

# CUSTOMER SATISFACTION SURVEY RESULTS

Survey completed March 2023

Thank you to our members and guests who completed our Customer Satisfaction Survey. Your feedback is essential in helping us to continue to deliver exceptional programs and services. We partner with CERM-PI, University of South Australia to collect survey data, and they provide us with key themes and metrics. **Below is a summary of the survey findings.**

**629**

people completed the survey



**88%**

of respondents are satisfied



**89%**

likely to recommend the centre to others



## TOP 3 MAIN ACTIVITIES



GROUP FITNESS  
**26%** RESPONDENTS



LAP SWIMMING  
**17%** RESPONDENTS



SWIMMING LESSONS  
**17%** RESPONDENTS

## THE GOOD NEWS!

Have programs/services that provide value for money



4.2 National Benchmark 2023

Have experienced/knowledgeable instructors



4.7 National Benchmark 2023

Have friendly staff



4.8 National Benchmark 2023

## AREAS FOR FUTURE FOCUS

### FACILITY PRESENTATION

We recognise that some of our change rooms are reaching the time they need a refresh. We are working with the City of Ballarat's Facilities team to develop a renewal schedule beginning this financial year. Contract cleaners clean the entire centre each day after close, with additional twice daily cleaning of the change rooms and toilets during opening hours. Every night robotic vacuum cleaners scrub the bottom of all our pools.



### WATER QUALITY

We take great pride in giving swimmers the best water to swim in. Water chemistry is checked every 4 hours during opening hours and must adhere to specific parameters as set out by the *Public Health and Wellbeing Regulations 2019 (Aquatic Facilities)*. Our water is also independently tested every 3 months by CHW, and periodically audited by the City of Ballarat's Environmental team. Occasionally there are temperature fluctuations due to necessary backwashing of filters or maintenance of our water heating.



### IMPROVING COMMUNICATION

We acknowledge that you want accurate and timely information about our programs and services, particularly any changes. In 2023 we are re-launching our updated Technogym app to all patrons as it will now enable us to send push notifications about service changes in real-time. Additionally, we are systemising the flow of information within our centres to ensure there is a single source of truth across all of our communication mediums.



## WHAT YOU SAID

"Lots of classes to keep kids active."

"I enjoy the classes offered and the ability to socialise with a coffee after class."

"What I love about the centre is its inclusiveness, the diversity of people it attracts - it is a true community facility."