



## DIRECTOR SHIRE SERVICES REPORT

14 June 2005

**DSS4 SWIMMING POOLS**  
**FILE: S3-5 WJL**

### SUMMARY:

Reporting on the 2004 / 2005 swim season at Kempsey and Crescent Head Pool.



Council, at its ordinary Meeting of 15th July 2004, resolved that-

*"Tenders be invited for the lease of each of the Shire's 4 swimming pool complex for a period of three (3) years, commencing the 2004/2005 swimming season."*

Council, at its ordinary Meeting of 1<sup>st</sup> September 2004, further resolved that-

*"Council accept the tender submitted by Rob Marchment and Mason Marchment for the lease of the Crescent Head Swimming Pool Complex and that Council accept the tender submitted by Swimwell P/L for the lease of the Kempsey Swimming Pool Complex."*

Commencement of the leases at Crescent Head and Kempsey commenced in September 2004 and concluded for the season in March 2005.

### ***McElhone Memorial Pool***

During this time, Swimwell targeted three (3) main areas at the McElhone pool:

1. Smooth transition into facility management
2. Specific programme initiation
3. Service to Clientele

The implementation of a more consistent pricing structure and hours of operation, together with excellent relations with Council

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officers, resulted in Swimwell's approval across the clientele base with a positive outlook to future management of the complex. Liaisons with the indigenous people and their representatives were seen as benchmark indicator.

With the delay in the re-commissioning of the 25m pool, a negative impact to the programmes was seen. However swimming squad, Learn to Swim and aquarobics exceeded expectations in the time frame.

Positive comments across the clientele base were indicative of the effort directed at servicing all users. The aesthetic improvements were warmly welcomed and commented on, along with water quality. Consistent return attendances bolstered staff enthusiasm although real attendance was down on targets.

The joint venture between Swimwell and KSC to provide sheltered areas is nearing completion and will see positive usage from all clientele groups. Council is already benefiting from professional management of the facility, clearly seen in the significant saving in chlorine usage of over 50% from the previous season. The introduction of "active" type water play apparatus in the 2005/056 season will further enhance the facility overall.

Swimwell looks forward to further discussions regarding the future of the complex and building on the already good working relationship with KSC. This relationship will only enhance the services available and the strategy of building quality goodwill in the long term.

## **Crescent Head Pool**

2004/05 season for Crescent Head Swimming Pool has seen a number of improvements including the completion of the multi purpose room, external facade upgrade and continuing high levels of patron services.

The decision to award the lease to R Marchment has resulted in improved community support and had minimised any issues associated with the hand over of the operations from Council staff to the lessee.

### ***REPORT IMPLICATIONS:***

- ***Environmental***

***There are no environmental implications from this report.***

- ***Social***

***The decision to lease the swimming pools has been welcomed by the community and, considering the improvements made over the last season, it would be expected that further benefits will be seen in the future as***

*additional programs and services are provided at both complexes.*

- *Economic (Financial)*

*There are no economic implications from this report.*

- *Policy or Statutory*

*There are no implications from this report.*

- *Director's Comment*

*It is pleasing to see not only community acceptance of the new management structure but also an improvement of service levels to the community.*

**RECOMMENDATION:**

That the information be noted.

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**DIRECTOR SHIRE SERVICES**  
**K J Finnie**