

Fawkner Leisure Centre Redevelopment

Stage 1 Consultation Findings Report

Final-26 May 2021



Acknowledgement



We acknowledge that our engagement activities were held on the lands of the Wurundjeri people of the Kulin nation who are the traditional custodians of the land which is now known as Brimbank today. We pay our respects to Elders, past, present and emerging.

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Contents

1. Executive summary	4
1.1 Overview of focus group participant profile	4
1.2 Overview of focus group session outline	5
1.3 Key findings from focus group activities	6
2. Independent consultant observations and recommendations	7
3. Project background and engagement overview	8
3.1 Background and purpose	8
3.2 Engagement design and planning	9
4. Focus group sessions	10
4.1 Overview of focus group sessions program	10
4.2 Focus group communication and participation	10
4.2 Focus group session outline	13
5. Findings from the focus groups.....	15
5.1 What people love and value now about the Fawkner Leisure Centre	15
5.2 Different perspectives (Activity 1).....	15
5.2 Prioritising (Activity 2)	20
6. General feedback from the focus groups	35
7. Appendices	37
Appendix A-Expression of Interest Form.....	37
Appendix B-Communications Report.....	39
Appendix C-Full results from Perspectives Activity 1	45



1. Executive summary

ChatterBox Projects was engaged by Moreland City Council to undertake engagement planning and delivery to inform the redevelopment plans for the Fawkner Leisure Centre.

The overall engagement program was developed to include two stages.

- Stage 1, which was undertaken from 17 February 2021 to 6 May 2021, involved obtaining in-depth input and ideas from representatives of the community via focus group sessions to help inform the development of draft concept plans for the centre.
- Stage 2, which is scheduled to take place later in 2021, will involve broad community consultation to seek feedback on draft design concepts.

This report is about Stage 1 and includes the results of the focus group sessions.

As part of the engagement planning, focus group sessions were recommended because of the many complex factors and information that needed to be considered when providing feedback about what could be included in the redeveloped centre. For example, community members needed to take into account:

- Fawkner demographics and the type of facilities needed at the centre to cater for the whole community;
- what could be achieved at the centre within the constraints of the project budget, including the potential expense of replacing outdoor pools and the cost of non-negotiable works to bring the centre up to modern accessibility and building standards;
- latest aquatic and leisure industry trends; and
- Council's adopted Aquatic and Leisure Strategy, which outlines the future role and size of the Fawkner Leisure Centre as part of a matrix of six local leisure facilities.

The focus groups allowed community members time to consider all of the information before putting forward ideas and feedback. This enabled Council to obtain considered and informed feedback from a mix of community members, which can now be used to develop the draft concept designs for the centre.

1.1 Overview of focus group participant profile

Four focus group sessions were held with a total of 48 participants. The first three sessions were with a mix of adult community members, who were recruited through an Expression of Interest (EOI) process. The fourth session was held with young people who were recruited through Council's Youth Services Department and local schools.

Across the four sessions, there was a good mix of people from Fawkner including 20 males and 28 females, ranging in age from 12 to 75+ years. There were also people who were parents with young children, people who identified as LGBTIQ+, people with disability and people from a variety of cultural backgrounds including Afghani, Algerian, Australian, Bangladeshi, British, Chinese, Indian, Pakistani and Malaysian.



Although there was a good mix of community members in the focus group sessions, there were some limitations of the demographics of the groups.

- There was a larger representation of people from the 35-44 years age group at the community focus group sessions (18 participants out of the 40 or 45%). This age group makes up around 19% of the Fawkner population (2016 Census).
- There was a small number of participants who attended the youth focus group session. Six of the eight participants at this session were female and seven of the participants were from a Muslim background.
- Of the 48 participants, there were only seven non-users of the centre. These seven were all participants of the youth focus group session.

1.2 Overview of focus group session outline

The focus group sessions ran for two hours and were structured in the following way. The first hour was about providing participants with information including background and context; current Fawkner Leisure Centre facilities; challenges and usage data; and project information and budget.

The second part of the session was divided into two activities: Different Perspectives and Priorities for the centre.

The Different Perspectives activity required participants (in groups) to consider different people or demographic groups in the Fawkner community and what they might need or want to see in the redeveloped leisure centre. This was to support the project objective of creating a centre that is valued and enjoyed by all people in the community, so it is successful and viable into the future.

Participants brainstormed the needs and wants of 27 different demographic groups in Fawkner that included both age-related and use-related groups. These demographic groups (some of which were similar) when grouped together included: families, children, teenagers, 25-34 year olds, 30-45 year olds, older people, 70+ years, culturally diverse, people with disabilities or injuries, outdoor space users, people with limited time, non-users, people who want to get fit, and people who want to connect.

The next activity (Priorities) required participants to take into account all the information from the session, including the results of the Different Perspectives activity, and develop priority lists outlining which facilities to include in the redeveloped centre.

Participants were put into groups to undertake this activity (except in session 1 where there were only 4 people in attendance). Each group was given the opportunity to develop two priority lists, each one within a budget of 10 '\$'. Groups had to work together and negotiate to decide what were the most important facilities to include in the centre that could be achieved within the defined budget.

At the youth session, participants were also given the opportunity to develop their own priority list, to capture the youth perspective. Across the four sessions, 36 priority lists were developed – 28 in groups and 8 individual.



1.3 Key findings from focus group activities

The Different Perspectives activity resulted in identifying 14 important facilities to be included in the redeveloped centre that could provide benefit to multiple demographic groups in Fawnker. These facilities were:

- Upgraded changerooms and toilets
- A café
- 24 hour gym/ Improved gym (larger gym area, better equipment)
- Outdoor pool
- Indoor pool (increase in size/ more lanes)
- Waterplay (outdoor and indoor)
- Indoor hydrotherapy pool
- Steam room/ sauna
- Picnic and BBQ facilities/ seating
- Women's only space pool/ gym
- Outdoor activities (basketball, table tennis, volleyball, trampoline etc)
- Indoor gathering spaces (meeting room, prayer room, hang out games lounge, quiet space)
- Allied health rooms
- Childcare

There were also many comments and suggestions raised as part of this activity which related to improving the accessibility of the centre including ramps in pools, accessible paths, disabled parking, accessible changerooms and toilets, equipment for people with injuries or disabilities and hoists.

The Priorities activity allocated a value or number of '\$' signs to each facility, and groups/ individuals were only given 10 '\$' to spend when developing their priority lists for the centre. Out of 28 group priority lists (including the 8 priority lists from session 1):

- A café was included on 21 lists
- Improved changerooms was included on 20 lists
- A new 25 metre outdoor pool was included on 17 lists
- Outdoor waterplay was included on 15 lists
- Women's only training/ gym was included on 13 lists
- BBQ and picnic facilities was included on 12 lists

There were 2 facilities included on 10 priority lists; these were the indoor hydrotherapy pool and 24 hour gym/ gym improvements. Indoor waterplay was included on 9 lists, landscaping on 7, and a new 50 metre pool was included on 4 lists. Other facilities were school changerooms, (3 lists), and basketball court, a wider indoor pool, youth hang out area and health rooms (2 lists).



2. Independent consultant observations and recommendations

The redevelopment of the Fawknor Leisure Centre is a complex project with a range of factors to consider. Given this, recruiting for and running focus group sessions was the appropriate engagement approach for the stage one engagement process.

The focus groups have enabled Council to obtain considered and informed feedback from a mix of community members, which can now be used to develop the draft concept designs for the centre.

Although this is the case, the process did have some constraints with the demographic make-up of focus group participants. For example, it would have been good to have more younger people and a greater diversity of younger people participate in the focus group sessions as well as non-users.

In relation to the outdoor space, results of the focus group prioritising activity (with participants considering all of the project information) clearly did not prioritise a new 50m pool for Fawknor. However, a new 25 metre pool, outdoor waterplay and BBQ / picnic facilities were seen as strong priorities for the outdoor space and something that could be achieved within the project budget.

It is important to note, that at a similar time to the focus group sessions, a community petition was developed and submitted to Council, with over 500 signatures, seeking to retain Fawknor's 50 metre outdoor pool.

In light of this, it is recommended that Council develop at least two draft concept design options for the centre, one to include a new 25 metre outdoor pool and one to include a new 50 metre outdoor pool (subject to budget constraints). This will enable Council to further test the priorities of particular facilities with the broader community as part of the stage 2 engagement process.

However, if a draft concept design is developed with a new 50 metre outdoor pool option, it is essential for broader community members to be fully informed about the trade-offs that come with this option, as was the case with participants in the focus group sessions. For example: the more expensive an item (like a new 50 metre pool) the less money there is to spend on other facilities for the centre like those prioritised by the focus group participants.

The concept designs placed out for community consultation as part of stage 2 engagement process need to be accurately costed (both upfront/building and ongoing costs) so people can clearly see 'what you get' for each option and can make fully informed decisions and feedback.

It is also essential as part of stage 2 engagement process that Council hears from a wide range of people in the community and that demographic groups across Fawknor are well represented in the feedback. This will enable Council to make an informed decision on the final concept designs for the Fawknor Leisure Centre Redevelopment based on broad and informed community feedback and within the constraints of the project budget.



3. Project background and engagement overview

3.1 Background and purpose

Moreland City Council (Council) is undertaking a \$20 million upgrade of the Fawkner Leisure Centre (FLC), with preliminary concept and design works to commence in 2021/22. The upgrade of this facility was identified through a 20-year Aquatic and Leisure Centre Strategy, which was adopted by Council in 2018.

The need for the upgrade has been driven by several key factors:

- the age and condition of the current facility (FLC was built as an outdoor pool in the 1960s, and the indoor aquatic area, health club and reception area was added in the mid-1980s);
- Moreland's increasing population and changing demographics;
- changing needs and service demands of the community; and
- changing industry trends, legislation and regulations.

ChatterBox Projects was engaged by Council to undertake engagement planning and delivery to inform the redevelopment plans for the centre.

The overall engagement program involves two stages.

- The first (Stage 1), which is the subject of this report, was undertaken from 17 February 2021 to 6 May 2021 and involved obtaining in-depth input and ideas from representatives of the community via focus group sessions to help inform the development of draft concept plans for the centre.
- The second (Stage 2), which is scheduled to take place later in 2021, will involve broad community consultation to seek feedback on the draft design concepts.

The purpose of Stage 1 engagement was to:

- inform the community and key stakeholders about the project, including the bigger picture of how FLC fits into the long-term strategic planning for Moreland's six aquatic centres;
- engage a diversity of stakeholders including centre users and non-users of the centre, people from non-English speaking backgrounds, as well as people from different age groups;
- support the community to provide feedback that takes into account the current and future needs of the community;
- work with the community to achieve an agreed approach and concept for the outdoor aquatic area within budget and meeting the needs of the wider community now and into the future; and
- generate community excitement about the project.



3.2 Engagement design and planning

As part of the engagement planning for Stage 1, it was recommended that Council hold a series of focus groups sessions with community members from Fawkner to seek feedback to inform the development of the draft concept plans for the centre.

Focus groups were recommended for four main reasons:

1. Project information needed to be explored in depth and there were many factors to consider including:
 - current demographics and changing population and the needs of those community members;
 - current condition of the pools and facilities within the centre;
 - aquatic and leisure industry trends;
 - Council's adopted aquatic strategy and FLC's role in this long term plan;
 - budget for the project and budget constraints; and
 - non-negotiable works that must be undertaken to meet accessibility and building requirements.
2. Feedback could be gathered from individuals as well as from a group perspective or collective.
3. Focus groups enable facilitated discussions which provide participants with the opportunity to understand the various factors of the project including negotiables and non-negotiables.
4. Focus group technique permits the consultant to develop an understanding of why participants feel the way they do.

The focus group sessions enabled participants to provide feedback and ideas, to obtain information, seek clarification, have conversations and hear opinions and ideas of others. Participants were also asked to undertake the challenging task of prioritising the facilities they would like to see included in the redeveloped centre that would best service the Fawkner community as well as be delivered within the project budget.

The focus groups enabled Council to obtain considered input from a diverse group of community members that could then inform and shape the draft concept designs for the centre.

Focus groups are an excellent tool for gaining insights about particular topics. However, an important limitation of this technique is the lack of generalisability of the findings which are not always a reliable indicator of the reactions of the wider population



4. Focus group sessions

4.1 Overview of focus group sessions program

Four focus group sessions were held with a total of 48 participants. The first three sessions were with a mix of adult community members, who were recruited through an Expression of Interest (EOI) process. The fourth session was organised for young people in Fawkner (21 years and under). Recruitment for this session was done via direct contact with local schools, through Council's Youth Services and distribution of a flyer by Leisure Centre staff to young people visiting the centre.

A flier (in English and the top six community languages in the suburb) was distributed to all households in Fawkner (5,300 households reached). This flier pointed people to the online EOI form or to call for a paper form to be sent to their household. It was distributed to the area bordered by Ring Rd/Sydney Rd/Queens Parade/McBryde St from mid to late February.

The EOI form (See Appendix A) was developed and placed on Council's website (Conversations Moreland page) and was available in hard copy at the centre.

Table 1-Focus Group Sessions

Focus group session	Date	Time	Participants
Session 1	Sun, 21 March 2021	2pm to 4pm	4
Session 2	Mon, 22 March 2021	6pm to 8pm	19
Session 3	Wed, 23 March 2021	11am to 1pm	17
Session 4 (young people)	Thu, 6 May 2021	5.30pm to 7pm	8
Total			48

4.2 Focus group communication and participation

The focus group EOI process for the first three sessions was supported by a communications campaign which included:

- information on Council's website (Corporate pages and Conversations Moreland page) and news item of the Active Moreland website;
- social media posts on FLC Facebook page, Active Moreland social media pages, corporate Council social media pages;
- paid social media advertising (including translated and geotargeted);
- posts on local Facebook community group pages (including the Fawkner Residents Association and I Love Fawkner pages);
- poster placed in a range of locations including FLC, Fawkner Library, Senior Citizen's Centre, CB Smith Reserve and the Neighbourhood House;
- flier (developed in English and six community languages) letterbox dropped to all households in Fawkner (5,300);
- emails sent to FLC users (members and visitors);
- stories in My Moreland email newsletter to 1,636 subscribers; and
- direct contact with local schools and a range of community groups.



(See Appendix B for the Stage 1 Communications Report)

There were 89 people who submitted an EOI form by the deadline of 12 March. All 89 people were contacted and invited to attend one of the three focus group sessions. If they were parents, they were also encouraged to bring along a young person (16 years and over). Of the 89 people who submitted an EOI and were invited to attend a focus group, a total of 40 participants attended the first three focus group sessions. The demographics of these participants were:

Table 2-Age

Age	Participants
25-34 years	6
35-44 years	18
45-54 years	2
55-64 years	6
65-74 years	4
75-84 years	1
Unknown	3

Table 3-Gender

Gender	Participants
Male	18
Female	22

Table 4-Country of birth

Country of birth			
Australia	25	United Kingdom	1
India	2	Bangladesh	1
China	1	Malaysia	1
Pakistan	5	Algeria	1
Unknown	3		

At the first three sessions there were also:

- 20 people who identified as being parents;
- 2 who indicated they had a disability; and
- 4 who identified as LGBTIQ+.

At the first three focus group sessions there were no participants under the age of 25 years. This demographic gap led to a fourth focus group session being organised specifically targeting younger people.

ChatterBox Projects contacted all local schools (John Fawcner Secondary College, Fawcner Primary



School, Moomba Park Primary School, Darul Ulum College and St Matthews Primary School), inviting them to either attend a workshop at the Leisure Centre or for ChatterBox Projects to attend their school. Unfortunately, due to the timing (pre and post school holidays) a workshop was unable to be arranged through the local schools.

A youth focus group was arranged by Council's Youth Services Department. This session was promoted by directly contacting local high schools in the area, asking the schools to include information in their newsletters and providing a flier to be handed out to students. The session was also promoted by Fawkner Leisure Centre staff.

At the fourth focus group session there were a total of eight participants ranging in age from 12 years to 21 years. The demographics of this group were two males and six females and with many from diverse cultural backgrounds including Indian, Afghani and Pakistani.

Limitations of group demographics

As outlined previously, there can be limitations to the focus group technique, however for this project, it was considered the right engagement method, considering the level of complex information participants needed to understand before providing their input.

While the focus groups were not designed to be statistically representative of the Fawkner community, efforts were made to recruit a diverse cross-section of Fawkner residents. While a diverse group of residents were recruited for the focus groups, there were still some limitations or gaps in the demographics of participants. These are outlined below.

- There was a larger representation of people from the 35-44 years age group at the community focus group sessions (18 participants out of the 40 or 45%). This age group makes up around 19% of the Fawkner population (2016 Census).
- There was a small number of participants who attended the youth focus group session. Six of the eight participants at this session were female and seven of the participants were from a Muslim background.
- Of the 48 participants, there were only seven non-users of the centre. These seven were all participants of the youth focus group session. The communications campaign for the EOI process encouraged everyone in the community to express their interest in participating in a focus group session, including non-users of the centre. Of the 89 who submitted an EOI form, 11 indicated they were non-users. However, none of the 11 ended up participating in the community focus group sessions.

The engagement program for Stage 1 was designed to take into account possible gaps or limitations of the demographics of focus group participants. For example: in the focus group sessions all participants were provided with demographic information about who makes up the Fawkner community and they all took part in a 'perspectives' activity where participants were asked to think about the needs and wants of those demographic groups for the redeveloped centre.



4.2 Focus group session outline

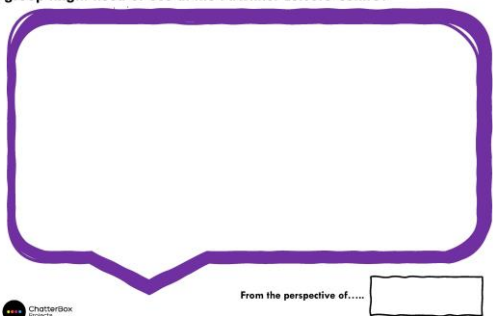

The below provides an overview of the focus group session outline, including the information participants were given and the activities they were required to undertake. A slightly modified version of the outline was developed for the youth session ([please see comments in orange](#)).

Each session commenced with an Acknowledgement of Country, welcome and introductions, an Ice Breaker activity and a question: *What do you love and value about the Fawkner Leisure Center now?*

Table 5-Focus group sessions 1-3 outline

Information	
Background and context	<ul style="list-style-type: none"> • History of the FLC • Map of all leisure centres in Moreland • Benchmarking data compared to other council areas • Council's Aquatic and Leisure Strategy • Hierarchy of centres in Moreland and the role they play • State Government classifications of pools/centres • Schedule of upgrade works of all centres in Moreland over 20 years • FLC Project timelines • Redevelopment Budget
Current FLC facilities, challenges and data	<ul style="list-style-type: none"> • What the centre offers now • Usage data compared to other centres • How much it costs to run the centre per visit • State of current facilities • Challenges (maintenance, repairs, leaking pools, poor accessibility, not meeting DDA requirements, building codes) • Industry trends – ideal elements that make a successful centre • Community feedback to date (through the Aquatic Centre Strategy consultation)
The project	<ul style="list-style-type: none"> • Objectives of the project* • Project budget • Negotiables and non-negotiables
Information and Activities	
Activity 1 Different Perspectives	<p>Question: What facilities do we need at the FLC for the community to connect, improve their health and wellbeing, and have fun? What would bring them to the centre?</p> <p>Participants were placed into groups and asked to brainstorm the types of facilities different demographic groups might want or need at the FLC. Groups could select from pre-developed or identified demographic groups or they could develop their own if they thought something was missing.</p>



	<p>Youth Session: Groups were given pre-developed options only</p> <p>Responses were placed up on the wall for analysis and broader discussion. Popular ideas were highlighted to help inform the next activity.</p> <p>What type of facilities do you think a person from this demographic group might need or use at the Fawkner Leisure Centre?</p>  <p>ChatterBox Projects</p>
<p>Activity 2 Priorities</p>	<p>Participants were divided into small groups and had to work together and negotiate to develop two priority lists for the redeveloped centre. The groups were given a set of cards which listed a range of proposed facility options that they might like to consider in their priority lists. They could also add their own options if they thought something else should be included. Each option was given a value (represented by a number of '\$'). The groups had to work within the budget of 10 '\$' for each priority list.</p> <p>The groups needed to decide what facilities were the highest priority to best service the Fawkner community as a whole that could be achieved within the allocated budget (10 '\$'). Each group then presented their two options to the broader group.</p> <p>Youth session: In addition to this activity, young people were also given the opportunity to develop their own individual priority list.</p> 

*Objectives of the project

Participants were informed of the objectives of the project which were to:

- get more local people using the centre, in particular the growing number of young families;
- create a centre that is valued and enjoyed by all people in the community, so it is successful and viable into the future; and
- upgrade the centre so it meets disability and accessibility requirements, and latest building and environmental codes and legislation.

General (out of scope) feedback and suggestions were also documented and captured at each session.



5. Findings from the focus groups



Four focus groups comprising of 48 participants were asked a range of questions to gather their insights.

5.1 What people love and value now about the Fawkner Leisure Centre

Participants were asked: What do you love and value about the FLC now? Below is a list of responses from all four focus groups.

Table 6-What participants love and value now (Comments are verbatim)

Location/ access	Community feel	Outdoor facilities	Offerings
<ul style="list-style-type: none"> • Convenience • Close to transport – Bus • Parking is good • Parking • Can bike to get here • Off the main road • Location • Parking 	<ul style="list-style-type: none"> • Sense of community • Good mix of people • Good community feel • Light – it feels open • It is quieter than other centres • Small centre 	<ul style="list-style-type: none"> • Outdoor pool and outdoor areas • Big old trees • Green space and trees/ open space • Outdoor pool and trees • Trampoline and BBQ • Trampoline • Outdoor space 	<ul style="list-style-type: none"> • Has everything in one venue • Range of classes • Childcare option • Drinking fountain • Indoor/ outdoor choice

5.2 Different perspectives (Activity 1)

This activity involved participants brainstorming the types of facilities that might be needed at the FLC to service the different demographic groups in Fawkner.

To encourage focus group participants to think beyond their own perspective, participants were presented with demographic information about the Fawkner community and then divided into small teams to discuss and consider a range of needs and wants at the FLC for each specific demographic group.

Participants brainstormed the needs and wants of the following groups. Demographic groups were a



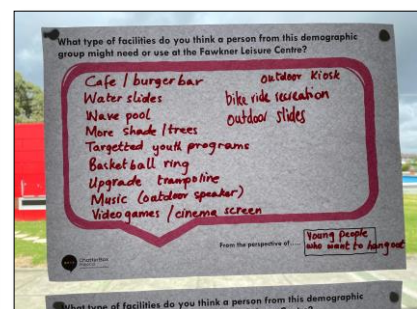
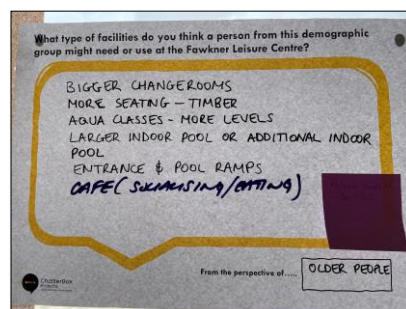
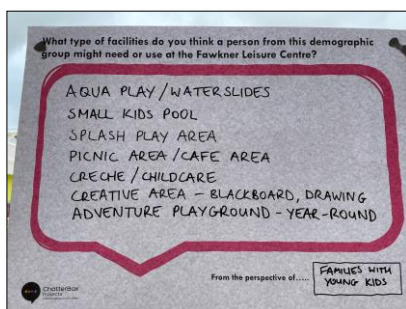
mixture of both age and use related (different age groups and how different groups might use the centre).

Age related	Use related
<ul style="list-style-type: none"> Families Families with young children Children 5-12 year olds Babies and toddlers/ expecting parents Young people Teenages 25-34 year olds 30-45 year olds Middle aged Older people Older men Over 65 50-70 yrs 70+ 	<ul style="list-style-type: none"> Women Women from diverse backgrounds Culturally diverse People with disability or injuries Older men from multicultural backgrounds Outdoor space users Children who want to have fun Young people who want to hang out People with limited time Non-users People who want to get fit People who want to connect

The purpose of this activity was to find synergies between the types of facilities at FLC that could possibly service a range of different demographic groups within the community. For example: a hydrotherapy pool at FLC was identified as something that could service multiple demographic groups including people with a disability, people with injuries, people/ women from diverse background and older people in the community.

Each team was able to brainstorm a range of demographics groups and discuss what their needs and wants might be for the redeveloped centre. At the end of the activity, responses for each demographic group were placed up on the wall to identify the synergies in facilities that crossed over multiple groups. All participants then had an opportunity to add additional information to other groups' 'perspective' sheets if they thought something was missing.

This information was then used to help participants undertake Activity 2, which involved the groups prioritising what facilities they would like to be included in the redevelopment.



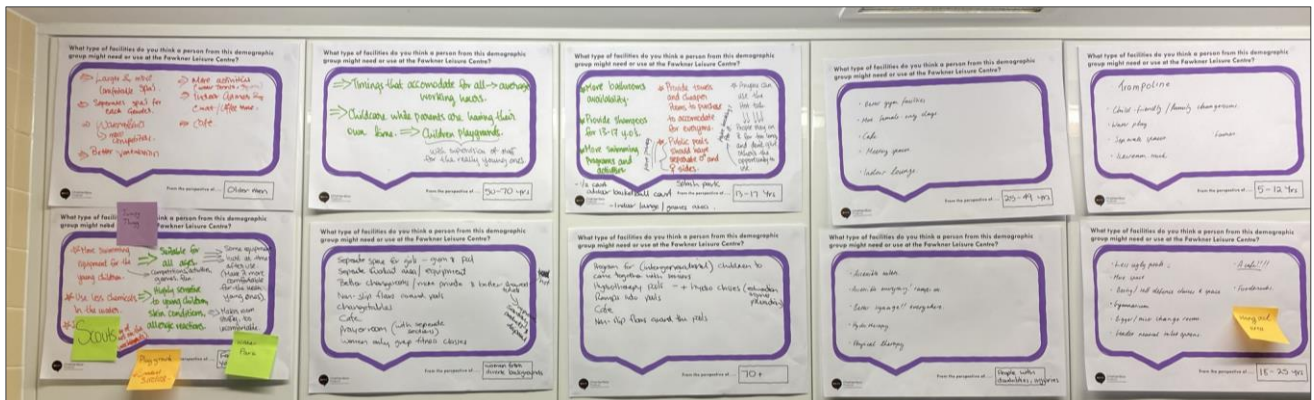


Table 7 outlines the synergies between each demographic groups. Some demographic groups (with the same or similar age range) have been collated in this table. A full list of facilities identified by each team for each demographic group can be found in the appendix (*see Appendix C*).

Table 7-Synergies between demographic groups

	Upgrade change rooms/ toilets	Cafe	Improved gym	Outdoor pool	Indoor pool	Waterplay	Hydrotherapy pool	Steam room Sauna	Picnic BBQ facilities/ seating	Women's only space pool/ gym	Outdoor activities, sports	Indoor gathering/ meeting spaces	Allied Health rooms	Childcare
Families	✖	✖	✖			✖			✖		✖			✖
Babies Toddlers	✖	✖			✖	✖								✖
Children 5-12 yrs	✖				✖	✖					✖			✖
Young people – 13 - 25	✖	✖	✖	✖		✖			✖		✖	✖		
Adult – 22 – 50 yrs	✖	✖	✖	✖	✖			✖	✖	✖		✖		✖
Older adults – 50-65	✖	✖	✖	✖	✖		✖	✖	✖			✖	✖	
Seniors 65 +	✖	✖	✖	✖	✖		✖	✖	✖			✖	✖	
Culturally diverse women	✖						✖	✖		✖		✖		✖
Culturally diverse	✖						✖	✖		✖		✖		
People with disability or injuries	✖	✖				✖	✖	✖				✖	✖	
People who want to get fit			✖	✖						✖			✖	✖
People who want to connect		✖							✖			✖	✖	
People with limited time			✖											
Outdoor space users				✖					✖					
Non-users				✖										



The previous table outlines 14 popular facilities that were seen to be needed across a range of demographic groups.

Facilities - comments and suggestions

As part of Activity 1, there were a range of comments and suggestions made about the facilities for the redeveloped centre.

Comments and suggestions that were made about **changerooms and toilets** included the need for more changerooms, accessible changerooms, family changerooms, private changerooms, change tables, children's toilets and disabled toilets.

When talking about **improving the gym** this included suggestions relating to having a larger gym area, places for people to stretch, better and expanded gym equipment and opening the gym 24/7 with card access.

The **café** was identified as a facility that could improve the centre for many demographic groups, providing a place for community to meet, relax and connect.

Comments about the **pools** included the need for:

- outdoor pools to be solar heated and open year round;
- the indoor pool to increase in size and have more lanes;
- children's pools with shallow water, warm water and beach entry.

Comments about **waterplay** facilities included suggestions involving splash play/ park, water slides and water play areas (both indoor and outdoor).

Suggestions for **outdoor spaces** included:

- BBQs, picnic areas, shade, trees, and seating; and
- activities like basketball, table tennis, volleyball net, trampoline, jumping pillows and playgrounds.

Comments about **indoor community gathering spaces** included the need for spaces like meeting rooms, prayer rooms, party room, hang out/ games lounge and quiet room. Women's only spaces included ideas for separate gym, pool, sauna and spa areas as well as a prayer room.

There were also many comments and suggestions raised as part of this activity which related to improving the **accessibility** of the centre including having ramps in pools, accessible paths, disabled parking, accessible changerooms and toilets, equipment for people with injuries or disabilities and hoists.



Services - comments and suggestions

This activity also provided a range of ideas and feedback related to FLC services and how they could improve or expand as part of the redevelopment.

The most common feedback in relation to service improvements involved more classes and a wider variety of classes for different groups including dance, gymnastics, aerobics for men, mum's and bubs classes, Pilates, Yoga, strength training, classes for children and young people and classes for women.

There were also many suggestions made relating to:

- having more events and social activities at the centre including things like movie nights, social events, school holiday programs, family events, discos, music and food trucks;
- extending operating periods and opening hours of both the outdoor pool and gym;
- having educational programs and classes at the centre like fall prevention classes and programs for people with a disability;
- increasing swimming lessons for people of different age groups; and
- wanting to reduce costs of memberships and visits.

5.2 Prioritising (Activity 2)



For this activity, participants were divided into groups to work together to develop two priority lists of what facilities they thought were most important to include in the redevelopment of the FLC.

Each group received a set of cards which listed a range of facilities and their '\$' value. Each group also received an unlimited number of blank cards so they could add their own specific facilities that they wanted to see as part of the redevelopment.



NEW 50 METRE OUTDOOR POOL \$\$\$\$\$\$\$	NEW 25 METRE OUTDOOR POOL \$\$\$	INDOOR WATERPLAY \$\$\$	
OUTDOOR WATERPLAY \$\$	CHANGE ROOMS UPGRADE \$\$	CAFE \$	
INDOOR HYDROTHERAPY POOL \$\$\$	2 Health Suites \$	Program- Cycle Room \$	
GYM IMPROVEMENTS- 24 HOUR ACCESS \$	LANDSCAPING \$	BBQ-PICNIC FACILITIES \$	
SCHOOL CHANGE ROOMS \$	WOMEN'S ONLY TRAINING GYM \$		

Each team were only able to use a total of 10 '\$' to develop their priority list.

The objective of the activity was to get the groups to consider the many facilities they had identified in the previous activity then prioritise them with their team within the project budget.

This required groups to discuss and negotiate to enable them to develop a priority list that was agreed to by all members of the group.

The wide range of information participants were given in the first part of the focus group sessions informed the discussion and negotiation for this activity.

In addition, it was also made clear to participants that the outdoor pools at FLC were at the end of their life-cycle and would need to be replaced.

Given the small number of people at the first focus group session (four participants), this activity was not run in groups. Each participant was asked to undertake this activity on their own. At the youth focus group session, participants were first divided into two groups to complete this activity (thinking about the whole community). They were then asked to undertake this activity on their own, developing their own single option or plan for the redeveloped centre. This was done to capture a specific youth perspective.

The below table shows the '\$' values given to different leisure centre facilities (the values were created as a proportion of the total amount of 10 - based on general industry costs for these items).

Table 8-Card list

TYPE FACILITY	INDICATIVE COST
New 50m outdoor pool x 6 lanes (Includes new plant and heating system)	\$\$\$\$\$\$\$
New 25m outdoor pool x 6 lanes (Includes new plant and heating system)	\$\$\$
Waterplay Indoor (with water pool)	\$\$\$
Waterplay Outdoor (zero depth)	\$\$
Indoor warm water/hydrotherapy pool	\$\$\$
Changeroom upgrades	\$
Cafe	\$
2 health suites	\$
Program Room/Cycle Room	\$
Gym improvements/24 hour access	\$



TYPE FACILITY	INDICATIVE COST
Landscaping	\$
BBQ/Picnic facilities	\$
School change rooms	\$
Women's only training gym	\$

Additional facilities added by participants using the blank cards included:

Table 9-Other priorities identified by Focus Group participants

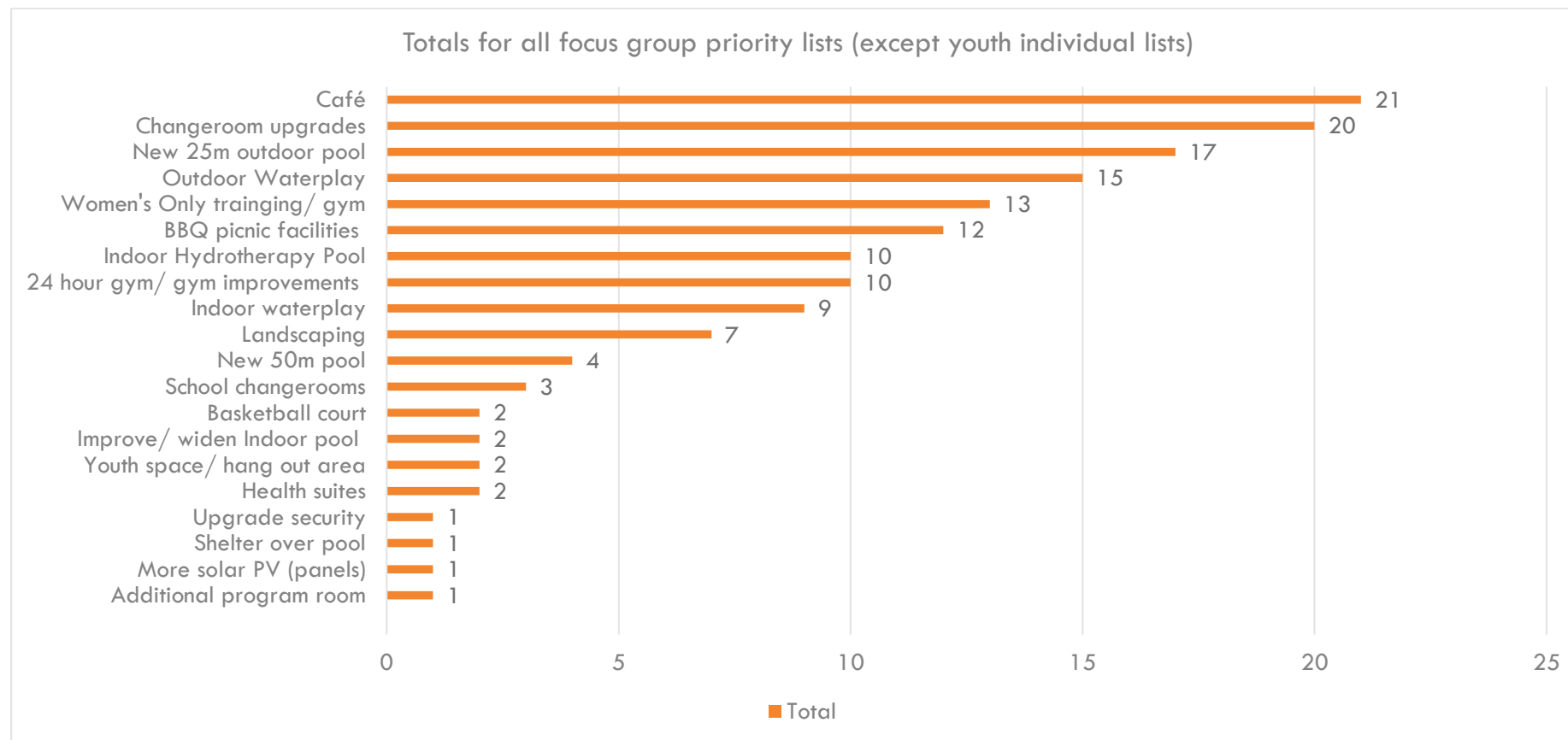
Facility		Facility	
Shelter over pool	\$	Youth space	\$
Basketball hoop/ half court	\$	Program cycle room or dedicated boxing mat space	\$
Unisex changeroom cubicles	\$	Upgrade security	\$
Small outdoor waterplay	\$	Additional program room	\$
More solar PV (panels)	\$	Widen indoor pool	\$\$\$



Priority List Outcomes

This section outlines the results of the group's priority lists. The first graph below shows the overall combined results of the priority lists from the four focus groups (these totals do not include the individual lists developed by young people at the Youth Focus Group session). The table shows how many priority lists included a particular facility. Out of 28 priority lists the facilities that were included the most (included in more than 10 lists) were a café (included 21 times), changeroom upgrades (included 20 times), a new 25 metre outdoor pool (included 17 times), outdoor waterplay (included 15 times), women's only training/ gym (included 13 times), and BBQ and picnic facilities (included 12 times). There were two facilities included in 10 priority lists; these were indoor hydrotherapy pool and 24 hr gym/ gym improvements.

Graph 1-Overall results (all focus groups)



Focus Group 1:

Number of participants: 4 Number of priority lists: 8

As there were only four people who participated in focus group session 1, each person developed two individual priority lists. The two facilities included the most in these individual priority lists were the café (included in seven priority lists) and outdoor waterplay (included in six priority lists). Changeroom upgrades, a new 25 metre outdoor pool, BBQ and picnic facilities, and indoor hydrotherapy pool were the next highest, included in five priority lists out of eight.

Graph 2-Focus Group 1 priority results

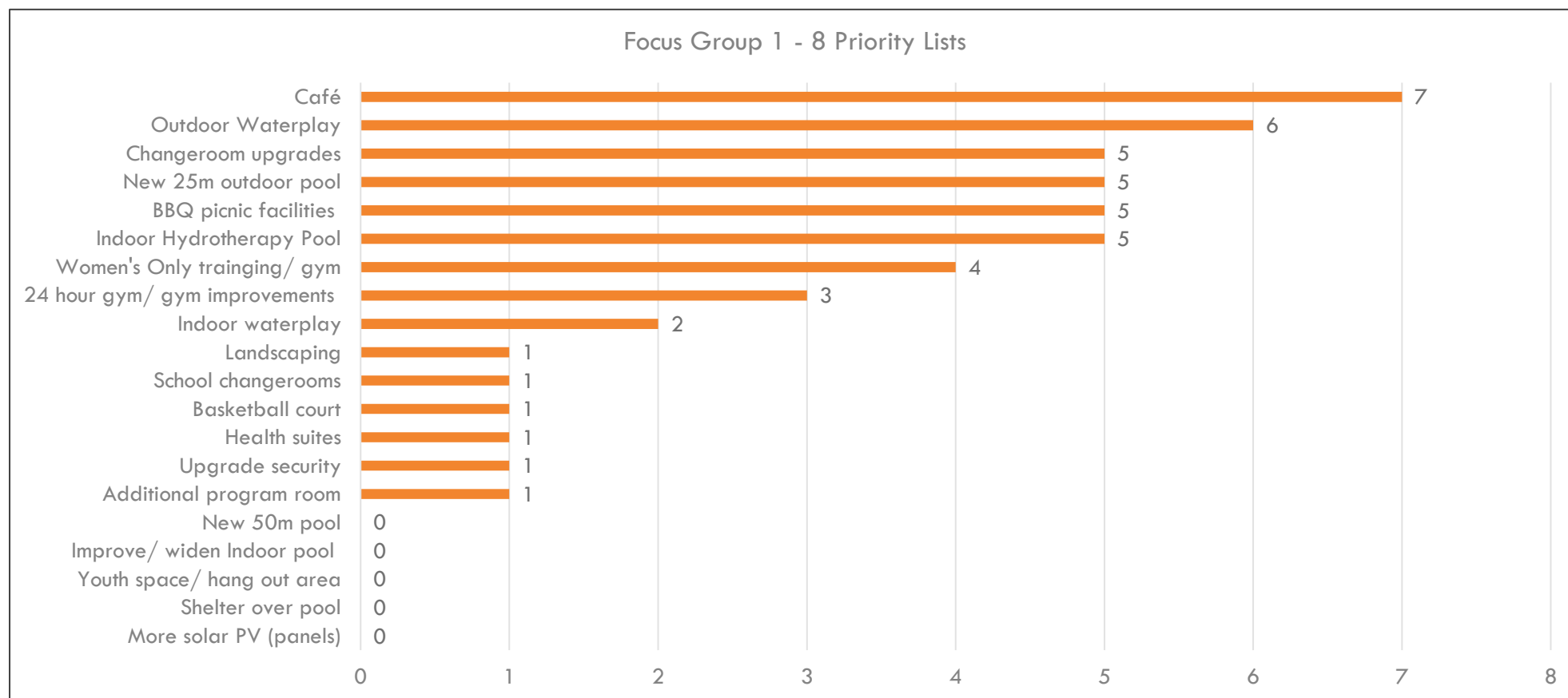


Table 10-Focus Group 1 priority lists

Person 1				Person 2				Person 3				Person 4			
Priority List 1		Priority List 2		Priority List 1		Priority List 2		Priority List 1		Priority List 2		Priority List 1		Priority List 2	
24 hour gym	\$	Café or health suites	\$	BBQ, picnic, family space	\$	(steam room rather than sauna)		BBQ picnic facilities	\$	Indoor hydrotherapy pool	\$	BBQ picnic facilities	\$	24 hr gym access	\$
BBQ picnic facilities	\$	Indoor Hydro pool	\$	Café	\$	Additional program room	\$	Café	\$	Indoor waterplay	\$	Café	\$	Basketball court	\$
Café	\$	New 25m outdoor pool	\$	Indoor hydrotherapy/ women's only	\$	BBQ picnic facilities	\$	Changeroom upgrade	\$	New 25m outdoor pool	\$	Changeroom upgrade	\$	Café	\$
Indoor Hydrotherapy Pool	\$	Outdoor waterplay	\$	New 25m outdoor pool	\$	Café	\$	Gym improvements open 24 hours	\$	Women's only gym/ Pilates	\$	Indoor waterplay	\$	Indoor hydrotherapy pool	\$
Outdoor Waterplay	\$	Unisex changeroom cubicles	\$	Outdoor waterplay	\$	Changeroom upgrades	\$	Health suites	\$			New 25m outdoor pool	\$	Outdoor waterplay	\$
Unisex changeroom cubicles	\$					New 25m outdoor pool	\$	Landscaping	\$					School changerooms	\$
Women's Only Gym	\$					Outdoor waterplay	\$	Outdoor waterplay	\$					Women's only gym	\$
								Women's only training gym	\$						



Focus Group 2:

Number of participants: 19

Number of groups: 4

Number of priority lists: 8

Out of eight priority lists the café and a new 25 metre outdoor pool were included in six. Changeroom upgrades was the next highest (five priority lists).

Graph 3-Group 2 priority results

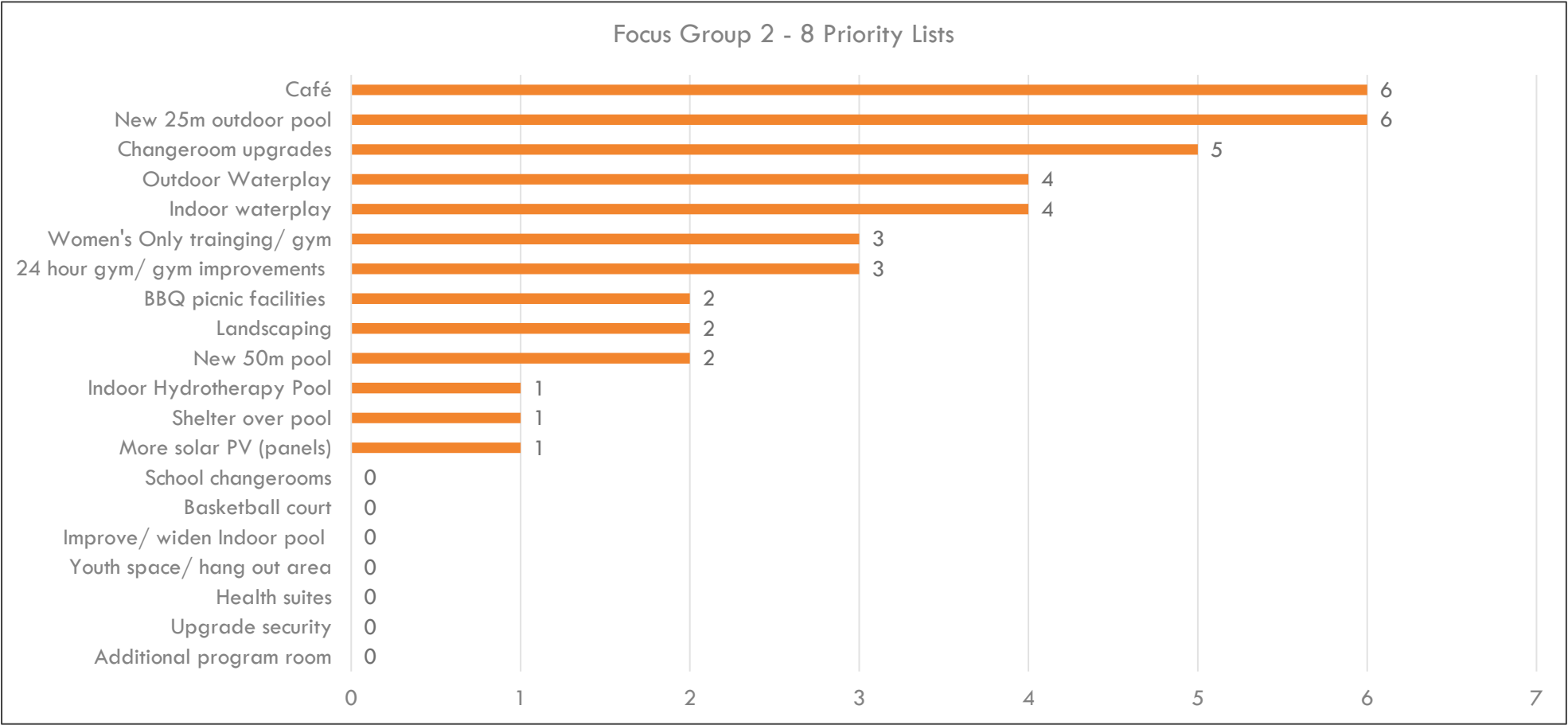


Table 11-Focus Group 2 priority lists

Group 1				Group 2				Group 3				Group 4			
Priority List 1		Priority List 2		Priority List 1		Priority List 2		Priority List 1		Priority List 2		Priority List 1		Priority List 2	
Landscaping	\$	Café	\$	Café	\$	Café	\$	24 hr gym access	\$	Café	\$	Changeroom upgrade	\$	BBQ facilities	\$
New 50m pool	\$\$\$\$	Change room upgrade (disability)	\$	Gym 24 hr	\$	Change room upgrades	\$	BBQ Picnic	\$	Indoor waterplay	\$	Indoor hydrotherapy pool	\$	Café/ indoor gathering space	\$
Outdoor waterplay	\$	Indoor waterplay	\$	More solar PV (panels)	\$	Gym upgrade	\$	Café	\$	Landscaping	\$	New 25m pool	\$	Changeroom upgrade	\$
Women's only training	\$	New 25m pool	\$	New 50m outdoor pool	\$\$\$\$	Indoor waterplay	\$	Change room upgrade	\$	New 25m outdoor pool	\$	Outdoor waterplay	\$	Indoor waterplay	\$
		Women's only training	\$	Small outdoor waterplay	\$	New 25m outdoor pool	\$	New 25m outdoor pool	\$	Shelter over pool	\$			New 25m pool	\$
								Outdoor waterplay	\$	Women's only gym	\$				



Focus Group 3:

Number of participants: 17

Number of groups: 4

Number of priority lists: 8

Out of eight priority lists developed in this session, changeroom upgrades was included in six priority lists, followed by a new 25 metre outdoor pool (five priority lists) and a café (four priority lists).

Graph 4-Focus Group 3 priority results

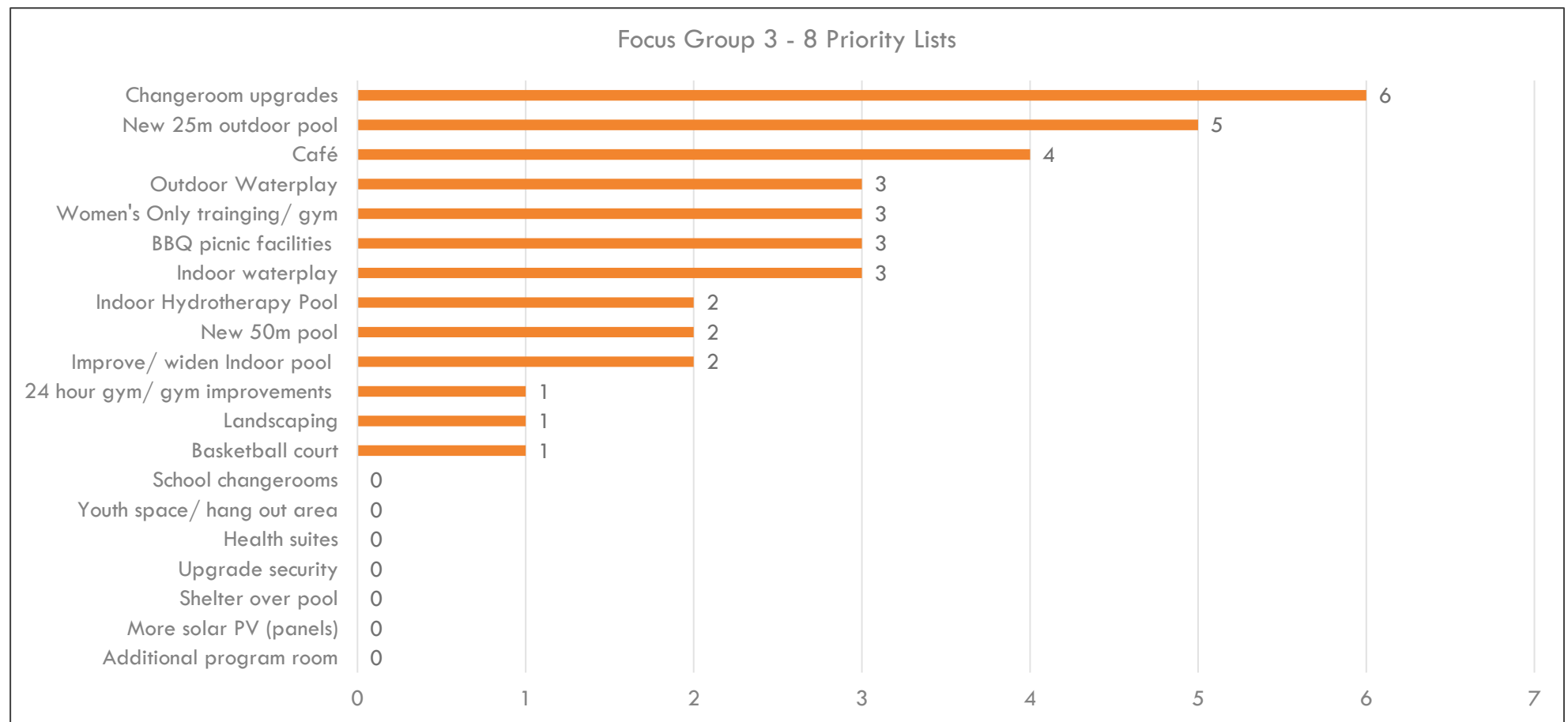


Table 12-Focus Group 3 priority lists

Group 1				Group 2				Group 3				Group 4			
Priority List 1		Priority List 2		Priority List 1		Priority List 2		Priority List 1		Priority List 2		Priority List 1		Priority List 2	
Café	\$	BBQ picnic facilities	\$	BBQ picnic facilities	\$	BBQ picnic facilities	\$	Indoor hydrotherapy pool	\$ \$ \$	Café	\$	Basketball hoop partial court	\$	Changeroom upgrade	\$
Changeroom upgrades	\$ \$	Change room upgrade	\$ \$	Café	\$	Indoor Hydrotherapy	\$ \$ \$	New 25m outdoor pool	\$ \$ \$	Changeroom upgrade	\$ \$	Café	\$	New 50m outdoor pool	\$\$\$ \$\$\$
Improve gym	\$	Indoor pool	\$ \$ \$	Change room upgrades	\$ \$	Indoor waterplay	\$ \$ \$	Outdoor waterplay	\$ \$	Indoor waterplay	\$ \$ \$	Changerooms upgrade	\$	Outdoor waterplay	\$
Indoor waterplay	\$ \$ \$	New 25m outdoor pool	\$ \$ \$	Landscaping	\$	New 25m outdoor pool	\$ \$ \$	Upgrade security	\$	New 25m outdoor pool	\$ \$ \$	New 50m outdoor pool	\$\$\$ \$\$\$		
Open space		Women's only gym	\$	New 25m outdoor pool	\$ \$ \$			Women's only training	\$	Women's only training	\$	Retain trampoline			
Widen indoor pool	\$ \$ \$			Outdoor waterplay	\$ \$										



Focus Group 4: Youth Focus Group

Number of participants: 8

Number of groups: 2

Number of priority lists: 4 (group), 8 (individual)

The café and changeroom upgrades were included in all four priority lists developed in the youth focus group session. Women's only training/ gym, 24 hr gym/ gym improvements and landscaping were included in three of the four priority lists.

Compared to the other focus groups, landscaping was raised as an important feature or element in the youth session. In addition to being included in three out of the four group priority lists, it was also included in all of the eight individual youth priority lists. Participants in this session were asked to expand on what they meant by landscaping and why it was important to them. The youth participants explained landscaping as improving the space and building of the leisure centre (both inside and out) to make it more appealing, modern, bright, colourful and welcoming with well-maintained grass and gardens.

Graph 5-Focus Group 4 priority list results(group)

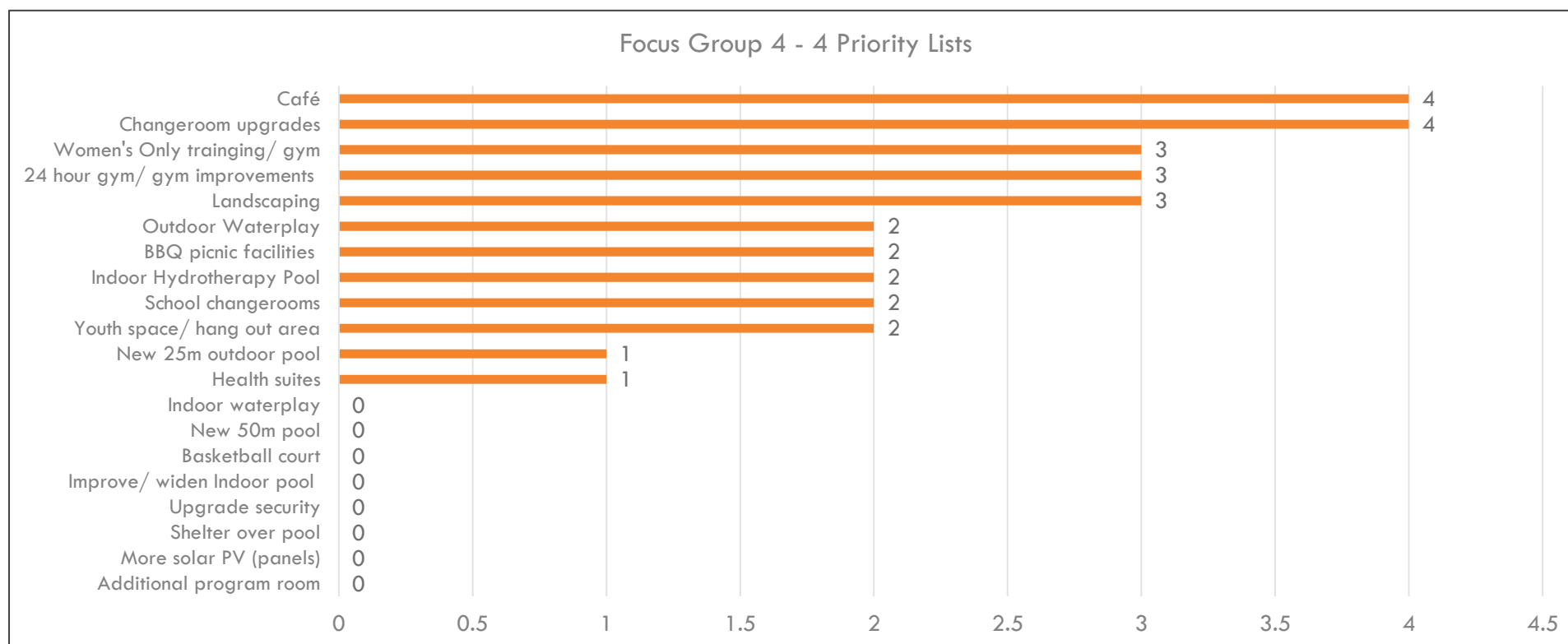


Table 13- Youth Focus Group Team priority lists

Group 1				Group 2			
Priority List 1		Priority List 2		Priority List 1		Priority List 2	
Café	\$	BBQ picnic facilities	\$	BBQ picnic facilities	\$	Café	\$
Change room upgrade	\$\$	Café	\$	Café	\$	Changeroom upgrades	\$\$
Improved gym/ 24 hr	\$	Change room upgrade	\$\$	Changeroom upgrades	\$	Indoor Hydrotherapy Pool	\$\$\$
Landscaping	\$	Hangout area/ youth space	\$	Gym improvements	\$	Landscaping	\$
Outdoor waterplay	\$\$	Improved gym/ 24 hr	\$	Health suites	\$	Outdoor waterplay	\$\$
School changerooms	\$	Landscaping	\$	Indoor Hydrotherapy pool	\$\$\$	Women's only training	\$
Women's only training	\$	New 25m pool	\$\$\$	School change rooms	\$		
Youth space	\$			Women's only gym	\$		



Graph 6- Youth Focus Group 4 Individual priority list results (Young people)

In the individual youth priority lists, café and landscaping were included in all eight lists. 24 hr gym/ gym improvements was included in seven lists and women’s only training/ gym was included in five of the eight lists.

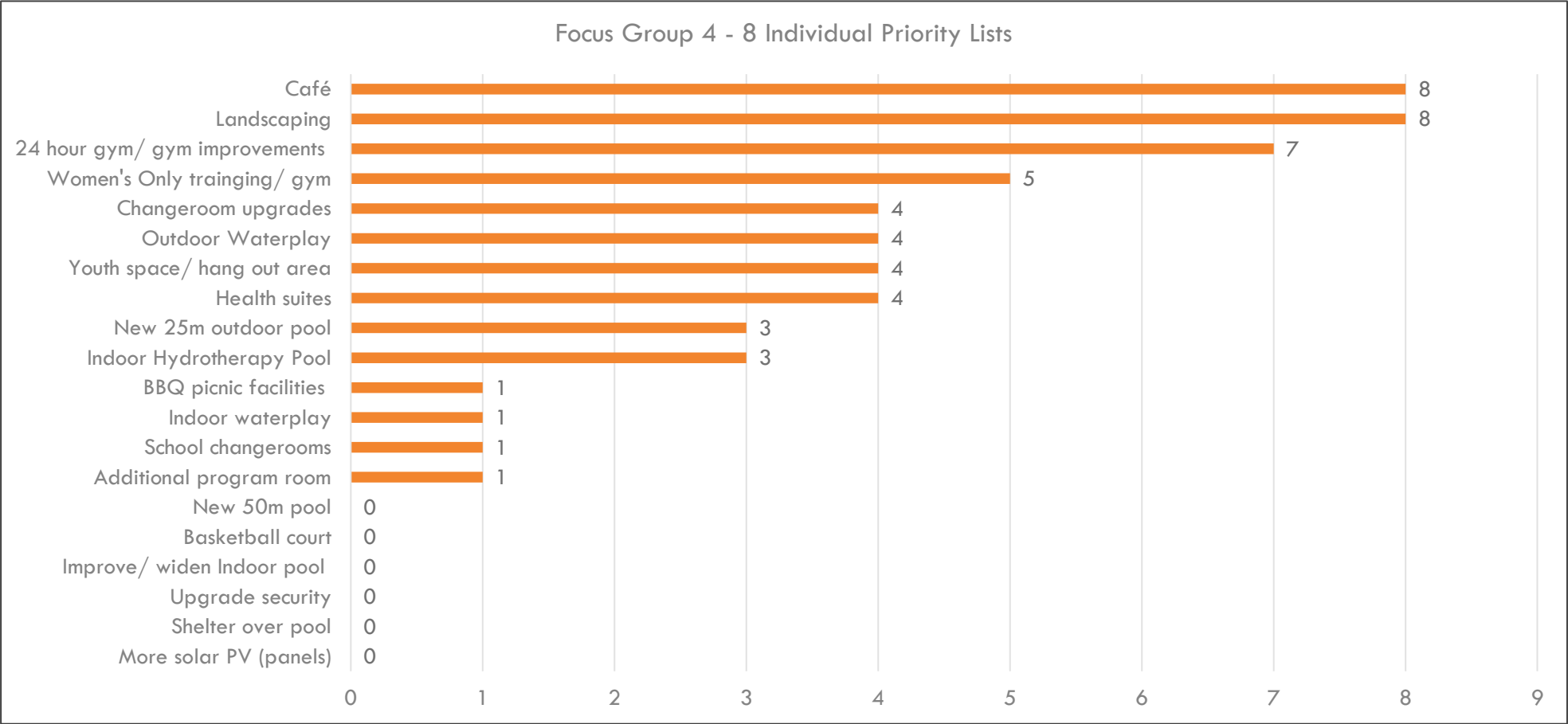


Table 14-Focus Group 4 -Young people individual priority lists (Additional comments are verbatim)

Female 16yrs		Female 16yrs		Female 15yrs		Female 15yrs		Male 12 yrs		Male 13yrs		Female 21 yrs		Female 17yrs	
Landscaping	\$	Women's only training gym	\$	Women's only training gym	\$	Landscaping	\$	Health suites	\$	Health suites	\$	Landscaping	\$	Landscaping	\$
Café	\$	Gym improvements - 24hr access	\$	Indoor hydrotherapy pool	\$	Café	\$	Landscaping	\$	Landscaping	\$	Café - instagrammable	\$	Upgrade gym	\$
Changeroom upgrades	\$	Café	\$	Café	\$	Youth space	\$	BBQ	\$	Café	\$	Gym 24/h access	\$	More diverse fitness programs	\$
Women's Only training	\$	Indoor hydrotherapy pool	\$	Gym improvements 24/7	\$	New 25m outdoor pool	\$	25m outdoor pool	\$	School changerooms	\$	Outdoor waterplay	\$	Women's only training gym	\$
Youth space	\$	Health suites	\$	Changeroom upgrades	\$	Hangout area	\$	Indoor Hydrotherapy pool	\$	Outdoor waterplay	\$	25m outdoor pool	\$	Café	\$
Indoor waterplay	\$	Landscaping	\$	Landscaping	\$	Outdoor waterplay	\$	Café	\$	Women's only training	\$	Youth space	\$	Youth Space	\$
24hr access to gym	\$	Changeroom upgrades	\$	Health suites	\$	Changeroom upgrades	\$			Indoor Hydrotherapy Pool	\$	Program cycle room or dedicated boxing mat space	\$	Outdoor waterplay	\$
School change rooms	\$										\$			24hr gym access	\$
		Landscaping - make the inside look more bright, transparent, exotic and welcoming when looking from afar/ outside. Make it look more appealing and		Landscaping - like modern, colourful, clean/ well-taken care of. Don't like intimidating, shabby		Landscaping - Cleaner, new grass areas or gardens areas. Outside of building (making it fit the modern		Landscaping - welcoming (just look the people are great)				Landscaping - updated facades, well maintained lawns, more foliage and plants, cleaner facilities,		Landscaping - The space where indoor pools are need upgrading newer architecture. Cleaner and better lighting	\$



Female 16yrs		Female 16yrs		Female 15yrs		Female 15yrs		Male 12 yrs		Male 13yrs		Female 21yrs		Female 17yrs	
		attractive. Grass looks nice, fresh, not dried and died out				century). Indoor pools - making them clean and green						better maintenance			



6. General feedback from the focus groups



During the focus group sessions, participants could add any general feedback, suggestions or ideas to a feedback board. The below table provides a list of this general feedback collected across all of the focus group sessions. The comments have been divided into ideas for the centre and general feedback/ suggestions.

Table 15- General feedback received during the focus group sessions (*Comments are verbatim*)

Ideas for the centre	General feedback/ suggestions
Upgrade gym equipment	Maintaining and clean the swimming pool regularly
More swimming lessons	Promote activities
Plunge pool cold near sauna	Promote and consistent opening hours for outdoor pool
Hot and cold showers	Place more rubbish recycling bins
Young people access for changing with disabilities and susceptible to indoor noise	Promote/ advertise leisure centre events better
RFID bands	Improve complaints and inquiries system
Bicycle track integration	Counsel one gym instructor on polite interactions and not using her work time to do her work-out
Café/ swim hub	Prevent water aerobics dominating the pool because of the volume of the instructor's voice and music
Free childcare for parents (mums) with young kids or mum's and bubs classes (could be means tested or risk-based re mental health)	Reduce the volume of music in the gym
Create more lanes in indoor pool	Suggestion/ complaints management
Large lockers on the pool deck	Swimming pool lane management
Prioritising of commercial activities / Priority packaging	Better staff training
Remove barriers to exercise and improve mental health at vulnerable stage and reduce isolation	50m pool must stay – more space for more people to use and it not be overcrowded to turn people off
Jumping pillows needed outside – good exercise for kids and all yr round	Increasing use – could Fawknor be promoted to schools for schools swimming programs? I am a primary school teacher and we have had difficulty booking in at our usual pool so would consider other options if available
Indoor aqua sport eg water polo etc	All young staff – this of off-putting for older people



Ideas for the centre	General feedback/ suggestions
The centre needs to be sustainable from an environmentally, intergenerational, culturally	Swim teachers not professional
More sports facilities - cheaper Badminton courts and basketball courts	Outdoor pool rarely open
	Car park entry very narrow
	Poor website/ SW management
	Improve ventilation indoors
	Look at improving centre management
	Improve website and online booking
	Ensuring people in northern most suburbs of Moreland have equal services
	Address poor communication about the centre to members and users
	Improve the way the centre is run
	FLC never answer the phone
	Some of us don't use Facebook – quite a lot of us
	People losing outdoor space at home so need this facility to go to (social and cool off)
	Fawkner pool deck has the best chilled water fountain. Build around it please
	50mtr pool, 25mtr pool (Olympic sized pool)
	Outdoor pool needed/ space for children with disabilities eg Autism



7. Appendices

Appendix A-Expression of Interest Form



We are upgrading the Fawkner Leisure Centre. And we want to hear from you.

We are looking for a wide range of people from across the Fawkner community to join a focus group.

By joining a focus group, you can help us improve the centre so it meets the needs of our growing and changing community.

Make sure you express your interest in joining a focus group by 5pm on Friday 12 March.

What the groups will do

You will get the opportunity to look at all the information about the aquatic and leisure centre. This includes finding out more

about the pools and our budget for the upgrade.

You will provide input into the development of high-level concepts for the centre. We will then ask the broader community to provide feedback on these concepts later in the year.

About the sessions

There will be 3 focus group sessions. We would like to have 20 community members in each session.

We will make sure the groups represent the local community. This selection will be done by our independent consultants, ChatterBox Projects.

If selected, you will only have to attend 1 session:

- **Focus group 1** – Sunday 21 March from 2pm to 3.30pm
- **Focus group 2** – Monday 22 March from 6pm to 7.30pm
- **Focus group 3** – Wednesday 24 March from 10am to 11.30am

The focus groups will be held at either the Fawkner Leisure Centre (in the group fitness room) or at Fawkner Senior Citizens Centre, Jukes Road in Fawkner.

If COVID restrictions change, the sessions will either move online or be rescheduled.

Help shape the future of the Fawkner Leisure Centre

How to get involved

If you want to get involved, please fill out this form and give it to reception at Fawkner Leisure Centre.

You can also go to <https://conversations.moreland.vic.gov.au/FLCRefurbishment> and fill it in online.

If you need help, or have questions about registering your interest, please contact ChatterBox Projects.

You can email info@chatterboxprojects.com.au or call **0411 333 102**.

The information in this form will only be used to select focus group participants. We will treat all your personal information in line with Moreland City Council's Privacy Policy.

We will contact you by **Wednesday 17 March** to let you know if you have been selected for a focus group.

Something for you

By filling in this form you will go into the draw to win free membership of Fawkner Leisure Centre for 3 months. If you are selected for a focus group, you will receive a \$50 VISA gift card to compensate you for your time and effort.

Don't forget: Get your form in by **5pm on Friday 12 March 2021**.

Please complete this form if you would like to join a focus group

We will make sure the focus groups represent the local community. This is why we need some personal information about you.

Name _____

Address _____

Email _____

Phone _____

Your age

- ☐ 12-17
☐ 18-24
☐ 25-34

- ☐ 35-44
☐ 45-54
☐ 55-64

- ☐ 65-74
☐ 75-84
☐ 85+ years

Your gender

☐ Female

☐ Male

☐ Prefer to self-identify: _____ (optional)

Country of birth

- ☐ Australia
☐ China
☐ Greece
☐ Hong Kong

- ☐ India
☐ Italy
☐ Lebanon
☐ Pakistan

- ☐ Sri Lanka
☐ United Kingdom
☐ Vietnam
☐ Other: _____





Language(s) spoken

☐ I speak a language other than English at home (please specify _____)

Do you use the centre? Please tick all that apply

☐ I currently use the Fawkner Leisure Centre

☐ Gym

☐ Indoor pool

☐ Childcare

☐ Group fitness classes

☐ 50m outdoor pool

☐ Spa and sauna

☐ Toddlers/learners pool

☐ Other _____

☐ I do not use the Fawkner Leisure Centre

Are you a member of any local groups, organisation or school?

☐ Yes (which groups) _____ ☐ No

Please tick all that apply

☐ I identify as a person with a disability

☐ I identify as Aboriginal or Torres Strait Islander

☐ I identify as LGBTIQ+

☐ I care for a person with a disability or a person aged over 65

☐ I am a parent or carer of a child/children under 12 or a young person aged 12 to 17

What support do you need to attend a focus group?

☐ An interpreter (language _____)

☐ A sign language interpreter ☐ Hearing loop

☐ Other (please specify _____)

What session/s can you attend?

I am available to attend: (Please tick all sessions you can attend)

☐ Focus group 1 – Sunday 21 March from 2pm to 3.30pm

☐ Focus group 2 – Monday 22 March from 6pm to 7.30pm

☐ Focus group 3 – Wednesday 24 March from 10am to 11.30am

If selected, you will only have to attend 1 session.

Help shape the future of the Fawkner Leisure Centre



Eligibility

☐ I am not a City of Moreland Councillor or an immediate family member* of a Councillor

☐ I am not a Moreland City Council employee or an immediate family member* of an employee

☐ I am not a Fawkner Leisure Centre employee or immediate family member of an employee*

☐ I confirm that all details and information provided on this form are correct and accurate.

Please tick **all that apply** to help us confirm that you understand and meet the eligibility requirements.

*** (Immediate family member** refers to spouse, partner, parents and grandparents, children and grandchildren, brothers and sisters, mother in law and father in law, brothers in law and sisters in law, daughters in law and sons in law. Adopted, half, step members and kinship are also included.

Signed: _____ Date: _____

Parent or guardian for people under 18 years

A parent or guardian will need to accompany a person under 16 to a focus group session. Young people over 16 can attend a focus group session unaccompanied with the permission of a parent or guardian.

I, _____ (parent or guardian), give my permission for _____ (name of child or young person) to attend a focus group session.

☐ I will accompany them to the focus group session

☐ I give permission for them to attend to focus group session unaccompanied (16 to 17 only)

Parent/guardian name _____

Parent/guardian email _____

Parent/guardian phone _____

Stay informed

Would you like to receive email updates about the upgrade of Fawkner Leisure Centre?

☐ Yes, I agree to receiving updates about the Fawkner Leisure Centre project.

☐ No thanks

We will contact you by **5pm on Wednesday 17 March** to let you know if you have been selected for a focus group. Thank you.

Moreland Language Link

廣東話 9280 1910
Italiano 9280 1911
Ελληνικά 9280 1912

عربي 9280 1913
Türkçe 9280 1914
Tiếng Việt 9280 1915

हिन्दी 9280 1918
普通话 9280 0750
ភាសាខ្មែរ 9280 0751

Please recycle this pamphlet.

All other languages
9280 1919



Fawkner Leisure Centre upgrade

Communications report (stage 1)

14 April 2021

Overview

Background

Moreland City Council is undertaking a \$20 million upgrade of the Fawkner Leisure Centre (FLC), with preliminary concept and design works to commence in 2021/22. The upgrade of this facility was identified through a 20-year Aquatic and Leisure Centre Strategy, which was adopted by Moreland Council in 2018.

The project will run over several years and the communications and engagement activities are multi-staged. This report covers the stage 1 communications, to recruit participants to the focus groups in March 2021.

Objectives

The goal of stage 1 communications activities was to successfully recruit a representative group of participants to take part in the focus groups. We promoted the focus group expression of interest (EOI) process widely to ensure a diversity of stakeholders, including centre users and non-users of the centre, people from non-English speaking backgrounds, as well as people from different age groups (older and younger residents).

A secondary goal was to raise broad awareness about the project within the Moreland community.

Communications

Key messages

We identified plain English key messages (at a grade 5 level) that we shared through a wide variety of communications activities. These key messages focused on context around the upgrade, explained what people needed to do to get involved and outlined the scope of the project. We also shared information about timelines.

Branded promotional materials were created to support the distribution of these messages. We also translated information into 6 community languages, which were the most spoken languages in Fawkner other than English.

Communication action plan

The stage 1 goal was achieved by delivering a series of online and printed promotional activities, using a mix of promotional materials. These activities were targeted at the following stakeholder groups, with the outcomes described. The goal of each communications activity was to get the target audience to complete an EOI form through the Conversations Moreland website. Printed EOI forms were also available at the centre however these were not used by members/visitors.

Stage 1		
Stakeholder group	Tactic	Result
FLC staff	Staff briefing	All Fawkner Leisure Centre staff were provided with a briefing on the upgrade and stage 1 of the project. They were provided with a reference document with key messages, FAQs and who to contact for additional information



Stage 1		
Stakeholder group	Tactic	Result
Staff at other Moreland leisure centres	Staff briefing	All other Active Moreland staff were provided with a copy of the briefing information, key messages, FAQs and who to contact for additional information
Moreland staff	Staff briefing Grapevine post for general staff	Moreland Customer Service staff were provided with a copy of the briefing information, key messages, FAQs and who to contact for additional information
FLC users	Staff prompts/promotion Posters Email to membership/visitor mailing list Centre specific Facebook page Active Moreland social media	3% of visits to the Conversations Moreland page to complete an EOI form came from emails sent to members (20 users in total) 2.5% of visits to the Conversations Moreland page to complete an EOI form came from posters that were displayed at the centre, and other locations in Fawkner (including CB Smith Reserve, health services, neighbourhood house, senior citizens centre) (16 users in total) See below for more on social media results
FLC user groups including local schools	Approached each group to promote the EOI and supplied promotional materials for group to use with their members	
Local residents	A flier (in English and the top 6 community languages in the suburb) was distributed to all households in Fawkner (5,300 households reached) This flier pointed people to the online EOI form or to call for a paper form. It was distributed to the area bordered by Ring Rd/Sydney Rd/Queens Parade/McBryde St	2.5% of visits to the Conversations Moreland page to complete an EOI form came from this flier to households (16 users in total)



Stage 1		
Stakeholder group	Tactic	Result
	from mid to late February.	
Local community groups	<p>Groups contacted and EOI promoted.</p> <p>Groups contacted included:</p> <ul style="list-style-type: none"> • Fawkner Residents' Group • Urdu Women's Group • Fawkner women's group • Coburg women's group 	<p>We received EOIs from people from 20 different countries, speaking 16 languages.</p> <p>We had 53 EOIs from women and 38 from men.</p> <p>We also had:</p> <ul style="list-style-type: none"> • 41 EOIs from a parent or a carer of a child/children under 12 or a young person aged 12-17 • 7 EOIs from a person with a disability • 6 EOIs from a carer for a person with a disability or a person aged over 65 • 5 EOIs from a person identifying as LGBTIQ • 0 EOIs from an Aboriginal or Torres Strait Islander
Users of the Senior Citizens Centre	We displayed posters at the centre	We received EOIs from 6 people aged over 65
Users of the Fawkner Library	We displayed posters at the library	
Users of the Fawkner Neighbourhood House	We displayed posters at the neighbourhood house	
CALD community	<p>Moreland Council's team of Community Connectors were supplied with promotional information about the EOI in the 6 community languages for distribution to their networks.</p> <p>Groups contacted included:</p> <ul style="list-style-type: none"> • South Asian women's group • Arabic women's group 	<p>We received EOIs from people from 20 different countries, speaking 16 languages.</p> <p>These countries were: Algeria, Bangladesh, China, Egypt, Fiji, Greece, India, Italy, Kuwait, Malaysia, New Zealand, Pakistan, Portugal, Qatar, Romania, Sri Lanka, Syria, United</p>



Stage 1		
Stakeholder group	Tactic	Result
	The EOI was available in the 6 community languages	<p>Kingdom, Venezuela and Vietnam</p> <p>The languages spoken were: Arabic, Bangla, Bengali, Cantonese, Finnish, Greek, Hindi, Italian, Mandarin, Russian, Sinala, Sindhi, Spanish, Tamil, Urdu and Vietnamese</p>
Community	Conversations Moreland webpage	<p>553 unique page views on the Conversations Moreland page about the FLC year to date, with an average of 3.30 minutes spent on the page</p> <p>There was a spike in page visits in late January (26 January, 104 views) prior to the stage 1 communications starting, with most of the traffic throughout March, with a spike on 11 March (131 views) just prior to the EOI closing</p>
Community	News item on Active Moreland page	<p>Less than 1% of visits to the Conversations Moreland page to complete an EOI form came from the news item on the Active Moreland website</p> <p>There were 17 unique views from 15 Feb to 12 March of this page</p>
Community	<p>Moreland Council home page image rotator promotion</p> <p>Moreland Council website news item</p>	<p>2% of visits to the Conversations Moreland page to complete an EOI form came from home page image rotator promotion (13 users in total)</p> <p>Less than 1% of visits to the Conversations Moreland page to complete an EOI form came from the news item on the Moreland Council website</p>



Stage 1		
Stakeholder group	Tactic	Result
	General call to action on the Pools and gyms landing page	<p>There were 6 unique page views from 15 Feb to 12 March of this page.</p> <p>Less than 1% of visits to the Conversations Moreland page to complete an EOI form came from the Pools and gyms landing page on the Moreland Council website</p>
Community	<p>Social media campaign on:</p> <ul style="list-style-type: none"> organic posts (not paid) on Moreland Council social media (Twitter/Instagram/Facebook) organic posts on the centre Facebook page and Active Moreland social media paid ads, included translated ads, on Facebook geotargeted to the area posts on local Facebook community group pages (including the Fawkner Residents Association and I Love Fawkner pages) 	<p>The Facebook advertising campaign reached 21,280 people, including almost 7,000 people within language ads in Greek, Italian, Arabic and Turkish</p> <p>Most people who visited the Conversations Moreland page to complete an EOI form came from these Facebook ads (59% of all page visits)</p> <p>An organic Facebook post reached 3,450 people and generated 25% of the traffic to the Conversations Moreland page</p> <p>However, users who came to the Conversations Moreland page through Facebook (ad or organic) spent the least amount of time on the page of all audiences, with the exception of people who came via the poster promotion</p>
Community	<p>My Moreland email newsletter to 1,636 subscribers:</p> <p>19 February</p>	<p>My Moreland – Friday 19 February</p> <ul style="list-style-type: none"> 892 unique opens 54.79% of all recipients opened so far. 16.26% clicked a link (145 people)



Stage 1		
Stakeholder group	Tactic	Result
	4 March	<ul style="list-style-type: none"> 0.87% clicked on the item about Fawkner Leisure Centre (2 out of 229 unique clicks) <p>My Moreland – Thursday 4 March</p> <ul style="list-style-type: none"> 846 unique opens 52.16% of all recipients opened so far. 36.88% clicked a link (312 people) 1.32% clicked on the item about Fawkner Leisure Centre (5 out of 378 unique clicks)

Conclusions

This report highlights the clear need for continued social media advertising to share news about the project with the wider Fawkner community. We have had high engagement with this channel, and it is highly cost effective. Almost two-thirds (59%) of visits to the Conversations Moreland page came from social media advertising, specifically Facebook (cost \$400). The next largest source of traffic to this page was from an organic Facebook post (25%).

However, as noted above, these visitors spent the lowest average time on the Conversations Moreland page. They may therefore have not read the information on this page nor complete the EOI form. Visitors to Conversations Moreland from posters also spent a short average time on that page.

Targeted, email communications to members was the third most successful channel in directing traffic to Conversations Moreland but was significantly lower at 3% of all traffic. This group spent on average over 2 minutes on the page. Among the other digital channels used, the promotional banner on the Moreland Council website homepage was the most successful, with 2% of all traffic to Conversations Moreland.

However, digital communications should be complemented by printed collateral to ensure all residents are able to get involved in this project. The flier distributed to households in Fawkner was responsible for 2.5% of all visits to Conversations Moreland (average session duration was just under 2 minutes) at a significant cost (\$1,800 printing/\$800 distribution). But it also had a role in highlighting the project to the community over and above any EOIs it generated. The poster displayed at the centre and throughout the precinct was responsible for 2.5% of all visits to Conversations Moreland.

As we have seen variation in the engagement generated by each channel, and the time those users have spent on the Conversations Moreland page, a mixed approach is recommended. Social media advertising and organic posts should continue to ensure wide promotion of the upgrade to the community, alongside direct communications to members and users of the centre, supported by posters and materials distributed to households during stage 2.

We translated the EOI form into 6 community languages, however not one EOI was submitted using a translated form despite the focus groups featuring a diverse range of residents. Given the cost of translations, we should examine, for future stages, the value of translating material and whether this is always the most appropriate action to engage people from culturally and linguistically diverse communities.



Appendix C-Full results from Perspectives Activity 1

What type of facilities do you think a person from this demographic group might need or use at the Fawkner Leisure Centre?

(Text is verbatim)

Demographic group	Facilities	Services
Focus Group 1		
Families	Outdoor picnic area Lockers (rang of them) outdoor lockers Waterplay – indoor and outdoor Social area for parents with pools within line of site Pool equipment library Cafe	Kids lessons Adult swim lessons (free)
5-12 years	Fun stuff: waterslides, waterplay, splash park	Swimming lessons
Teenagers	Basketball court Outdoor pool Pods/ bean bags Cafes with Wifi	Outdoor movies Dance classes Gymnastics classes Teenage specific hours/ space
Women	Hydrotherapy Women's only pool Women's space	Aerobics (for men too) Women's pilates
Culturally diverse	Prayer room Women's gym room/ pool	
People with disabilities / injuries	Hydrotherapy pool Accessibility Equipment – arm rollers, Scifit Pro 2 Disabled parking and closer access to the centre	
Older people	Hydrotherapy Accessible toilets Language cafes Spa and steam room Disabled parking	Aqua aerobics Falls prevention Swim lessons for seniors Men's shed



Demographic group	Facilities	Services
	Access to centre from parking Café Separate aqua aerobics pool Hoist	
Outdoor space users	Solar heated outdoor pool BBQ and Picnic spaces Running tack	
30-45 yr olds	24 hr gym Larger gym space Stretching room Women's room BBQ Pool deck cubicles More laps in indoor pool Steam room Cafe	Events Functional training / th Matrix
Focus group 2		
Families	Cafes Food facilities Need somewhere to sit after dropping off family TVs	Drive-in movie night Community activities Sunscreen dispenser
Children who want to have fun	More fun facilities – playground, care (play) room, water fun instruments, play things More facilities, better segregated from fitness facilities	
Families with young children	Improved changing areas for young children Water fountains for children Living pool – plants and aquatic life	School holiday programs – indoor and outdoor exercise fun activities Family events – disco, jumping castle, music areas Water volleyball Discount for off-peak time Eliminate fee to access other pools in Moreland Health and Wellbeing seminars - nutrition
New expecting	More family changerooms	Mother baby classes



Demographic group	Facilities	Services
parents	More change tables Waterplay Easy pram access, better paths outside Gym area to stretch / do yoga	Outdoor pool open in the am for young kids Yoga Pilates classes Extended opening hours
Youth 13 +	New Badminton Table Tennis Court Outdoor seating Keep outdoor spaces and pool available – spaces to gather/ event space Outdoor screens to follow exercise (All)	Better advertisement of sports hall Swim squad opportunity for older kids Boot camps/ strength training
Young people who want to hang out	Waterplay/ nature play Links to skate park Water slide Dog play area	Evening opening hours over summer (outdoor pool) Classess focused on young people Extended gym hours
Women from multicultural backgrounds	Sectioned off areas (for pool and gym) so women can remove face coverings	Sports groups, specific classes re Badminton Times/ more social activities and space Women only swimming lessons Language based groups
Ladies	Ladies only spa and sauna	Expand outdoor pool hours and then close off indoor pool for ladies (currently only 2 hrs per week)
Disability community members	Hydropool Change rooms (private) to be modified for people with disabilities Better spa with access ramp or hoist Quiet area/ space Excel toilets Drop off space	Better access for people with disabilities – programs and support
People with a disability injury	Better access off Dukes Rd, better paths Pool ramps Water therapy pool Pilates machines Physiotherapy (rooms)	Pilates classes Strength training program
Older men from multicultural backgrounds	Improved changeroom facilities – standard and increase facilities Toilets/ disabled toilets (both male and	



Demographic group	Facilities	Services
	female) Hydrotherapy (not super friendly for outdoor use)	
25-45 years	Better gym equipment Lap swimming Changerooms – more bathrooms More room in the gym to stretch Exercise circuit extended around facility Café at entrance Class space increased - better facilities will retain better instructors Functional fitness equipment in a separate room Online booking	Extended hours outside business hours Multi-purpose Hall – more education about it More classes Functional fitness classes Outdoor pool lap swimming expanded times Boxing class (plus equipment)
People with limited time	Lighting 24/7 gym access and to allow entry via card Member and general entry	Staffing availability Accessibility opening hours
People who don't use the centre		Lower membership cost for families Off-peak memberships More activities, one-off events Outdoor pool movies Queer friendly classes/ gym times Expanding 'inclusive' beyond families and children There is a growing queer community - social connection, women's only beyond multicultural and rainbow family events
People who want to connect with the local community	Café/ BBQ Seating areas More trees shade cloth Trees! Keep the trees! Lounge seating	Calendar of social events – music, food trucks School holiday programs – swimming exercise, fun activities
People who want to get fit	24/7 access or extended closing timer Heated outdoor pool open all year round	Specialised programs for people with disabilities Variety of classes and times Expanded times for outdoor pool



Demographic group	Facilities	Services
Middle aged	Coffee at the centre Women only spaces – gathering and leisure spaces Changerooms need to cater for older people to be safer	
Focus group 3		
Families with young kids	Aqua play Small kids pool Splash play area Picnic area Cafe area Creche/ childcare Creative area – blackboard drawing Adventure playground – year round	
Babies and toddlers	Ramp in pool Water Play Shallow pool Toys/ play areas Beach access Splash pad Family change rooms Separate toddler pool Café Indoor playground area (close to café) Centre based creche Warm water/ low chlorine	
Children who want to have fun	Splash park – indoor and outdoor Outdoor pool slides Learners Pool Indoor pool bigger Games – volleyball net, basketball hoop Trampoline	
5-12 yrs children	Waterplay areas Inflatable obstacles Pools for them only and for swimming lessons Outdoor waterplay area Slides	Exercise and yoga classes for children



Demographic group	Facilities	Services
	Family changerooms Children sized toilets	
Young people	Outdoor pool Outdoor space (grass, tables, chairs) Deep water (2-2.5 m) Piped music in water Diving board and pool Modern changerooms and mirrors Gym	
Young people who want to hang out	Café/ burger bar Waterslides Wave pool More shade trees Bike ride recreation Outdoor slides Basketball ring Upgrade trampoline	Targeted youth programs Music outdoor speaker Video games/ cinema screen
Multicultural women	Childcare Meeting private room Consultation room Prayer/ mediation room Women's only sauna/ steam room	Women's only classes
People with a disability or injury	Hydrotherapy Disability access Parking (?) Sea mineral water Physio allied health Stronger jets in the spa Steam room Accessible lifts Ramp in pool Water play Quiet room	Therapeutic Staff that reflect varying abilities
People who want to get fit	Modern gym (state of the art) Diet centre Modern clean equipment Separate facilities for males and	Personal trainers More group fitness classes for females Cheaper prices



Demographic group	Facilities	Services
	females	
People who want to connect with community	Cafes Open spaces Outdoor covered area Community meeting rooms Party rooms Multilingual signage Allied health services BBQ	More classes Party service
25-45 yr olds	Gym 24/7 Pools – more lanes Exercise rooms Family changerooms Private changerooms Cafes Childcare – affordable Child safe indoor play area in the fitness rooms	Classes Increase safety Mums and bubs classes Ladies only gym classes/ exercise hours timetables
People with limited time	More lockers Change gym access to 24 hours	Extended hours for outdoor and indoor pool (5.30am to 10pm) Better canteen options (healthier)
Older people	Bigger changerooms More seating – timber Larger indoor pool or additional indoor pool Entrance and pool ramps Café (socializing and eating) Allied health services	Aqua classes – more levels
Older men	Indoor and outdoor pool Gym Aqua exercise (indoor and outdoor) Bathroom and changerooms Spa Sauna Hydro Pool Prayer room space	
Over 65's	Hydro pool Spa Disability access Sauna Gym	Aqua sport – exercise Yoga Group fitness Cheaper membership



Demographic group	Facilities	Services
People who don't use the centre	More attractive façade More attractive indoors Shallow pool activities for short old people Better ventilation Outdoor heated swimming pools open all the time	Low cost (expensive) Longer timings (hours) Separate male/ female activities for people to access easily
Focus group 4 (youth workshop)		
5-12 yrs	Trampoline Child friendly/ family changerooms Waterplay Separate spaces Games Ice cream truck	
13-17 yrs	More bathrooms availability Public pools should have separate male and female sides (more privacy) ½ court outdoor basketball court Indoor lounge/ games area Splash park	Provide shampoos for 13-17yos More swimming programs and activities Provide towels and cheaper items to accommodate everyone Anyone can use the hot-tub people stay in it for too long and don't give others the opportunity to use (make bookings for it)
18-25 yrs	Less ugly pools More space Gym Bigger nicer changerooms Gender neutral toilet options Café Food trucks Hangout area	Boxing/ self-defense classes and space
25-49 yrs	Better gym facilities Café Meeting spaces Indoor lounge	More female only days
50-70 yrs	Childcare while parents are having their own time Playgrounds for children (with supervision of staff for the really young ones)	Timings that accommodate for all - average working hours
70+	Hydrotherapy Pool Ramps into pools	Intergenerational programs with children



Demographic group	Facilities	Services
	Café Non-slip floors	Classes in Hydrotherapy pool Education/ injuries prevention
Families with young children	Waterpark Playground (small slides) Jumpy thingy	More swimming equipment for young children (suitable for all ages) (some equipment hurt at times after use – make it more comfortable for the keen young ones) Use less chemicals in the water (highly sensitive to young children skin conditions allergic reactions) (makes room stuffy too uncomfortable) Indoor games activities (variety of games on the weekend) Scouts
Women from diverse backgrounds	Separate space for girls – gym and pool Separate workout area / equipment Better changerooms/ more private Better toilets and showers (hot) Non-slip floors More change tables Café Prayer room (with separate sections)	Improve sanitary products and disposal Women only group fitness classes
People with disabilities, injuries	Accessible toilets Accessible everything! Ramps Better signage!! Everywhere Hydrotherapy pool Physical therapy	
Older men	Sperate spa for each gender Better ventilation Cafe	Language and more comfortable spas Water aerobics (more competition) More activities – water tennis, sports Indoor games (chat and coffee time)

