

CITY OF  YaARRA LEISURE

CUSTOMER SATISFACTION
SURVEY REPORT

2018



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June 2018

Prepared by

Yarra Leisure in collaboration with an independent statistical analysis contractor.

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INTRODUCTION

This summary report presents and compares the 2018 and 2016 Customer Satisfaction Surveys. The 2018 Customer Satisfaction Survey was conducted in April 2018 and was completed by 1,616 respondents. The 2016 survey, conducted in November 2016, was completed by 1,311 respondents. This report provides the key findings and describes the survey methods and responses.

SURVEY METHOD AND RESPONSE

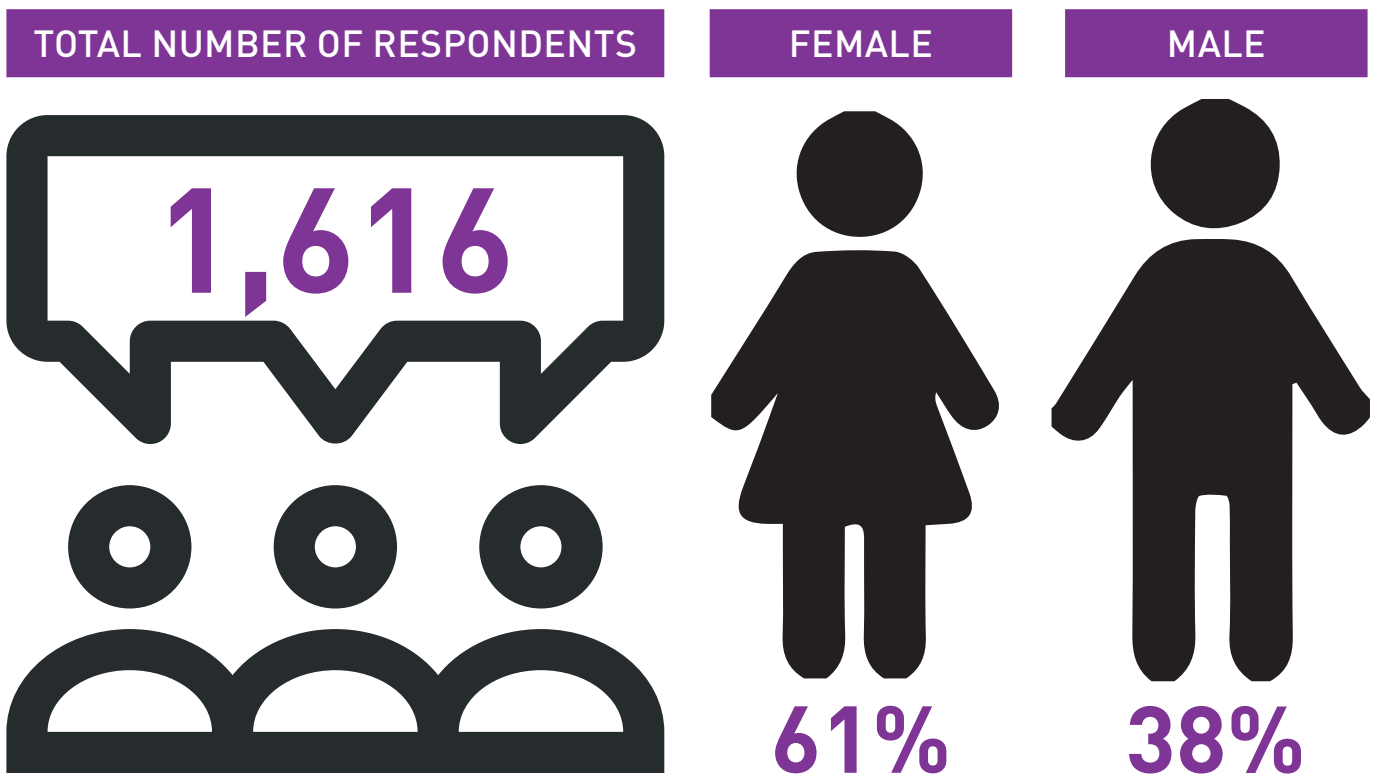
During April 2018 a questionnaire was distributed to members and visitors of Yarra Leisure through:

- an online questionnaire, distributed by email to:
 - Yarra Leisure members
 - Parents/guardians responsible for students enrolled in the Learn to Swim programs
 - multi-visit pass holders, and
 - casual visitors of the Burnley Golf Course
- flyers, including the website link to the questionnaire and QR-code for easy mobile phone access, available in the centres to encourage visitors to participate in the survey
- hard copy versions offered in the centres, and
- promotion of the survey on the Yarra Leisure website and social media.

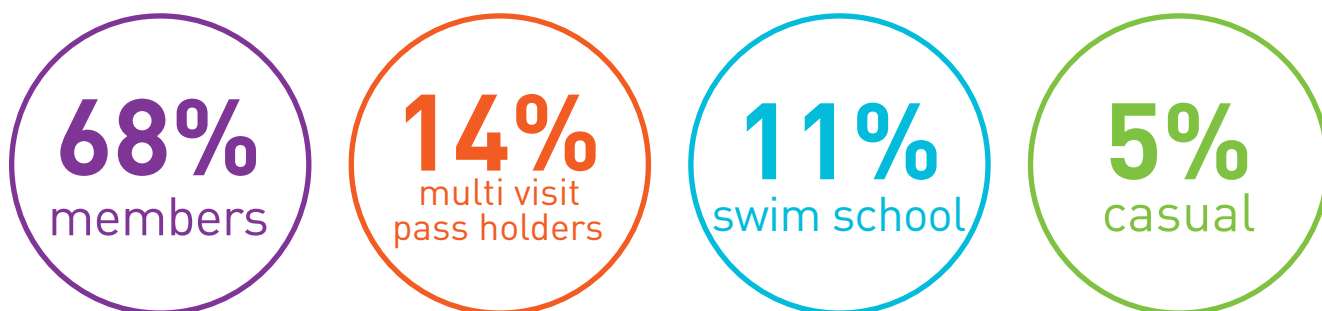
In addition, staff encouraged visitors to participate and offered assistance where necessary. To encourage respondents to participate in the survey, respondents could enter a draw to win either a Fitbit activity tracker or one of 10 double movie passes.

PROFILE OF RESPONSES

A total of 11,477 survey invitations were emailed to members, Burnley Golf Course users, aquatic program participants and multi-visit pass holders. A reminder was sent out after one week. A total of 1,616 respondents completed the survey on time, a response rate of approximately 14%. As with previous surveys, nearly two-thirds of respondents (61%) were women. The majority of survey respondents (68%) were members, followed by multi-visit pass holders (14%) and swim-school participants (11%).



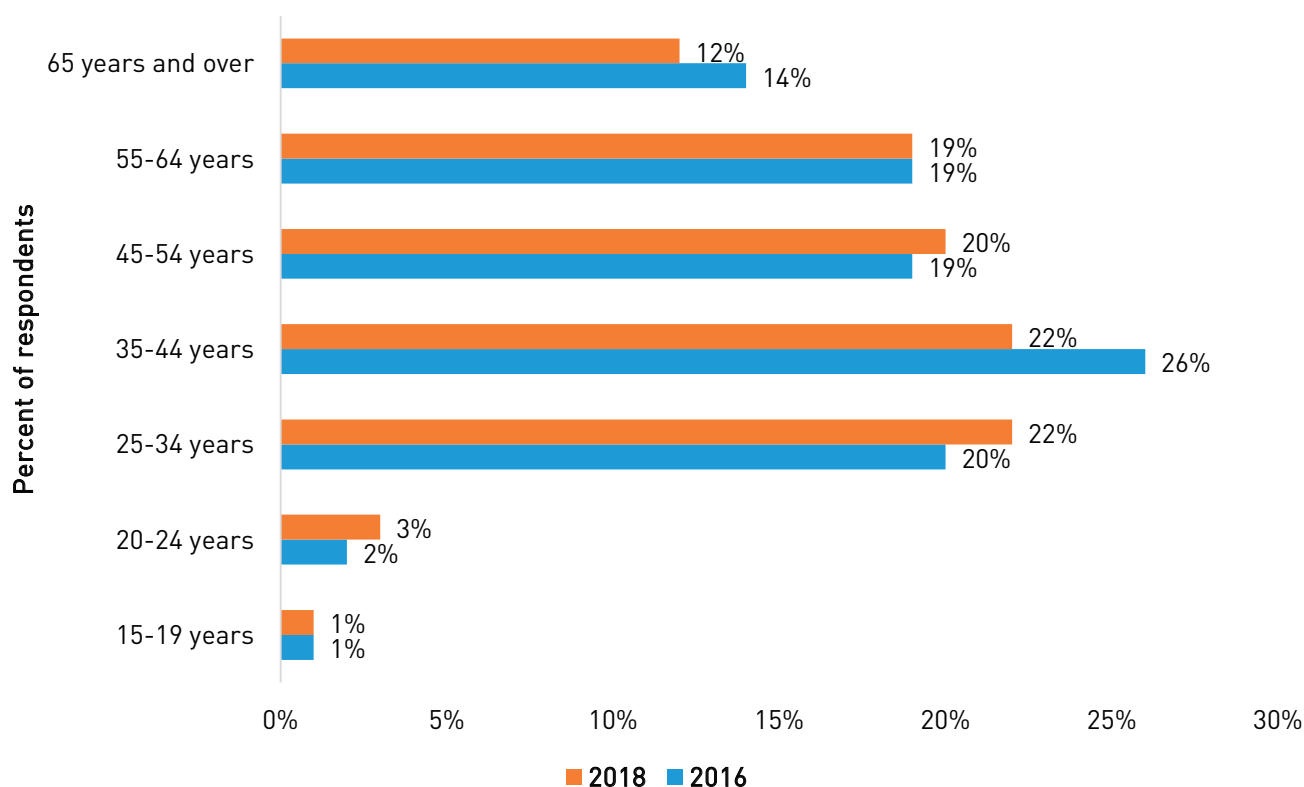
RESPONDENTS MEMBERSHIP STATUS



DIFFERENCES IN THE PROFILE OF 2016 AND 2018 SURVEY RESPONDENTS

The profile of survey respondents in 2016 and 2018 are similar in many respects. However, there are some slight differences in the age profile of respondents. Compared with the 2016 survey respondents, 2018 survey respondents are more likely to be aged between 35 and 44 years. The age profile of Yarra Leisure members and visitors has not experienced significant change between 2016 and 2018. This suggests it is a change in the profile of survey respondents rather than a change in the profile of people using Yarra Leisure services.

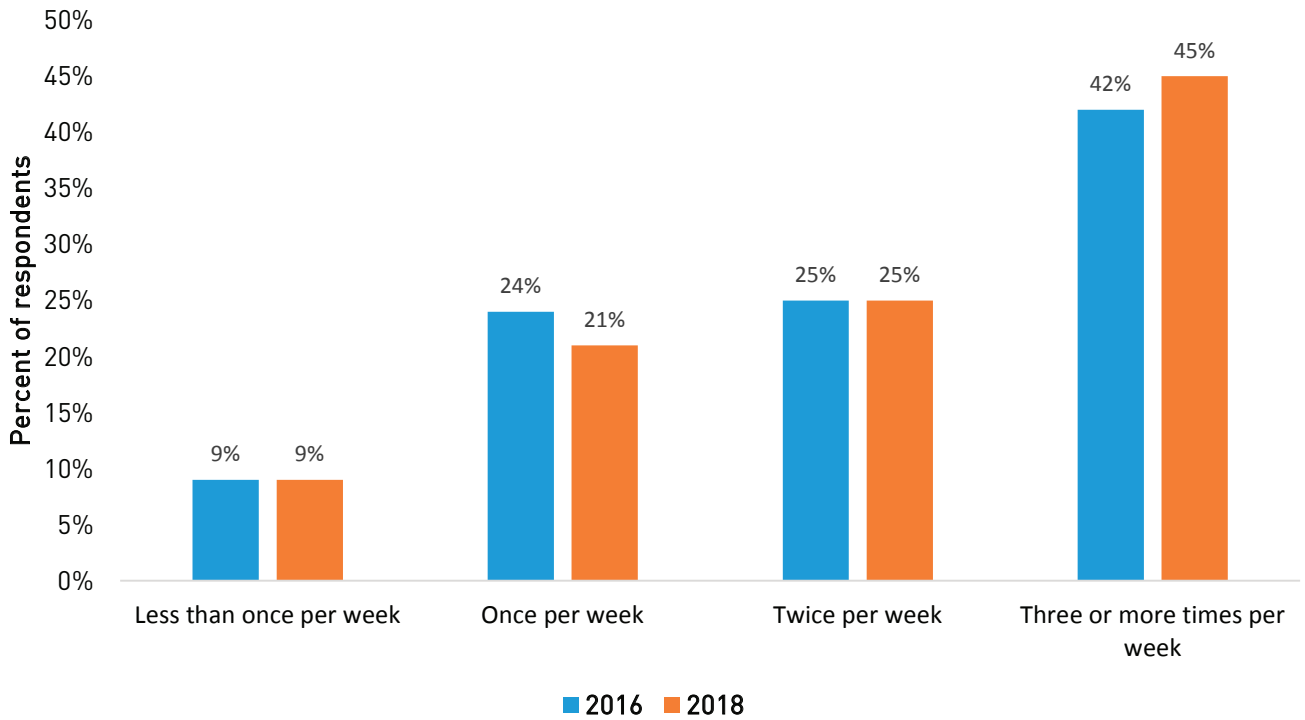
Figure 1: Age group of respondents, 2016 and 2018



USE OF LEISURE CENTRE

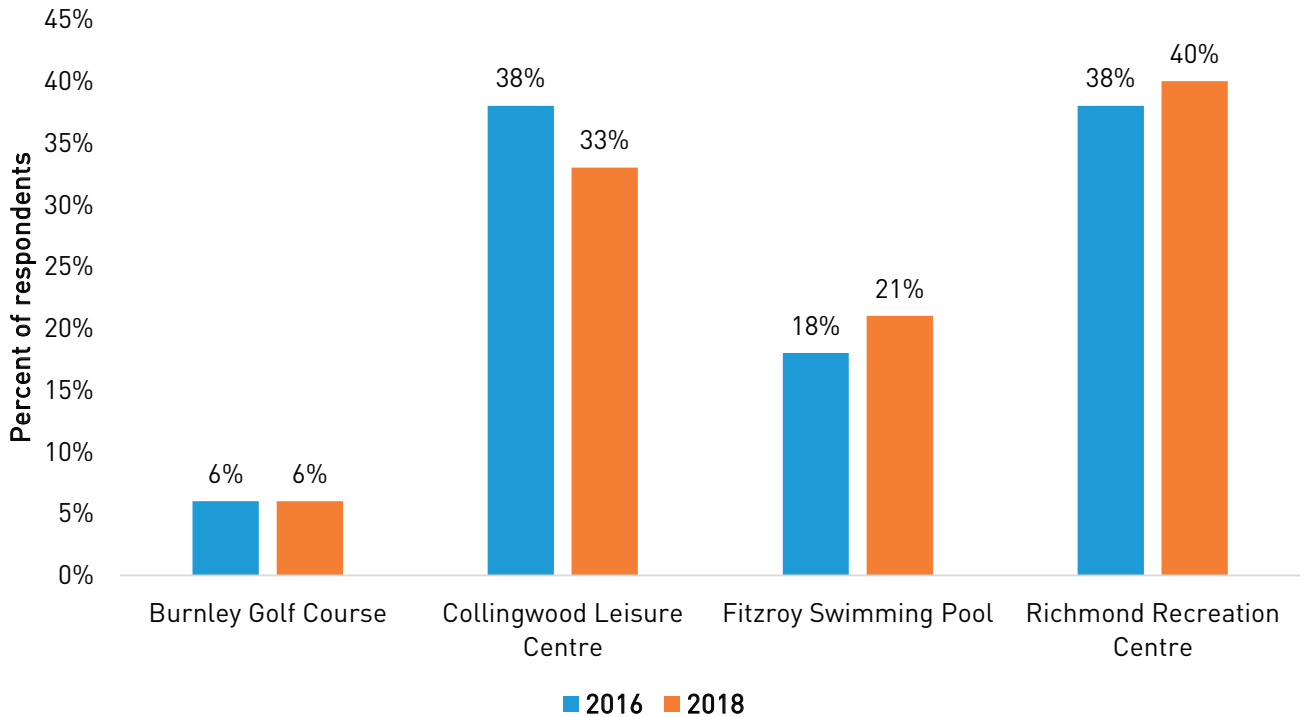
Nearly half of survey respondents (45%) said they visit Yarra Leisure three or more times a week and 9% visit Yarra Leisure less than once a week in 2018 (Figure 2). High users of Yarra Leisure are over-represented in the survey as the actual usage database shows a different picture. This is not surprising as high users are more likely to be engaged (and thus more likely to participate in the survey) than members who rarely visit Yarra Leisure. The question asks respondents to estimate their usage. As such, the results provided are perceived usage rather than actual usage of the facilities. Based on our actual average attendance rates, people completing the survey have over-estimated how often they attend per week.

Figure 2: Frequency of visits to Yarra leisure centres



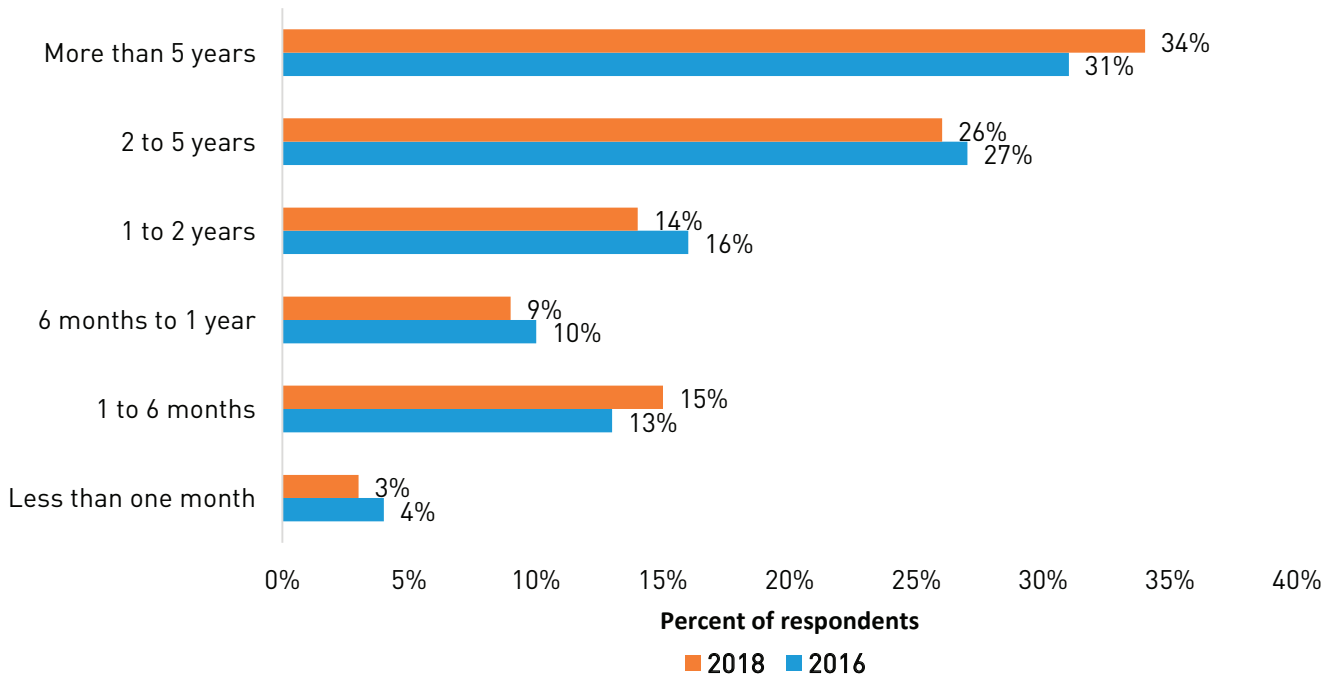
Compared with 2016, survey respondents were more likely to choose Richmond Recreation Centre and Fitzroy Swimming Pool as their most visited site and slightly less likely to choose Collingwood Leisure Centre (Figure 3). There was no change in the proportion of respondents from Burnley Golf Course. There were no notable changes to usage between the sites. This suggests it is a change in the respondents' profile rather than changes in actual usage of the sites.

Figure 3: Centre visited most often



Compared with 2016, proportionally more respondents in 2018 had been using the centre for more than five years and slightly fewer respondents had been using the centre for less than one month (Figure 4).

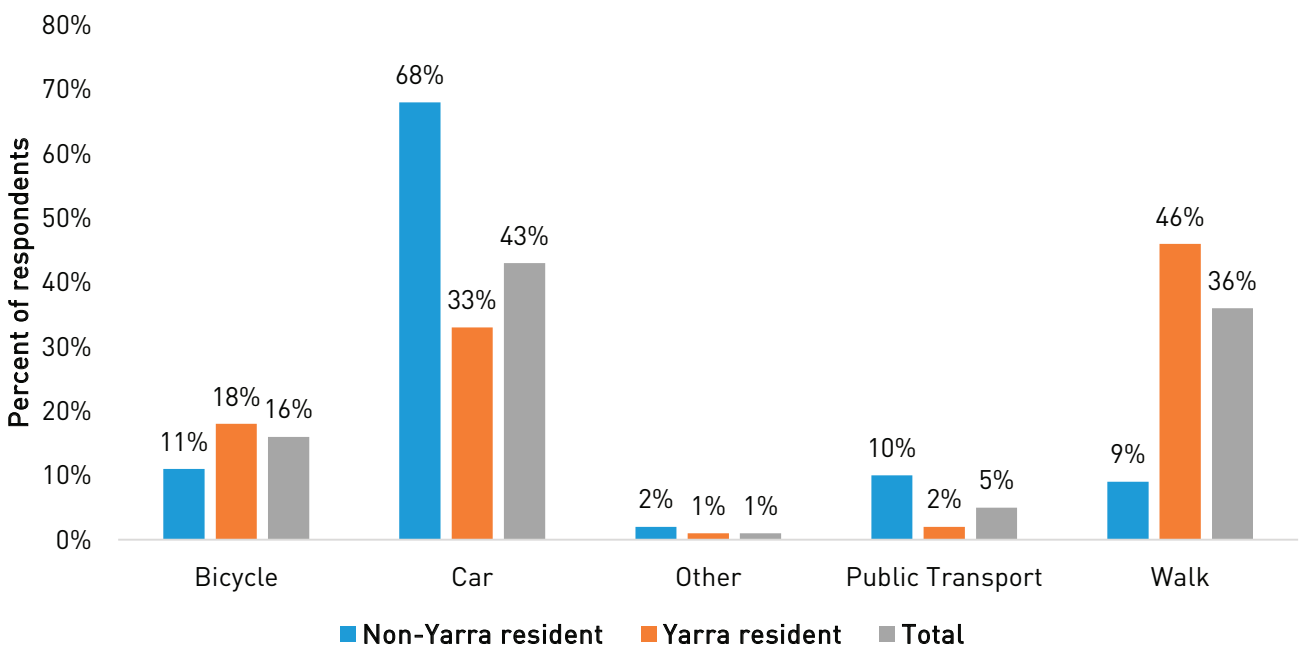
Figure 4: Length of time using the centres



MODE OF TRAVEL TO CENTRES

Overall, just under half (46%) of respondents travelled to the centre by car, over a third (36%) of respondents walked and the remainder arrived by bike, public transport or other modes. The proportion of respondents travelling to the leisure centres by car was considerably higher for those living outside the City of Yarra. Just over two thirds of respondents were residents of the City Of Yarra (72%). As depicted in Figure 5, just over a third (33%) of respondents living in the City of Yarra travelled to the leisure centre by car compared with over two-thirds (69%) of respondents living outside the City of Yarra.

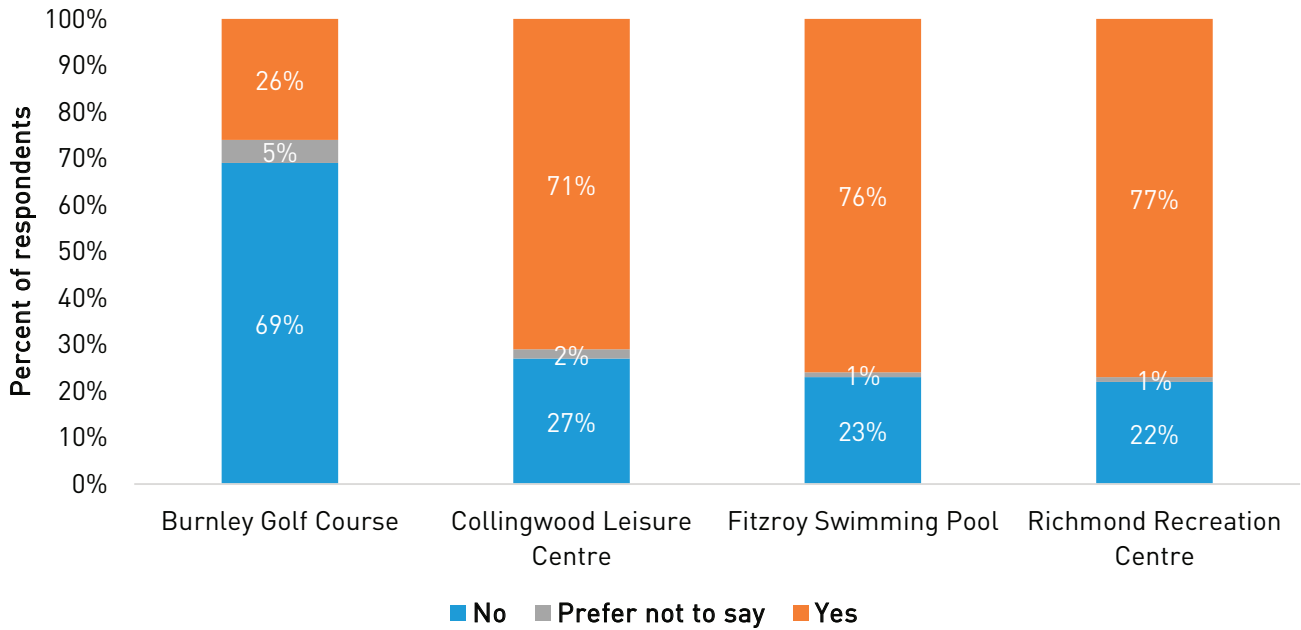
Figure 5: Usual travel mode, 2018 survey respondents



RESIDENCY STATUS OF SURVEY RESPONDENTS

Overall, approximately two thirds (72%) of survey respondents were residents of the City Of Yarra. This is comparable to the proportion of members that are residents of the City Of Yarra. However, notable differences are evident by “most visited centre” and “membership status”. As depicted in Figure 6, over two thirds of respondents (69%) who visited the Burnley Golf Course were not residents of the City of Yarra compared with between a quarter and a third of respondents who visit Collingwood (27%), Fitzroy (23%) and Richmond (22%) centres.

Figure 6: Yarra residency status and most visited centre, 2018 survey respondents



ACTIVITIES AT YARRA LEISURE CENTRES

Compared with 2016, in 2018 there were proportionally more respondents that regularly attended “Aquatic: Lap or Leisure swimming” and “Aquatic – Open Age Squad Program” whereas there were proportionally fewer respondents that regularly attended “Aquatic – Learn to Swim Program” and Group Fitness classes. The proportion of respondents attending the other activities in 2018 has remained relatively consistent with 2016 results (Table 1).

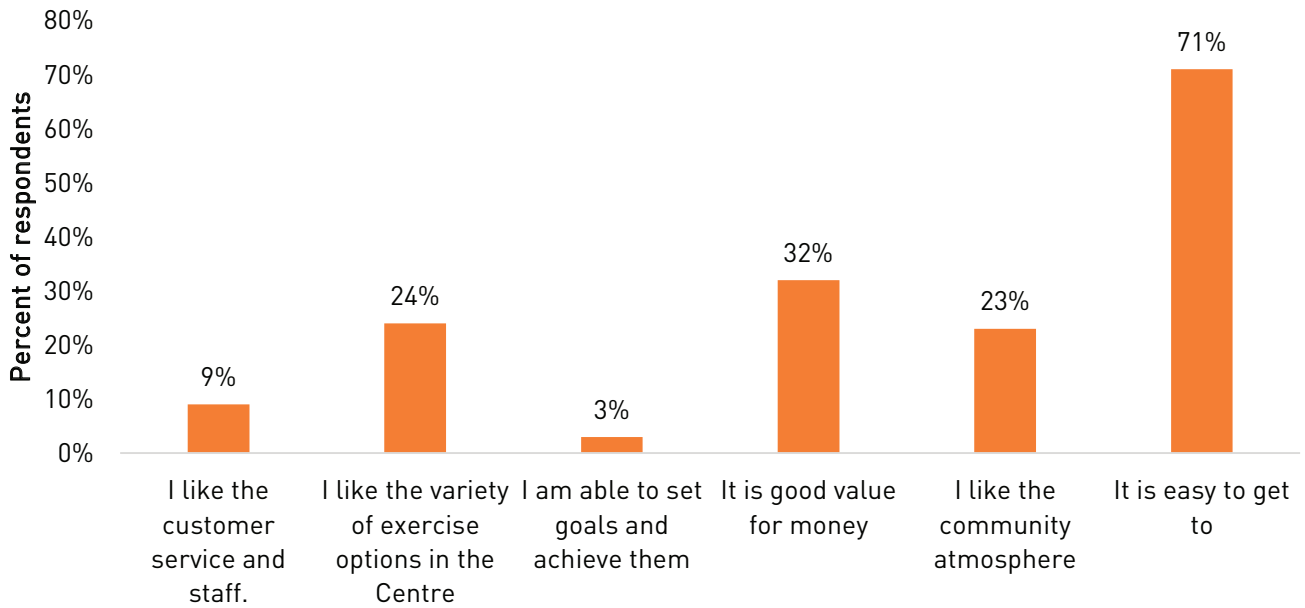
Table 1: Uptake of activities, 2016 and 2018

ACTIVITIES OR FACILITIES	RESPONDENTS WHO OCCASIONALLY OR FREQUENTLY VISIT SPECIFIC FACILITIES OR ACTIVITIES	
	2018 % (No.)	2016 % (No.)
Aquatic: Lap or Leisure swimming (you and/or your children)	69% (1164)	68% (887)
Gym (including Small Group Training sessions)	56% (897)	55% (717)
Group fitness classes (including aqua aerobics, yoga, etc.)	47% (767)	49% (643)
Spa / Sauna / Steam	38% (604)	35% (458)
Aquatic: Learn to swim program	17% (284)	21% (274)
Golf	13% (216)	12% (156)
Aquatic: Open Age Squad program	5% (74)	5% (60)
Living Longer Living Stronger	7% (109)	-
Triathlon program (including Stroke Improvement and other triathlon short courses)	4% (58)	4% (46)
TOTAL SURVEY RESPONDENTS	1,616	1,310

MAIN REASONS FOR ATTENDING YARRA LEISURE

Respondents were asked to select up to two reasons why they attend Yarra Leisure as opposed to another centre. The majority of respondents (71%), selected “It is easy to get to” as one of their reasons for attending Yarra Leisure, followed by “It is good value for money” (32%) and “I like the variety of exercise options” (24%). This has remained largely consistent with the 2016 survey results.

Figure 7: Main reasons for attending Yarra Leisure

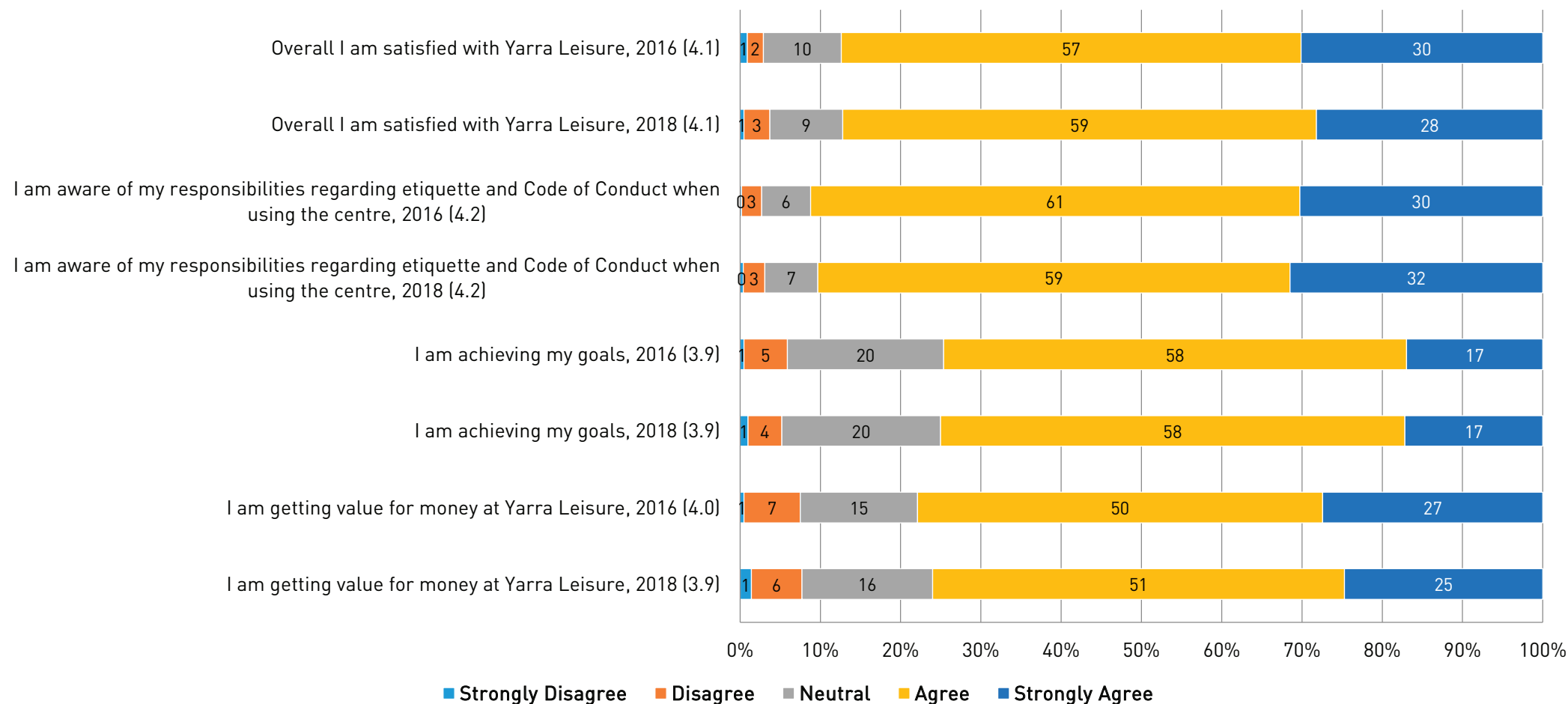


SATISFACTION WITH ACTIVITIES AND FACILITIES

OVERALL SATISFACTION WITH YARRA LEISURE

All respondents were asked to rate on a scale of 1 (strongly disagree) to 5 (strongly agree) their overall level of satisfaction with Yarra Centres (Figure 8). Overall, satisfaction with Yarra Centres has remained remarkably consistent between the 2016 and 2018 surveys. Members and multi-visit pass holders are more likely to have stronger overall satisfaction scores compared with casual or swim-school members. Just under a third of members (29%) and multi-visit pass holders (31%) strongly agreed with the statement “I am satisfied with Yarra leisure”. This compares to 20% of respondents who were casual visitors and 23% Swim school participants.

Figure 8: Overall satisfaction with Yarra Centres, 2016 and 2018



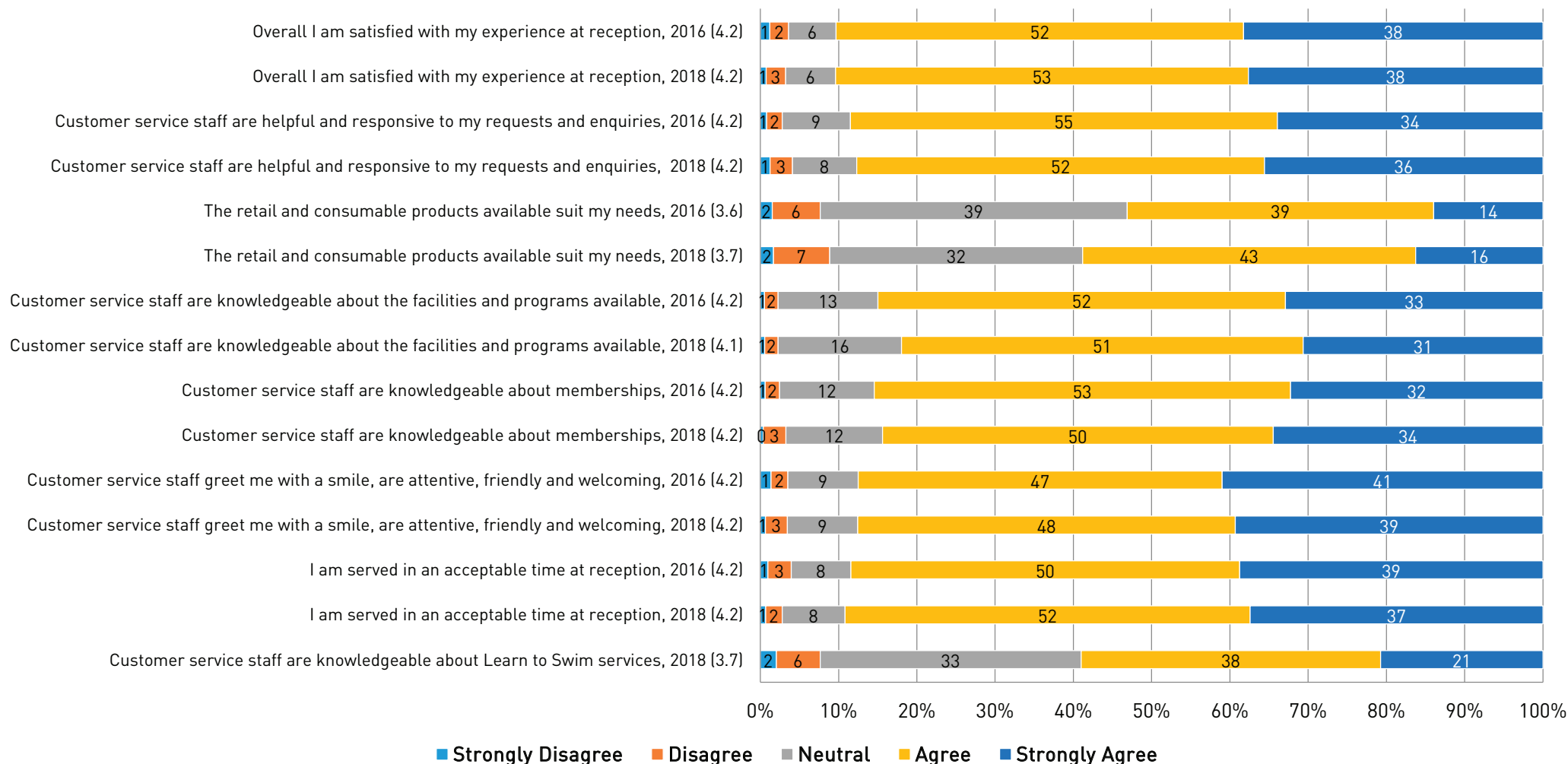
Note: The above results are based on 1,616 respondents for 2018 and 1,311 respondents for 2016. Excludes respondents who selected not applicable.

RECEPTION / CUSTOMER SERVICE

All respondents were asked to rate on a scale of 1 (strongly disagree) to 5 (strongly agree) their level of satisfaction with several aspects of reception and customer service. A new statement “Customer service staff are knowledgeable about Learn to Swim services” was added in 2018. Just under two-fifths of respondents (59%) agreed or strongly agreed with the statement providing a mean score of 3.7.

Respondents are very positive about the customer service that staff deliver at reception (Figure 9). Most respondents (strongly) agree (between 85-90%) with the statements and only a few (strongly) disagree (< 5%). Only two aspects “the retail and consumables products available suit my needs” and “Customer service staff are knowledgeable about learn to swim services” received lower satisfaction ratings. However, this does not affect satisfaction of other scores.

Figure 9: Reception / customer service, 2016 and 2018



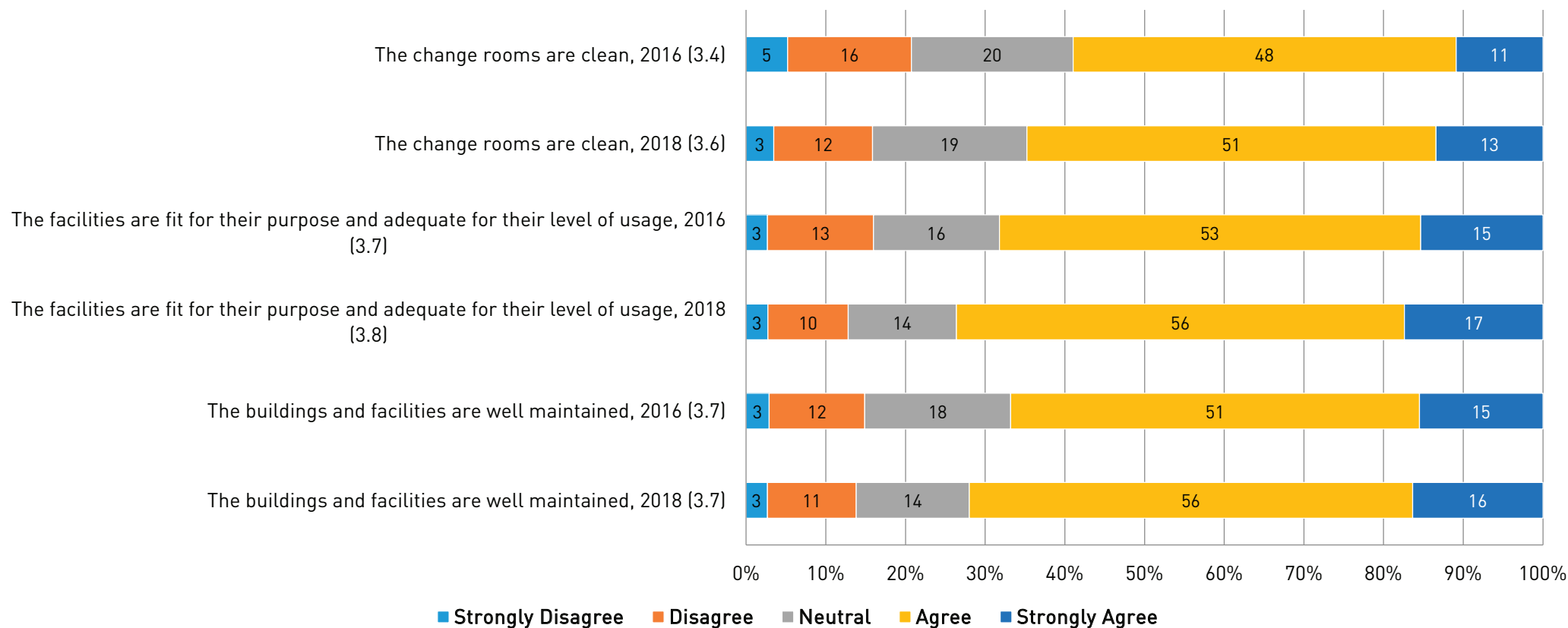
Note: The above results are based on 1,616 respondents for 2018 and 1,311 respondents for 2016. Excludes respondents who selected not applicable.

BUILDING AND RELATED ASPECTS

All respondents were asked to rate on a scale of 1 (strongly disagree) to 5 (strongly agree) their personal level of satisfaction with the buildings and related aspects. Compared with 2016, respondents are slightly more satisfied with the cleanliness of the change rooms (mean score increasing by 0.2) and whether the facilities are fit for purpose (mean score increasing by 0.1) (Figure 10). As was the case with 2016 survey results, the respondents whose most visited centre was Burnley Golf Course, rated the three aspects more highly than respondents of other centres.

There was some notable changes in satisfaction scores regarding the maintenance of buildings and facilities, by participants most visited centre. Those who agreed or strongly agreed with the statement that “the buildings and facilities are well maintained” and whose most visited centre was Fitzroy Swimming Pool increased from 56% in 2016 to 69% in 2018 and whose most visited centre was Richmond increased from 64% in 2016 to 73% in 2018. In contrast, the proportion of people who agreed or strongly agreed with that statement and whose most visited centre was Collingwood decreased slightly from 74% in 2016 to 72% in 2018 and for those whose most visited centre was Burnley Golf Course was 90% in 2016 decreasing to 78% in 2018.

Figure 10: Buildings and related aspects, 2016 and 2018



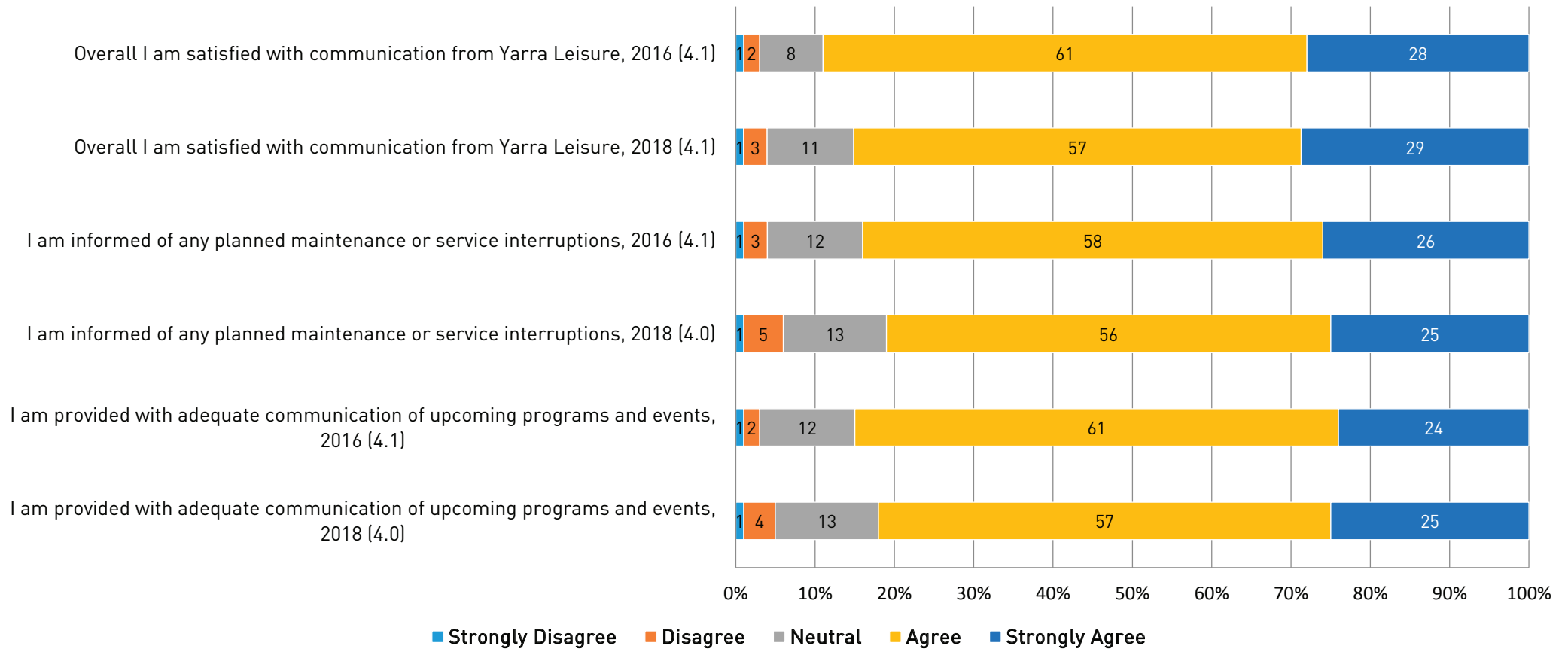
Note: The above results are based on 1,616 respondents for 2018 and 1,311 respondents for 2016. Excludes respondents who selected not applicable.

COMMUNICATIONS

All respondents were asked to rate on a scale of 1 (strongly disagree) to 5 (strongly agree) their satisfaction with the Communication received from Yarra Leisure. The majority of 2018 respondents are satisfied with the overall communication from Yarra Leisure (86%, mean score: 4.1), informing of any planned maintenance or service interruptions (81%, mean score: 4.1) and with the information about upcoming programs and events (82%, mean score: 4.1). Overall, the communication scores have remained relatively constant between 2016 and 2018.

Two new questions were added in 2018 regarding preferences for method and frequency of receiving communication. Overall, email was the most preferred method with 94% of respondents selecting this as one of their preferred methods (Figure 12). Most respondents would prefer to receive email announcements or communications from Yarra Leisure monthly (47%), followed by fortnightly (23%) and weekly (20%).

Figure 11: Communication, 2016 and 2018



Note: The above results are based on 1,616 respondents for 2018 and 1,311 respondents for 2016. Excludes respondents who selected not applicable.

RESPONDENTS PREFERRED METHOD AND FREQUENCY OF COMMUNICATION FROM YARRA LEISURE

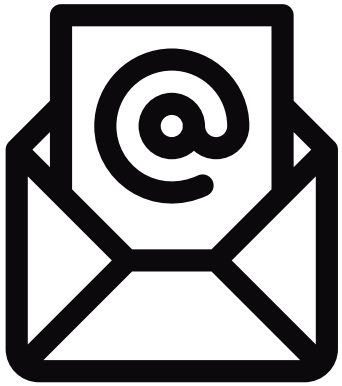


Figure 12:
Preferred method of receiving communications from Yarra Leisure, 2018

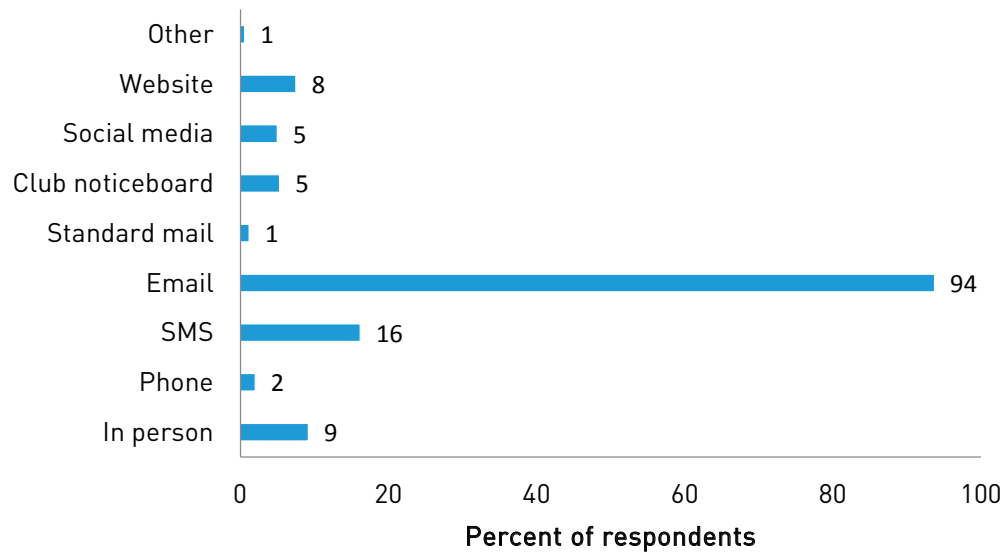
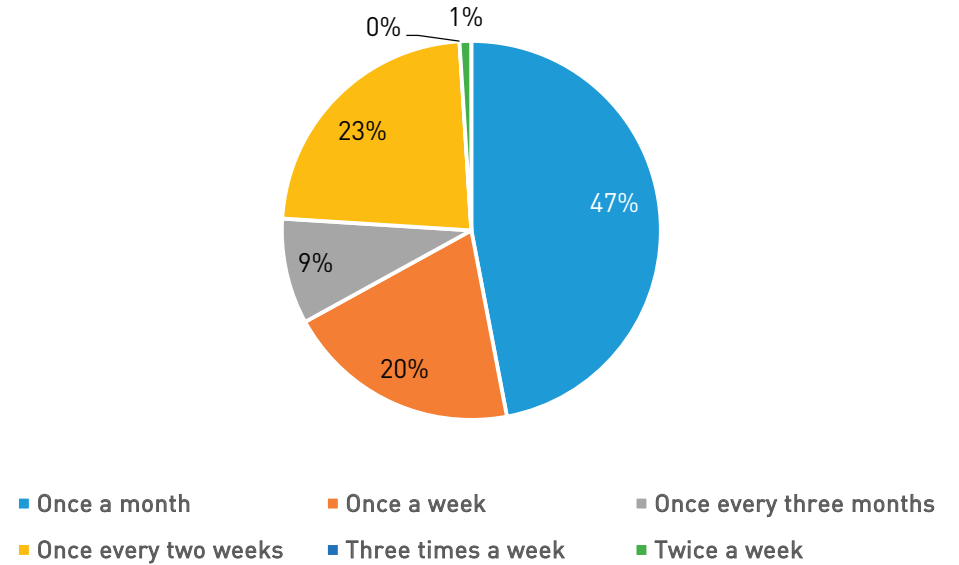


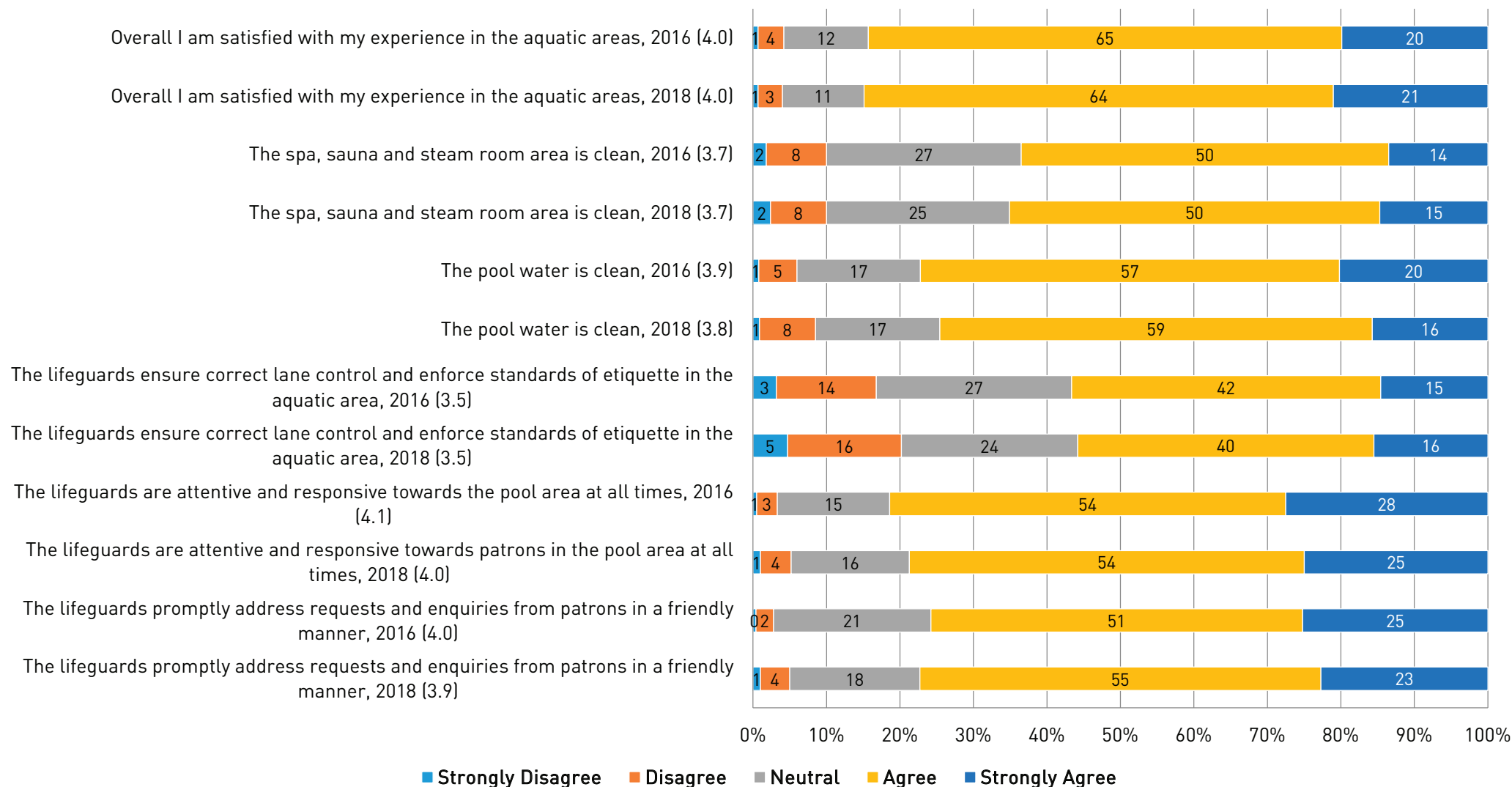
Figure 13:
Preferred frequency of receiving communications from Yarra Leisure, 2018



AQUATIC: LAP OR LEISURE SWIMMING

Respondents who visit the pool for leisure purposes (62% of respondents in 2018), either occasionally or regularly, were asked to rate their level of satisfaction with the facilities and lifeguards (Figure 14). Of respondents who had used the aquatic facilities, 85% agreed or strongly agreed with the statement “Overall I am satisfied with my experience in the aquatic areas”. Respondents were most negative about the cleanliness of the pool water (mean score, 2018 = 3.8), the cleanliness of the spa, sauna, steam room area (mean score, 2018 = 3.7) and that ‘lifeguards ensure correct lane control and enforcement standards of etiquette in the aquatic area’ (mean score, 2018 = 3.5). Overall, there was minimal change in the satisfaction scores between 2016 and 2018.

Figure 14: Satisfaction with aquatic areas and lifeguards, 2016 and 2018

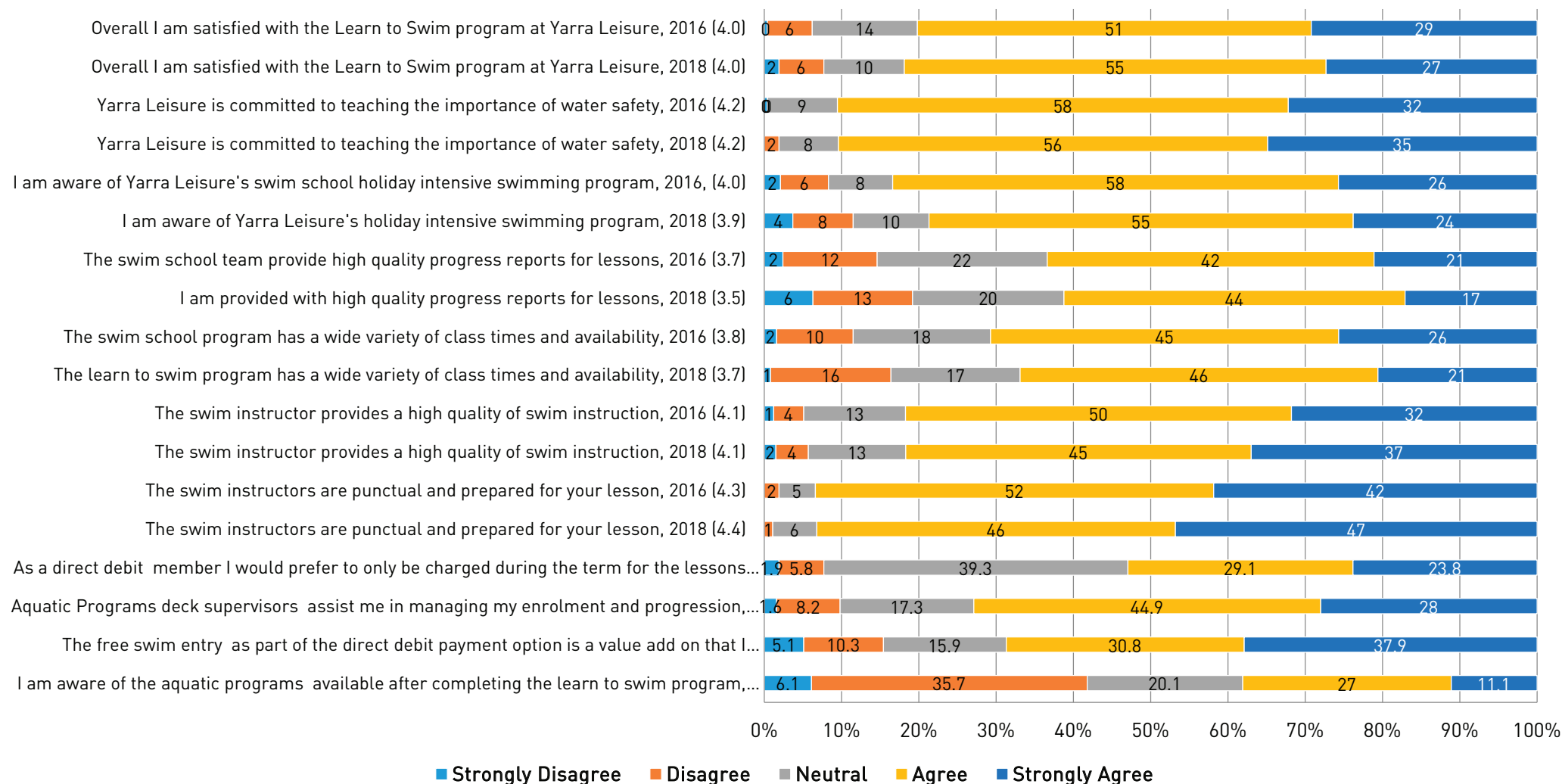


Note: The above results are based on 1,104 respondents for 2018 and 962 respondents for 2016. Excludes respondents who selected not applicable.

AQUATIC: LEARN TO SWIM PROGRAM

Respondents who attend the Learn to Swim programs (18% of respondents in 2018) were asked to rate their level of satisfaction with the programs and instructors (Figure 15). Several new questions were included in the 2018 survey regarding the administrative aspects of the program. Overall, satisfaction with the various aspects of the Learn to Swim Program remained largely consistent between 2016 and 2018. The exception to this is agreement with the statement 'the swim school team provide high quality progress reports for lessons' declined slightly between 2016 (mean score = 3.7) and 2018 (mean score = 3.5). Respondents were most positive about the teaching of the importance of water safety (mean score, 2018 = 4.2) and the preparation for the lessons by the swim instructors (mean score, 2018 = 4.4).

Figure 15: Satisfaction with Aquatic: Learn to Swim Program, 2016 and 2018

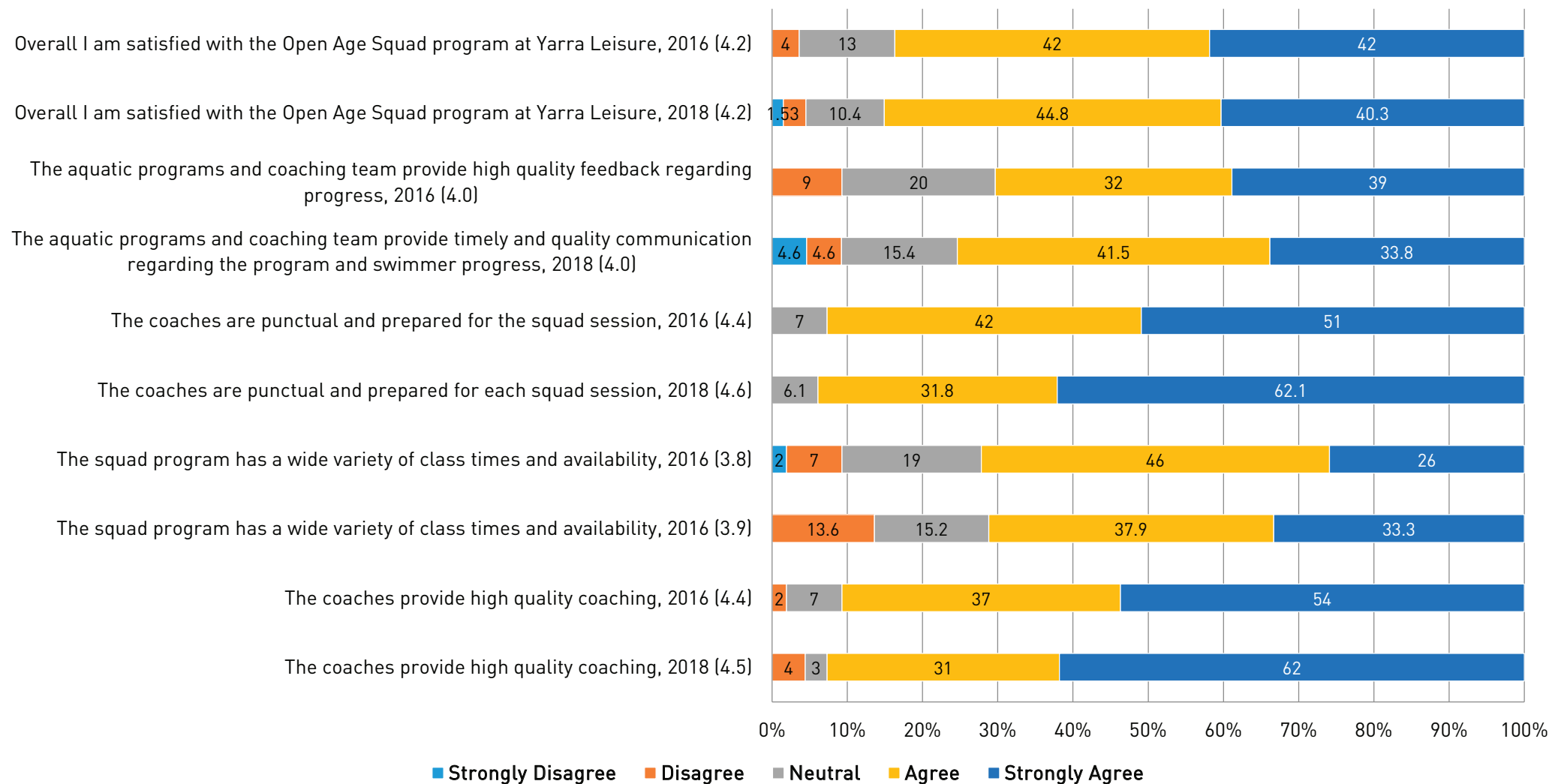


Note: The above results are based on 284 respondents for 2018 and 274 respondents for 2016. Excludes respondents who selected not applicable.

AQUATIC: OPEN AGE SQUAD PROGRAM

Respondents who attend the Open Age Squad Program (5% of respondents in 2018) were asked to rate their level of satisfaction with the programs and instructors (Figure 16). Due to the low numbers of respondents completing this section of the questionnaire, these results must be interpreted with caution. Overall, respondents were very satisfied with Open Age Squad Program (mean score = 4.2). Respondents rated the statement 'the squad program has a variety of class times and availability' most negatively (mean score = 3.9) and the statement 'the coaches are punctual and prepared for each squad session' most positively (mean score = 4.6).

Figure 16: Satisfaction with Aquatic: Open Age Squad Program, 2016 and 2018

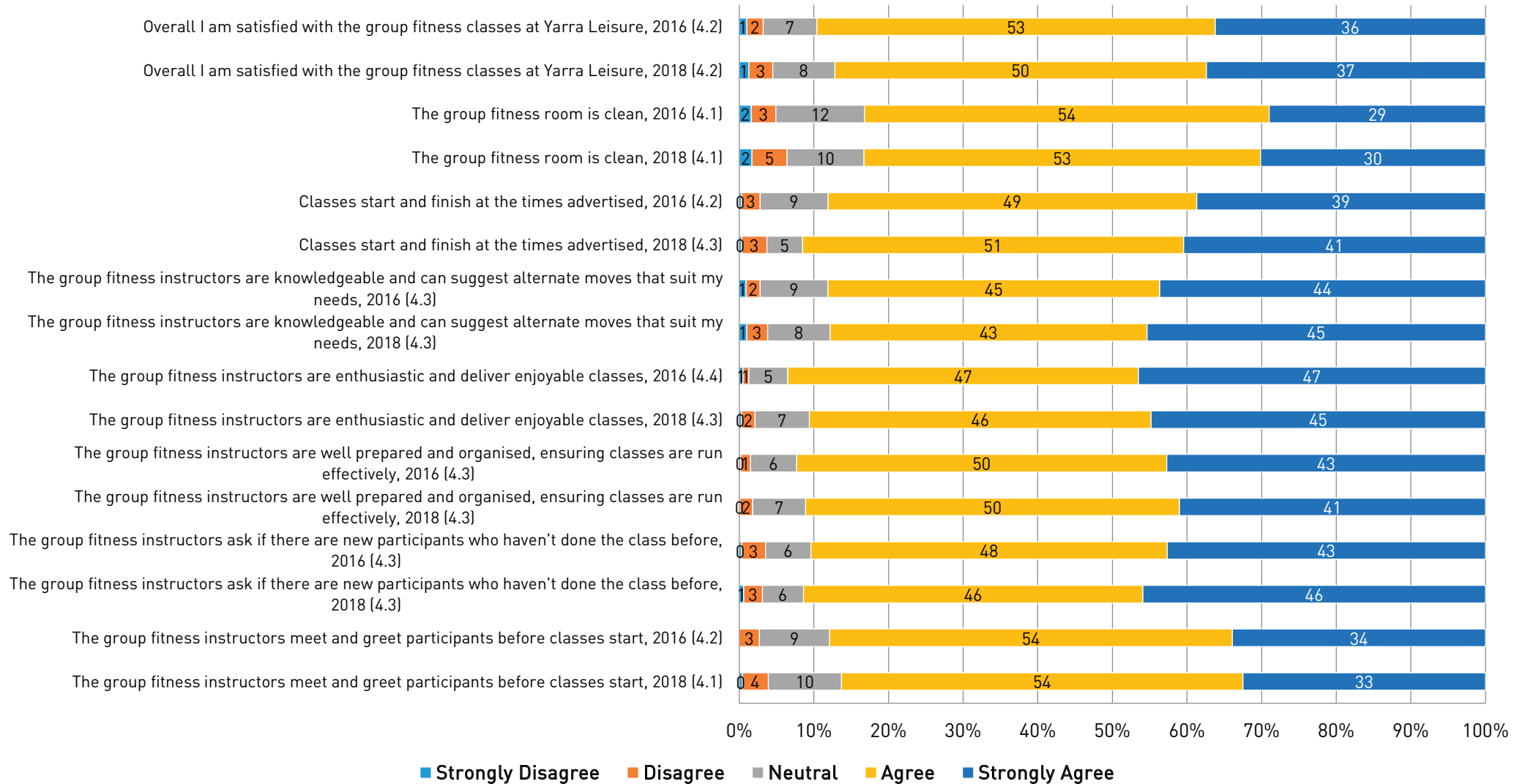


Note: The above results are based on 74 respondents for 2018 and 60 respondents for 2016. Excludes respondents who selected not applicable.

GROUP FITNESS

Respondents who attend the group fitness classes on a regular or occasional basis (48% of respondents in 2018) were very positive about the classes and instructors (Figure 17). Overall satisfaction with Group Fitness received remained consistent with 2016 (mean score 2016 = 4.2, 2018 = 4.2). However, there was a slight decrease the scores for the enthusiasm of instructors (mean score 2016 = 4.4, 2018 = 4.3) and whether instructors meet and greet participants before classes start (mean score 2016 = 4.2, 2018 = 4.1). Scores increased slightly for the statement regarding classes starting and finishing on time (mean score 2016 = 4.2, 2018 = 4.3).

Figure 17: Satisfaction with Group Fitness, 2016 and 2018

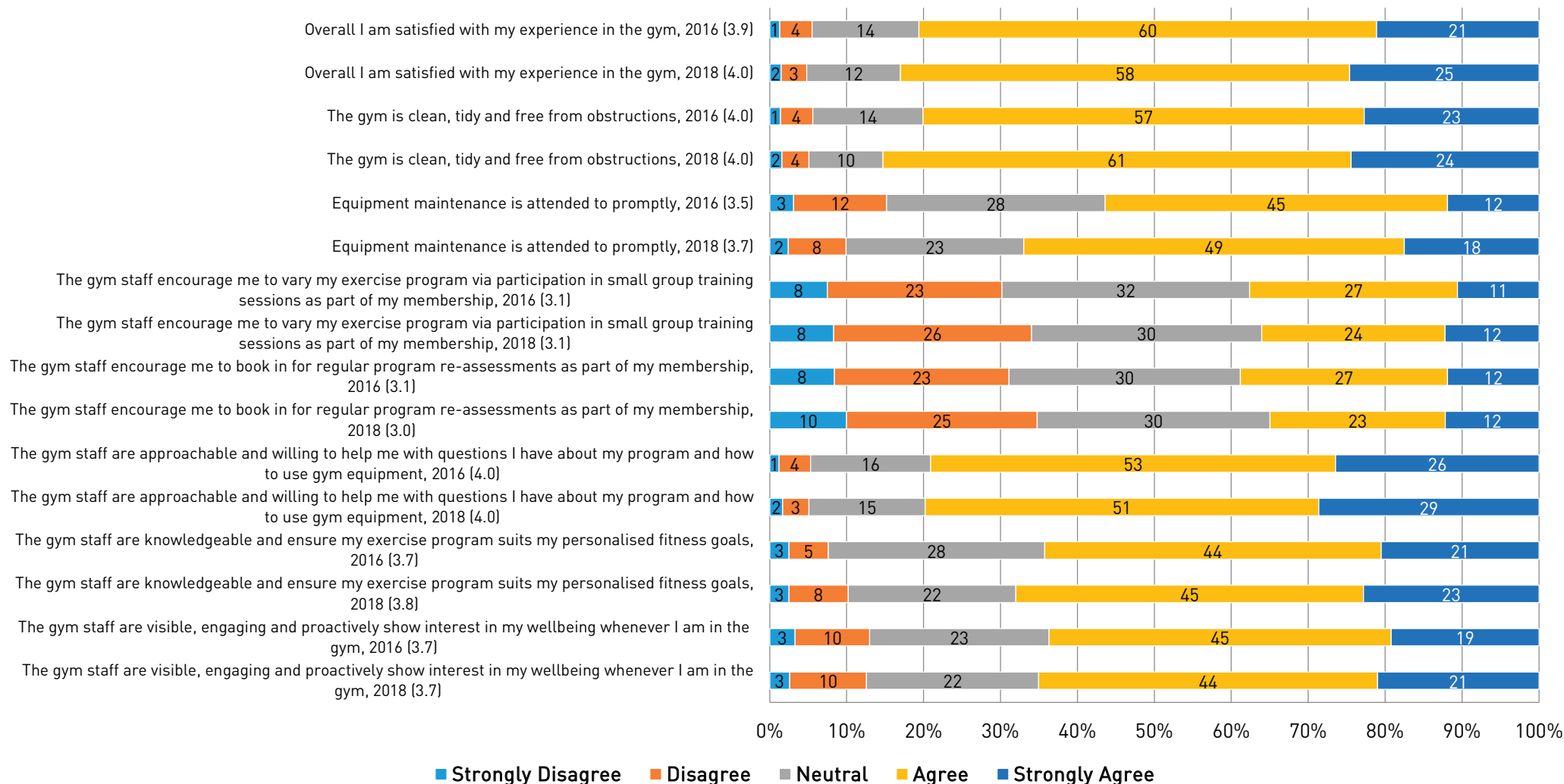


Note: The above results are based on 767 respondents for 2018 and 642 respondents for 2016. Excludes respondents who selected not applicable.

GYM

Respondents that visit the gym on a regular or occasional basis (56% of respondents in 2018) are generally positive about their overall experience at the gym and staff (Figure 18). Overall satisfaction with the gym increased slightly from 2016 (mean score 2016 = 3.9, 2018 = 4.0). Respondents gave low ratings for the encouragement by staff to book members in for regular program re-assessments (mean score 2018 = 3.0) and encouraging varying respondents exercise program through participation in small group training sessions (mean score, 2018 = 3.1). Respondents' satisfaction with two aspects of the gym has increased slightly since 2016. These were "equipment maintenance is attended to promptly" (mean score 2016 = 3.5, 2018 = 3.7) and "the gym staff are knowledgeable and ensure my exercise program suits my personalised fitness goals" (mean score 2016 = 3.7, 2018 = 3.8).

Figure 18: Satisfaction with Gym, 2016 and 2018

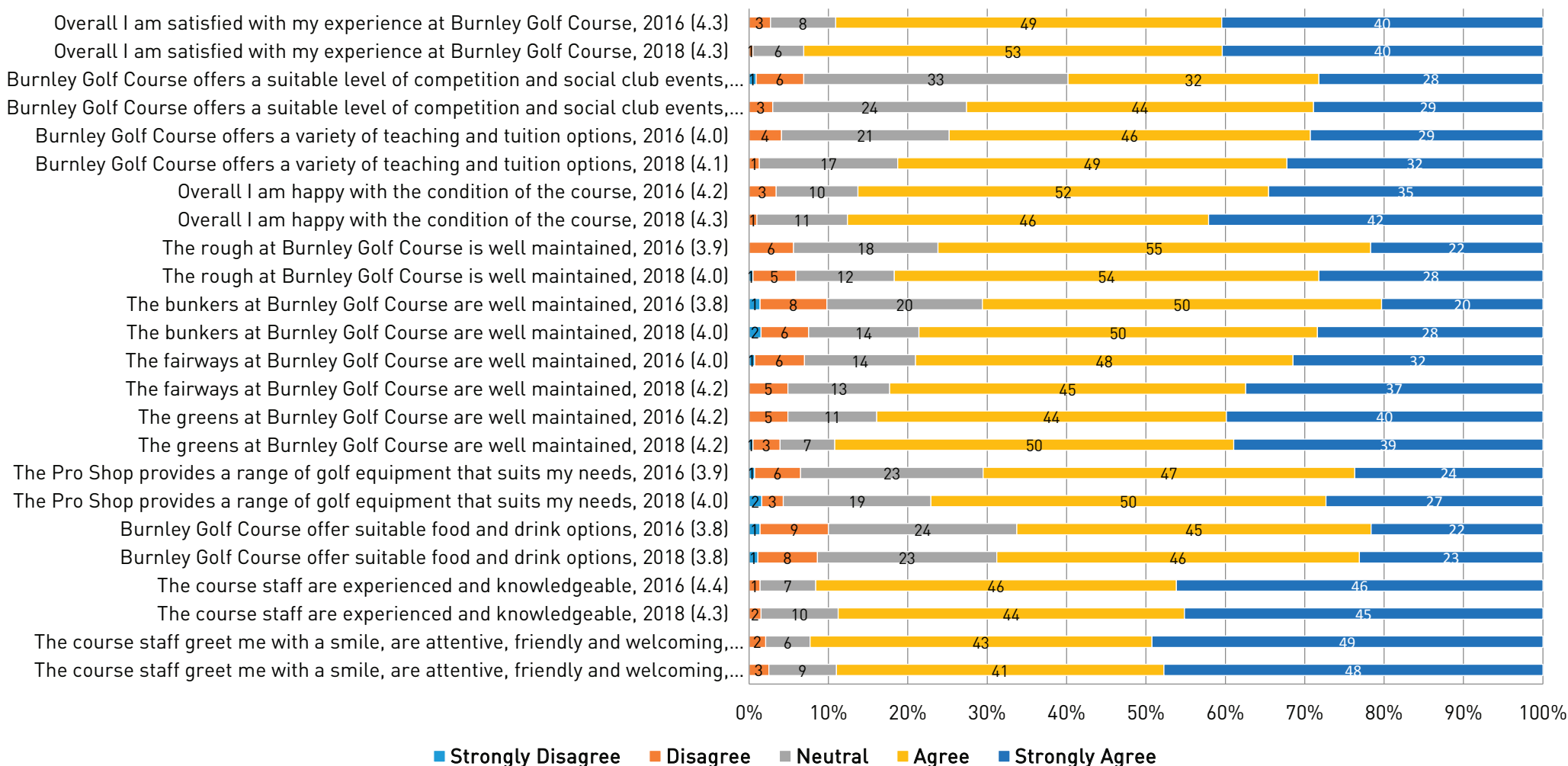


Note: The above results are based on 897 respondents for 2018 and 713 respondents for 2016. Excludes respondents who selected not applicable.

BURNLEY GOLF COURSE

Respondents who have visited the Burnley Golf Course (13% of respondents in 2018) were asked to rate their level of satisfaction with several aspects of the course (Figure 19). Respondents were very positive about their overall experience at Burnley Golf Course (mean score, 2018 = 4.3). There was some slight variation in satisfaction scores between 2016 and 2018. Of note, statements relating to the condition of the course increased. The overall satisfaction with the condition of the course increased (mean score 2016 = 4.2, 2018 = 4.3) as did the statements regarding the bunkers (mean score, 2016 = 3.8, 2018 = 4.0), the rough (mean score 2016 = 3.9, 2018 = 4.0) and the fairways (mean score 2016 = 4.0, 2018 = 4.2). While the statements regarding satisfaction of staff were generally rated very positively, they declined slightly between 2016 and 2018. This included satisfaction with the friendliness of the staff (mean score 2016 = 4.3, 2018 = 4.2) and the experience and knowledge of staff (mean score 2016 = 4.4, 2018 4.3).

Figure 19: Satisfaction with Burnley Golf Course, 2016 and 2018

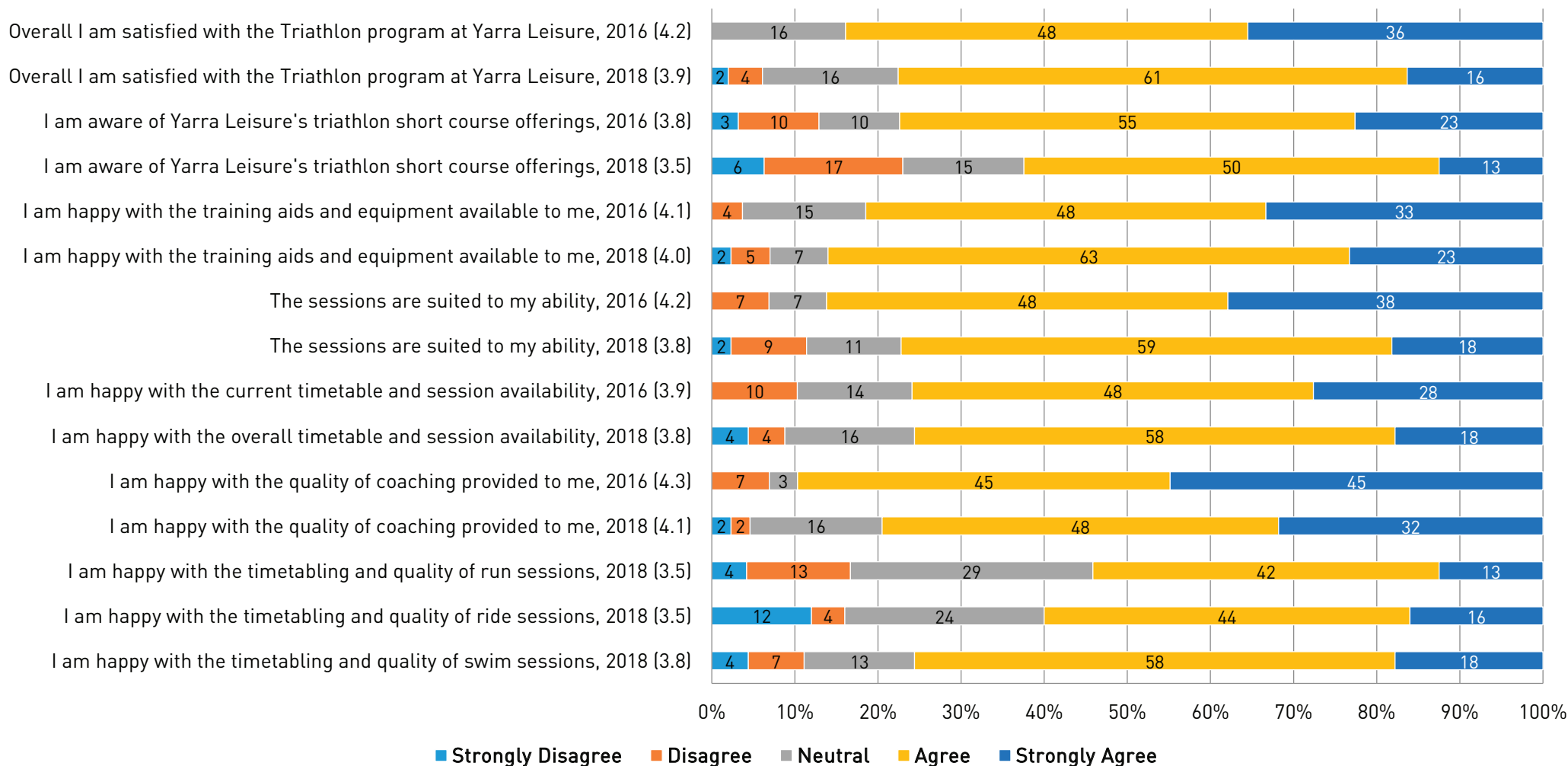


Note: The above results are based on 216 respondents for 2018 and 156 respondents for 2016. Excludes respondents who selected not applicable.

TRIATHLON

Approximately 4% of 2018 survey respondents attended the triathlon program. As with other niche programs, the numbers of respondents completing the section of the survey regarding satisfaction with the triathlon program is low and therefore the scores must be interpreted with some caution. Overall, participants in the triathlon program are generally satisfied (mean score, 2016 = 4.2, 2018 = 3.9). There was some variation in scores between 2016 and 2018, with satisfaction for most statements declining slightly. However, given the small number of respondents completing this section of the survey these changes are not significant. Several new statements were added in 2018 regarding satisfaction with the timetabling and quality of swim, run and ride sessions. Respondents were generally positive about these aspects. Respondents were most satisfied with the timetabling and quality of the swim sessions (76% of respondents agreed or strongly agreed with this statement) and less satisfied with the ride (60% of respondents agreed or strongly agreed) and run sessions (54% of respondents agreed or strongly agreed).

Figure 20: Triathlon

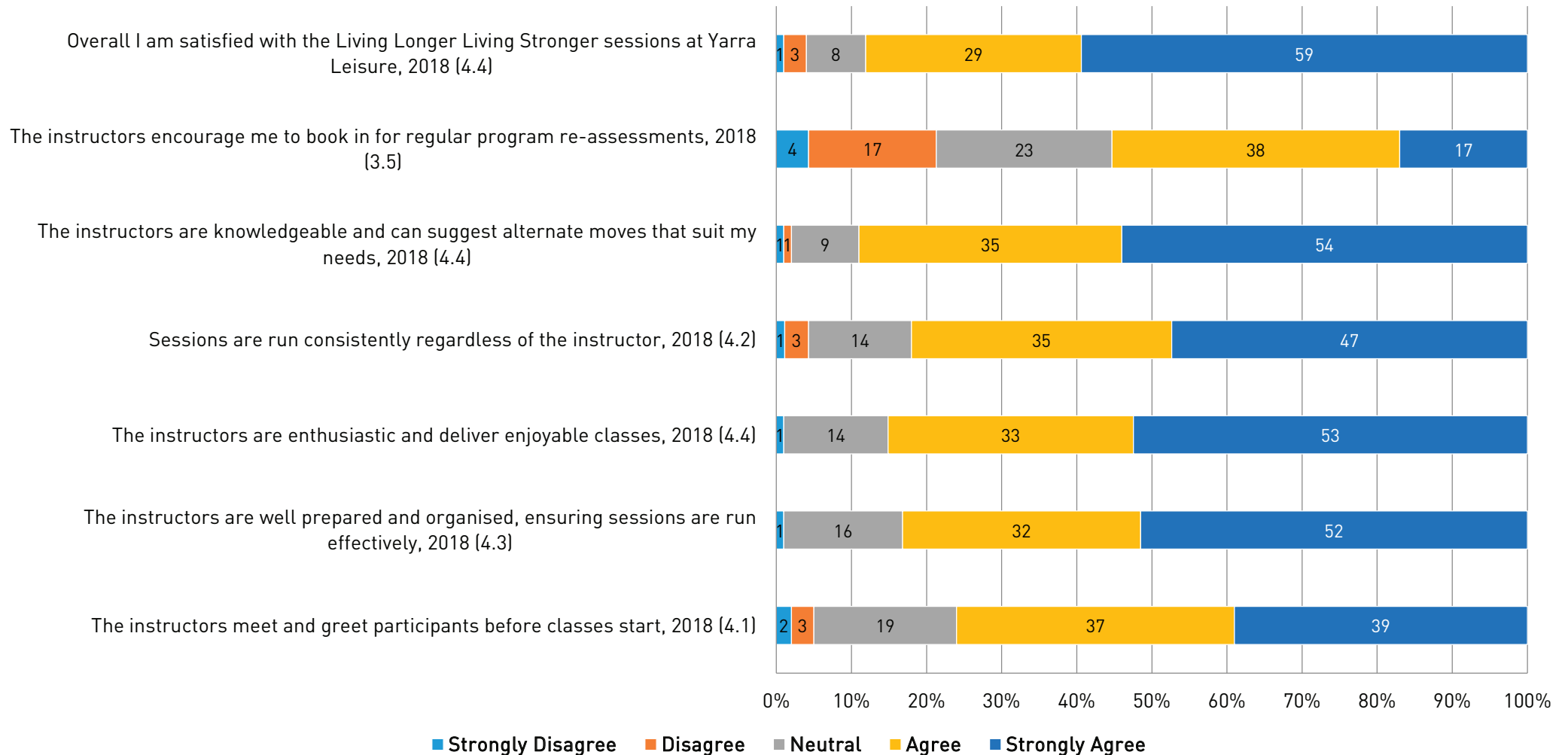


Note: The above results are based on 58 respondents for 2018 and 46 respondents for 2016. Excludes respondents who selected not applicable.

LIVING LONGER LIVING STRONGER

In 2018, a new section was included in the survey regarding the Living Longer Living Stronger Program (Figure 21). The program involves strength training classes specifically for participants aged fifty years and older. As this is a niche program, participation is generally lower than classes targeted towards a general audience. This is reflected in the respondent numbers with just 7% of respondents completing this section of the survey. While the number of responses are low, and must be interpreted with some caution, respondents who attended the program were generally very positive. In particular, respondents expressed strong satisfaction with the statements regarding the knowledge of instructors (mean score = 4.4), enthusiasm of instructors (mean score = 4.4) and preparedness of instructors (mean score = 4.3). Respondents were least satisfied with the statement regarding instructors encouraging participants to book in for regular program reassessments (mean score = 3.5).

Figure 21: Living Longer Living Stronger, 2018



Note: The above results are based on 109 respondents for 2018. Excludes respondents who selected not applicable.

PROBLEMS, REPORTING AND SOLUTIONS

As with previous years, respondents were asked whether they had experienced any problems with the centres. In 2018, just over one-quarter of respondents (27%) had experienced a problem, slightly more than in 2016 (24% of respondents). The proportion of respondents who reported the problem to staff remained constant between 2016 and 2018. Compared with 2016, in 2018 fewer respondents were likely to consider that the problem was resolved satisfactorily.

Table 2: Problems, reporting and solutions, 2016 and 2018

	Have you experienced a problem with the centre?		Did you report the problem to a staff member?		Was the problem resolved satisfactorily?	
	2018	2016	2018	2016	2018	2016
Yes	27%	24%	77%	77%	37%	46%
No	73%	76%	23%	23%	63%	54%
TOTAL	100%	100%	100%	100%	100%	100%



**Thank you to all respondents of the 2018
Yarra Leisure Customer Satisfaction Survey.**

Yarra Leisure is committed to continued improvement of the facilities, programs and services that we provide. The key findings from this report will help shape our strategic plan and vision moving forward.



INVOLVE CONNECT ENJOY

BURNLEY
GOLF COURSE

COLLINGWOOD
LEISURE CENTRE

FITZROY
SWIMMING POOL

RICHMOND
RECREATION CENTRE

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