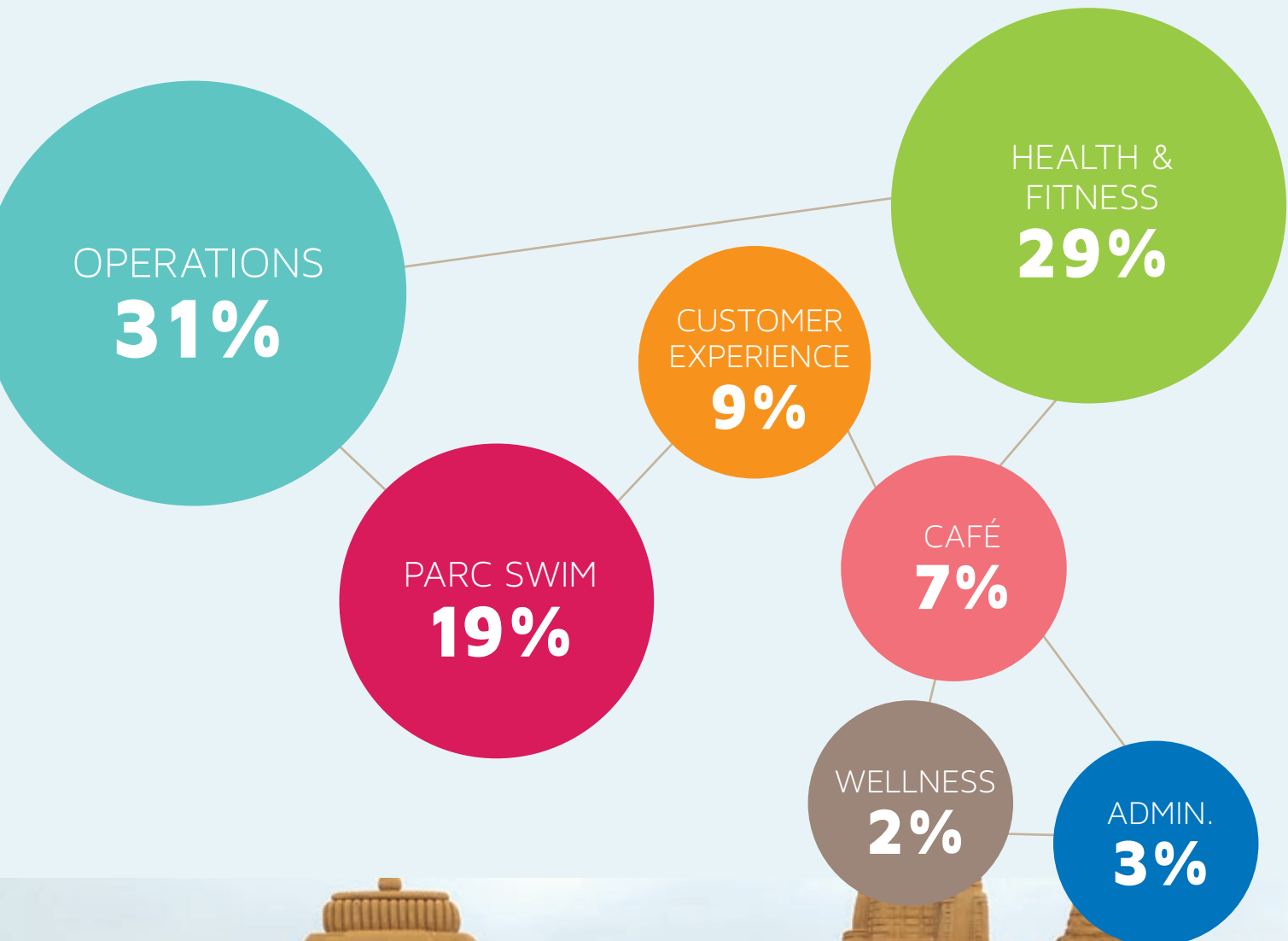
WHERE DO THEY COME FROM?



AGES OF STAFF



BREAKDOWN BY TEAM



2016 PARC Staff Award Nominees and Winners



2016 AQUATIC AND RECREATION VICTORIA FACILITY MANAGEMENT AWARD

PARC is proud to have been recognised by the industry when awarded the Facility Management Award at the 2016 ARV Awards.

COMMUNITY

Peninsula Leisure is committed to activating the region by ensuring that everyone in the community has access to the facilities and their various benefits. Peninsula Leisure has built a range of partnerships with the local community to ensure access for everyone, as well as providing more than 80 local clubs and community groups vouchers or prizes for fundraising initiatives.

SAFETY



Providing our customers with exceptional experiences requires a high focus on safety. Peninsula Leisure has a detailed risk management framework aimed at identifying any present risks to visitors or staff. We are committed to achieving a high standard of safety by empowering employees, members, guests and contractors to prevent incidents or accidents occurring.

1

PARC

PENINSULA AQUATIC
RECREATION CENTRE



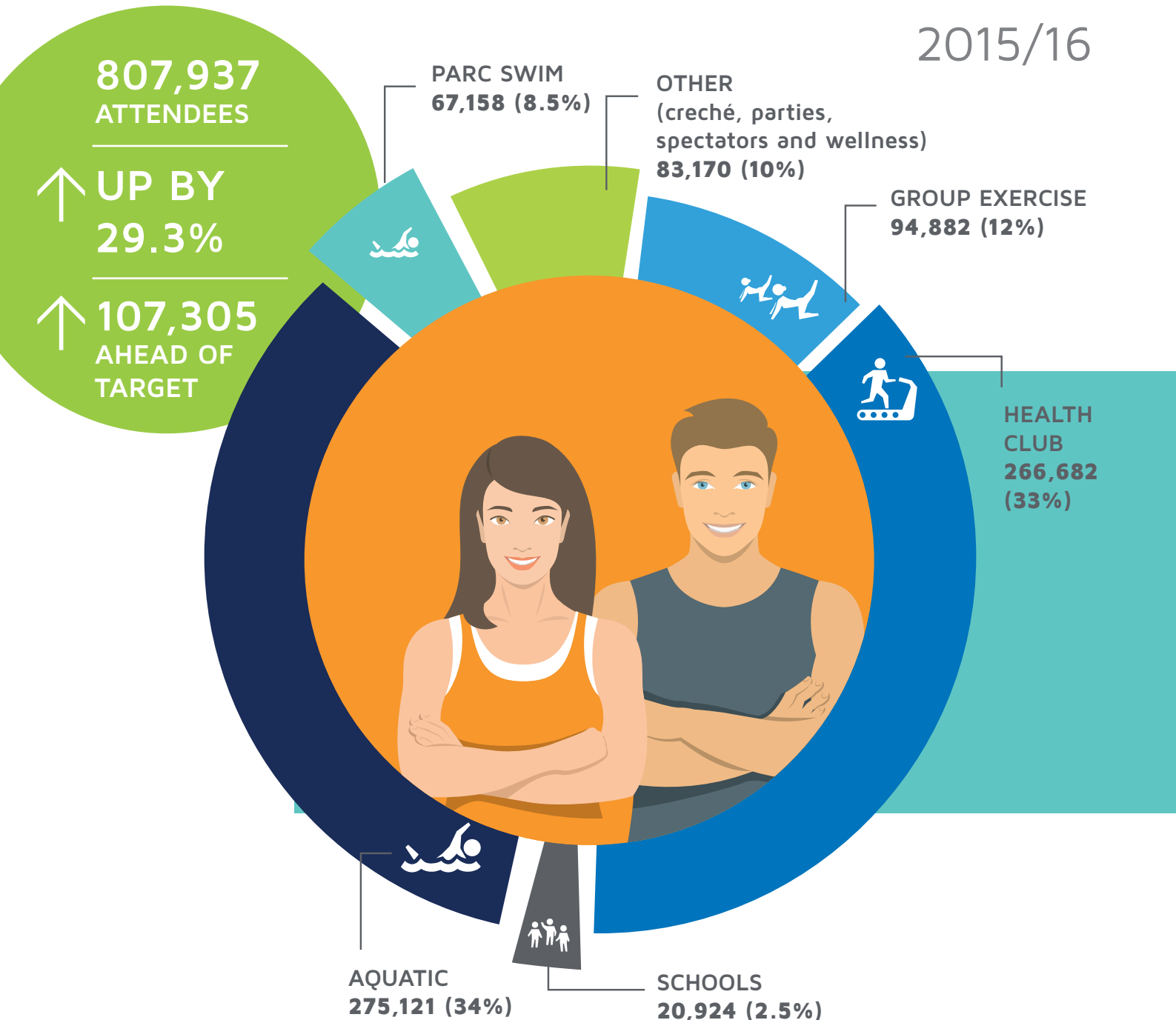
PENINSULA
AQUATIC
RECREATION
CENTRE

ANNUAL VISITATION

More than 800,000 residents and visitors to the area enjoyed the extensive range of services on offer. In addition to the diverse range of membership products and services, new innovative recreational programs such as PARC Resort and the Superhero Challenge were highly popular.

PARC visitation has increased by 29.3% in the 12 month period.

2015/16



MEMBERS

Each and every one of one of PARC's 8,823 members are the backbone of the centre, with their ongoing commitment a key factor in achieving our future success. Members enjoy the range of quality products, services and best practice facilities over the year, with some remarkable stories emerging from those who have used their membership to transform their lives.



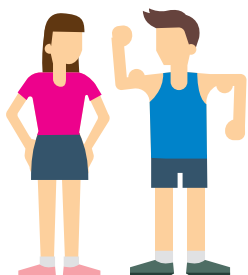
PARC SWIM MEMBERSHIPS
2,678 (30%)

HEALTH & FITNESS TOTAL MEMBERS
5,008 (57%)

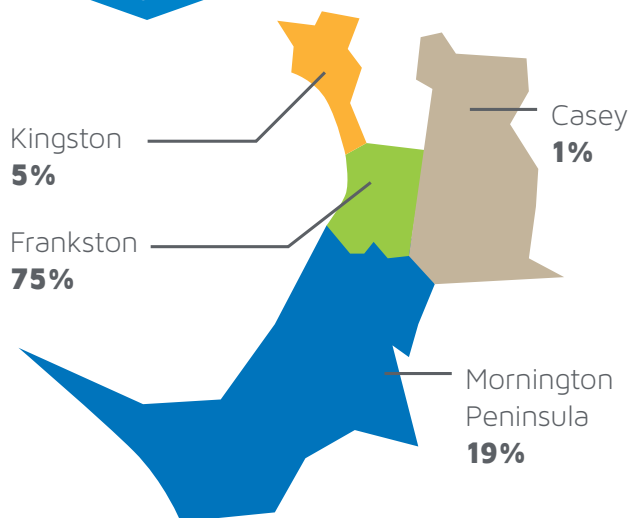
AQUATIC MEMBERSHIPS
1,137 (13%)

WHO ARE OUR MEMBERS?

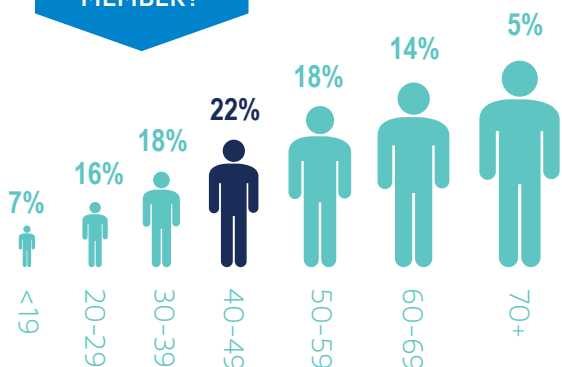
GENDER BREAKDOWN?



WHERE DO THEY COME FROM?



AGE OF MEMBER?



HEALTH & FITNESS

The health and fitness area at PARC provides state-of-the-art equipment and more than 140 group exercise classes per week, all delivered by specifically recruited and trained staff. With more than 5,000 members serviced in this area, the services provided are always evolving. PARC Fit, PARC Fit Run, PARC Nutrition services, along with new interactive and best practice equipment on the way, will further help our members achieve the amazing results they desire.



1858
FITNESS
ASSESSMENTS
PER ANNUM

5488 + 
GROUP
EXERCISE
CLASSES 









3646
PERSONAL
TRAINING SESSIONS
DELIVERED



PARC SWIM

PARC Swim is the region's leading learn-to-swim program. It has continued to provide children and adults with a high-quality program delivered in a comfortable environment, ensuring participants have the best opportunity to develop their swimming ability.

The PARC Swim team has taken an industry-leading position by testing the practical swimming ability of 600 school children in the Frankston area. This initiative was undertaken with Life Saving Victoria to provide a deeper understanding of the challenges that lie ahead, with Peninsula Leisure aiming to ensure all Frankston children can swim by the time they leave primary school.

Preliminary results indicate 40 per cent of children cannot swim. The next stage in this visionary program is to undertake a study to help determine the best program delivery methods to achieve this goal.

2,600+ LESSONS PER MONTH



 **20,000+ SCHOOL CHILDREN LAST YEAR**

SATURDAY MORNING is the busiest day with over 450 students in lessons

CUSTOMER SATISFACTION

The primary function of Peninsula Leisure is to deliver exceptional customer experience. We have entered into an exciting partnership with Deakin University to ensure we have a deep understanding of the levels of customer satisfaction through a series of surveys. The insights received to date have been vital, helping shape our strategies with a range of initiatives introduced as a result. This includes more group exercise classes, new equipment, additional change room allocations and improved communications.

Over 2,000 members and casual visitors have completed the survey

2,000

An average of 91.5% satisfaction from PARC membership holders

91.5%

Words used to describe PARC "Fun, Friendly, Clean, Great and Fitness"

FUN!

8.1/10 membership satisfaction score

8.1/10

7.7/10 casual experience score

7.7/10





THE PINES FOREST AQUATIC CENTRE



2

THE PINES FOREST AQUATIC CENTRE

Peninsula Leisure was granted the management rights to the Pines Forest Aquatic Centre in October 2015, in advance of the facility opening for the season.

After necessary upgrades were made to the facility to ensure its condition aligned with the standards of the Company, the season began with reciprocal membership rights offered between the Pines and PARC.

Outside of a welcomed membership cost saving, this initiative allowed PARC members access to both facilities, and management with increased scheduling flexibility to ensure the use of both valuable resources were maximised.

Much was learnt during the season about the value the centre provides to the community through regular lap swimming, school carnivals, or simply to relax and spend time with family and friends.

ANNUAL
VISITATION

25,585



30

school carnivals
held in
February and
March



47%

of visitation is
recorded in
February





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PENINSULA LEISURE PTY LTD

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