



Customer Satisfaction Survey Report 2016



INVOLVE CONNECT ENJOY

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Prepared by

Social Policy and Research
City Strategy
Planning and Place Making Division

In collaboration with and prepared for:

Yarra Leisure

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Introduction

This summary report presents and compares the 2015 and 2016 Customer Satisfaction Survey Results. The 2016 Customer Satisfaction Survey was conducted in November 2016, and was completed by 1,311 respondents. The 2015 survey, conducted in June 2015, was completed by 1,013 respondents.

This report provides the key findings and describes the survey methods and responses.

Survey Method & Survey Response

Between 11 November 2016 and 20 November 2016 a questionnaire was distributed to members and visitors of Yarra Leisure through an online questionnaire, distributed by email to:

- Yarra Leisure members
- parents 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, were available in the centres to encourage visitors to participate in the survey. Two iPads were circulated in the centres to encourage visitors to go to the online questionnaire during their visit.

In addition, hardcopy versions were also offered in the centres with staff encouraging visitors to participate and offered assistance where necessary. To encourage respondents to participate in the survey, respondents could go into the draw to win a FitBit activity tracker or one of the 10 double passes to the movies.

A total of 10,032 invitations were sent by email with 448 emails bouncing back. A reminder was sent out after one week. A total of 1,310 respondents completed the survey on time, a response rate of approximately 13 %.

The tables below provide some insight into the demographic profile of the survey respondents. Furthermore, 62% of respondents were female and 38% male.

Age profile	Response (in %)
5-24 years	3
25-34 years	20
35-44 years	26
45-54 years	19
55-64 years	19
65 years and over	14
Total	100.0

Concession Card holders	Response (in %)
No concession	68
Seniors Card	13
Health Care Card	7
Pensioner Concession Card	6
Student Card	5
Carer's Card	0.0
Total	100.0

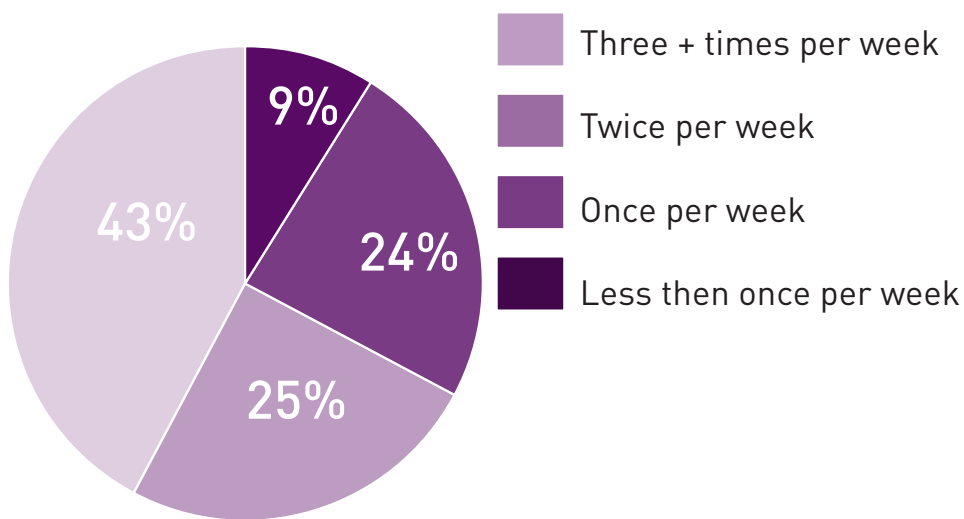
Survey Findings

Utility of Yarra Leisure centres

Over two fifths of survey respondents (42%) said they visit Yarra Leisure three or more times a week and 9% visit Yarra Leisure less than once a week in 2016. In 2016, slightly more respondents visited the centre less than once a week (9% in 2016 compared with 5% in 2015), and slightly fewer visiting once a week. High users of Yarra Leisure seem overrepresented in the survey as the actual usage database show a different picture. This is not surprising as high users are more like to be engaged (and thus participate in a survey) than members who rarely visit Yarra Leisure.

Also, the question asks respondents to estimate their usage, as such the results provided are perceived 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.

How often do you visit Yarra's leisure centres?



Over two fifths of survey respondents (42%) said they visit Yarra Leisure three or more times a week and 9% visit Yarra Leisure less than once a week in 2016.

In 2016, slightly more respondents visited the centre less than once a week (9% in 2016 compared with 5% in 2015), and slightly fewer visiting once a week.

TOTAL RESPONDENTS



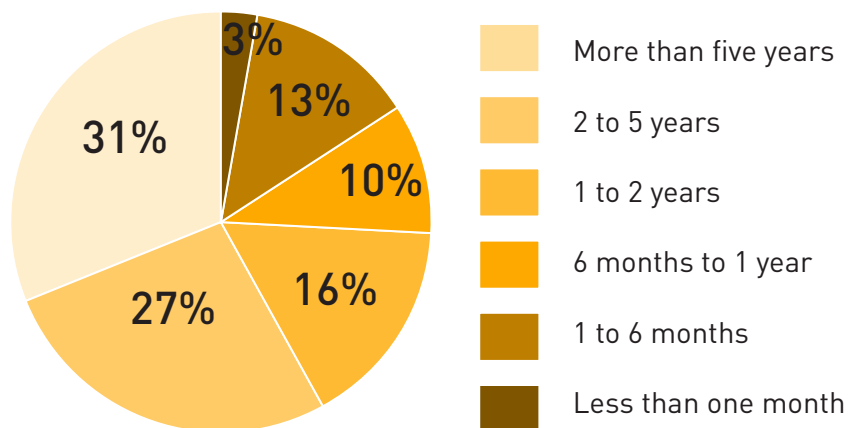
FEMALE



MALE



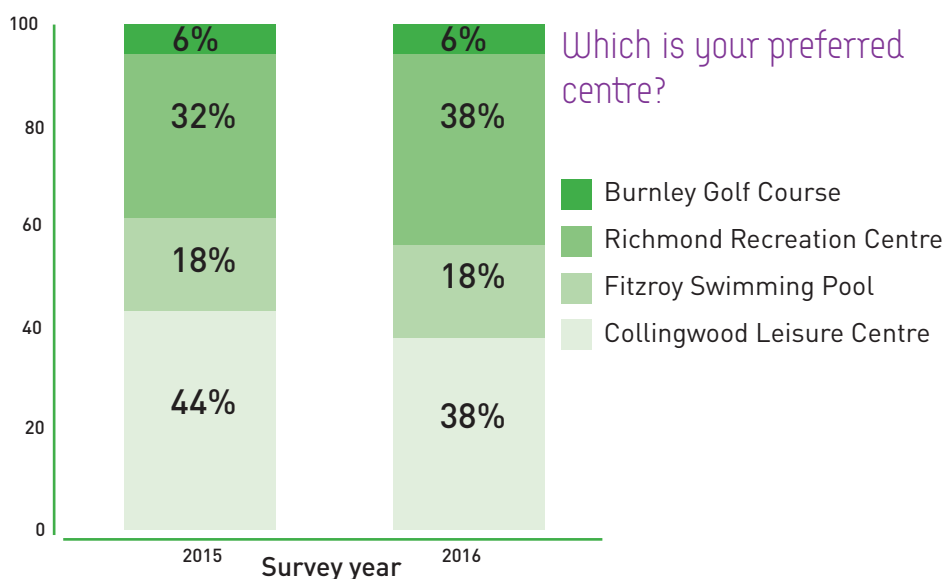
How long have you been using Yarra Leisure's centres?



Compared with 2015, survey respondents were more evenly spread across Richmond and Collingwood sites, with no change to the proportion of respondents from Burnley Golf Course and Fitzroy Swimming Pool.

Overall, more people completed the survey in 2016 (1310) compared with 2015 (1013).

Of the 297 additional respondents in 2016, 165 of those selected Richmond Recreation Centre as their most visited site.



Which is your preferred centre?

Activities at Yarra Leisure Centre

In 2016, there were proportionally fewer respondents that regularly attended the "Aquatic - Learn to Swim Program", "Aquatic - Open Age Squad Program", and the Gym, compared with 2015. The proportion of respondents attending the other activities in 2016 has remained relatively consistent with respondents asked in which activities they have taken part. Lap or Leisure Swimming (67%), Gym (55%), Group fitness classes (49%) and the Spa/Sauna/Steam (35%) have been utilised most by the respondents in 2016.

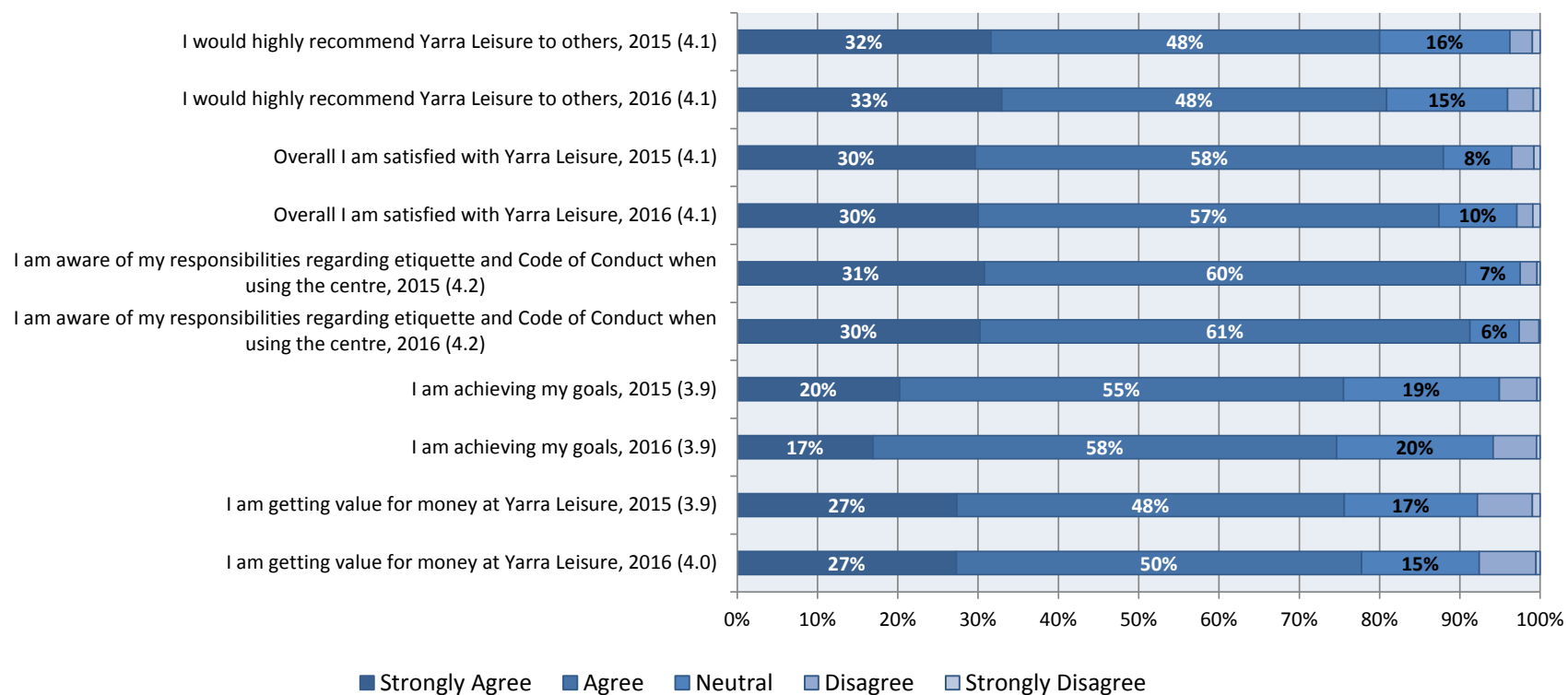
Activities or facilities	Respondents who occasionally or frequently visit specific facilities or activities	
	2016 n(%)	2015 n(%)
Aquatic: Lap or leisure swimming (you and/ or your children)	964 (73%)	769 (76%)
Aquatic: Learn to Swim Program	274 (21%)	327 (32%)
Group Fitness	642 (49%)	492 (62%)
Gym	713 (54%)	627 (62%)
Triathlon	46 (4%)	27 (4%)
Burnley Golf Course	156 (12%)	114 (11%)
Total survey respondents	1310	1013

Satisfaction Statements

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. Overall satisfaction with Yarra Centres has remained remarkably consistent with 2015. Examining differences in satisfaction scores by 'most frequently visited centre' reveals some interesting differences amongst respondents. Of respondents, whose most visited centre was Burnley Golf Course, 90% (strongly) agreed with the statements regarding "I am getting value for money at Yarra Leisure" and "I would highly recommend Yarra Leisure to others".

Swim school participants were slightly more likely than other groups to have consistently lower satisfaction scores for overall satisfaction, value for money and recommending Yarra Leisure to others. Further, overall satisfaction is particularly strong among members and multi-visit pass holders with, nearly a third of members (32%) and multi-visit pass holders (33%) strongly agreeing with the statement compared to 18% of Swim-school respondents.

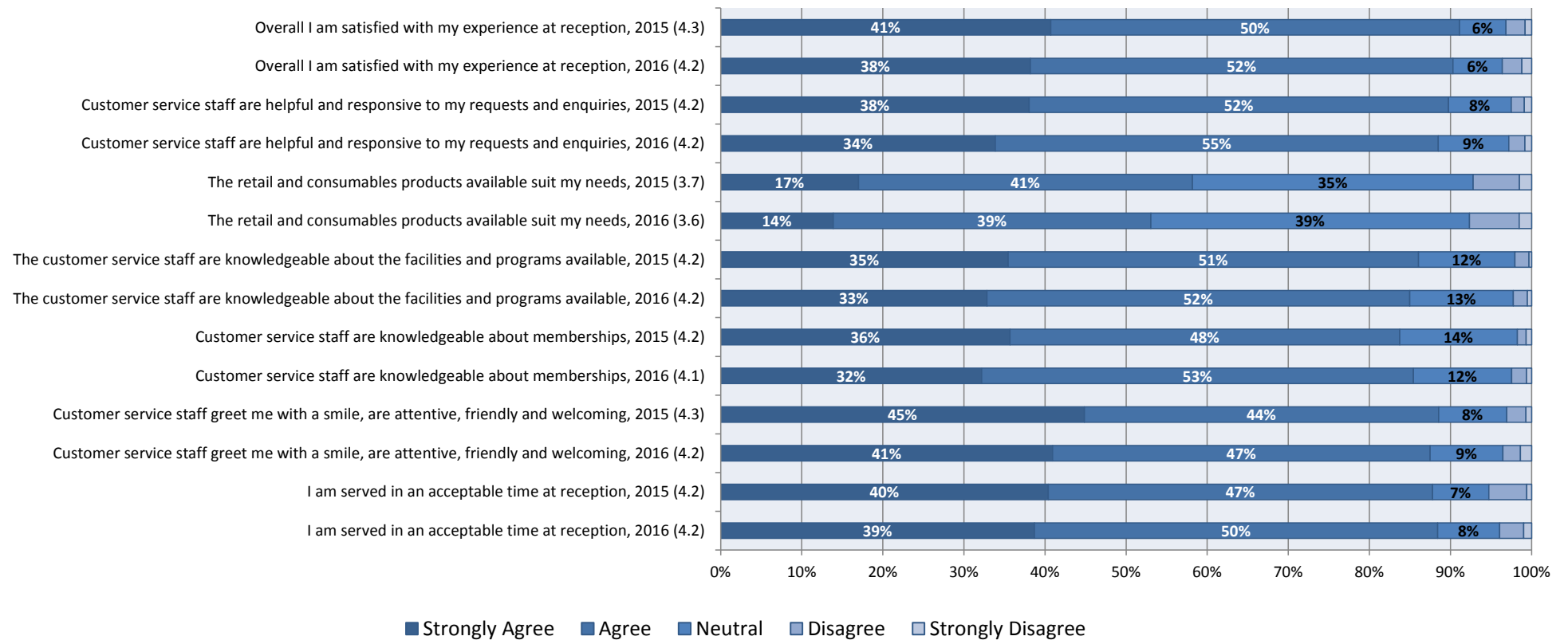


Satisfaction Statements

Reception

All respondents were asked to rate on a scale of 1 (strongly disagree) to 5 (strongly agree) their personal level of satisfaction with several aspects of the reception. Respondents are very positive about the customer service that staff deliver at reception.

Most respondents (strongly) agree (between 85-90%) with the statements and only a few (strongly) disagree (< 5%). As with 2015, in 2016, one aspect 'the retail and consumables products available suit my needs' receives lower satisfaction ratings: 53% (strongly) agree, 39% are neutral and another 8% (strongly) disagree with this statement. However, this does not affect satisfaction of other scores.



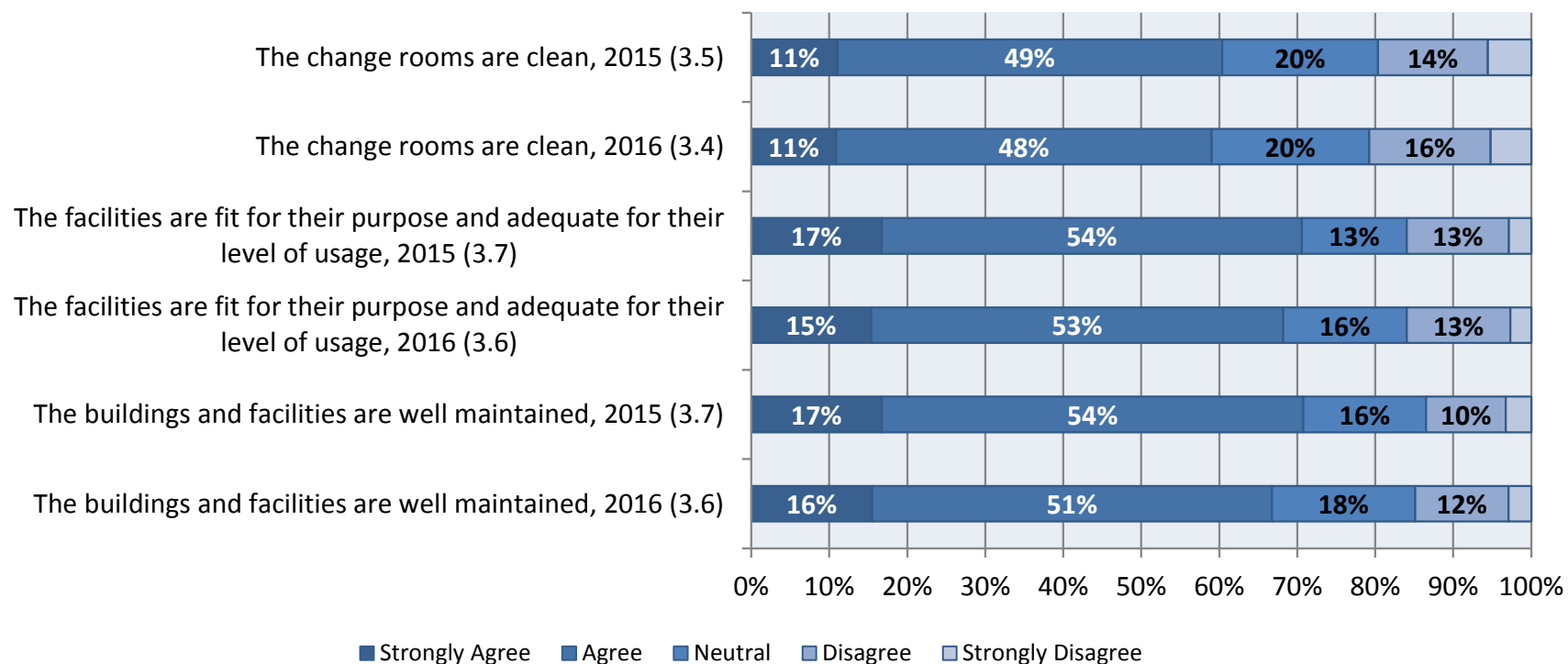
Satisfaction Statements

Buildings 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 2015, respondents are marginally less satisfied with buildings and related aspects with mean scores declining by 0.1 across each of the three aspects.

As with 2015, respondents whose most visited centre was Burnley Golf Course, rated the three aspects more highly than respondents of other centres. Those who agreed or strongly agreed with the statement that “the buildings and facilities are well maintained” and whose most visited centre was Burnley Golf Course was 90% in 2016, compared with 74% of Collingwood Leisure Centre respondents, 56% of Fitzroy Swimming Pool respondents and 64% of Richmond Recreation Centre respondents.

Respondents whose most visited centre was Fitzroy Swimming Pool consistently rated the three aspects the lowest of all four centres.



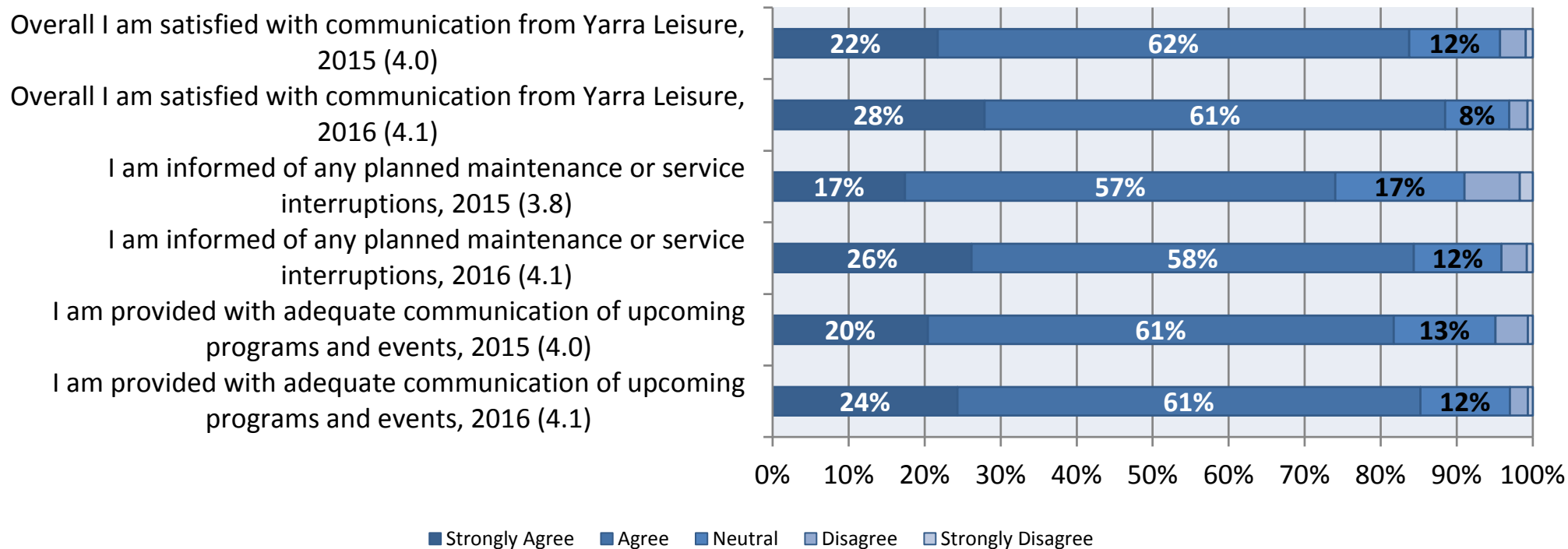
Satisfaction Statements

Communication

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 2016 respondents are satisfied with the overall communication from Yarra Leisure (89% and a mean of 4.1), informing of any planned maintenance or service interruptions (84% and a mean of 4.1) and with the information about upcoming programs and events (83% and a mean of 4.1).

Compared with 2015, there are notable improvements across the three communication areas. In particular, more respondents, 85%, (strongly) agree that they are informed of any planned maintenance or service interruptions compared with 81% of respondents in 2015.



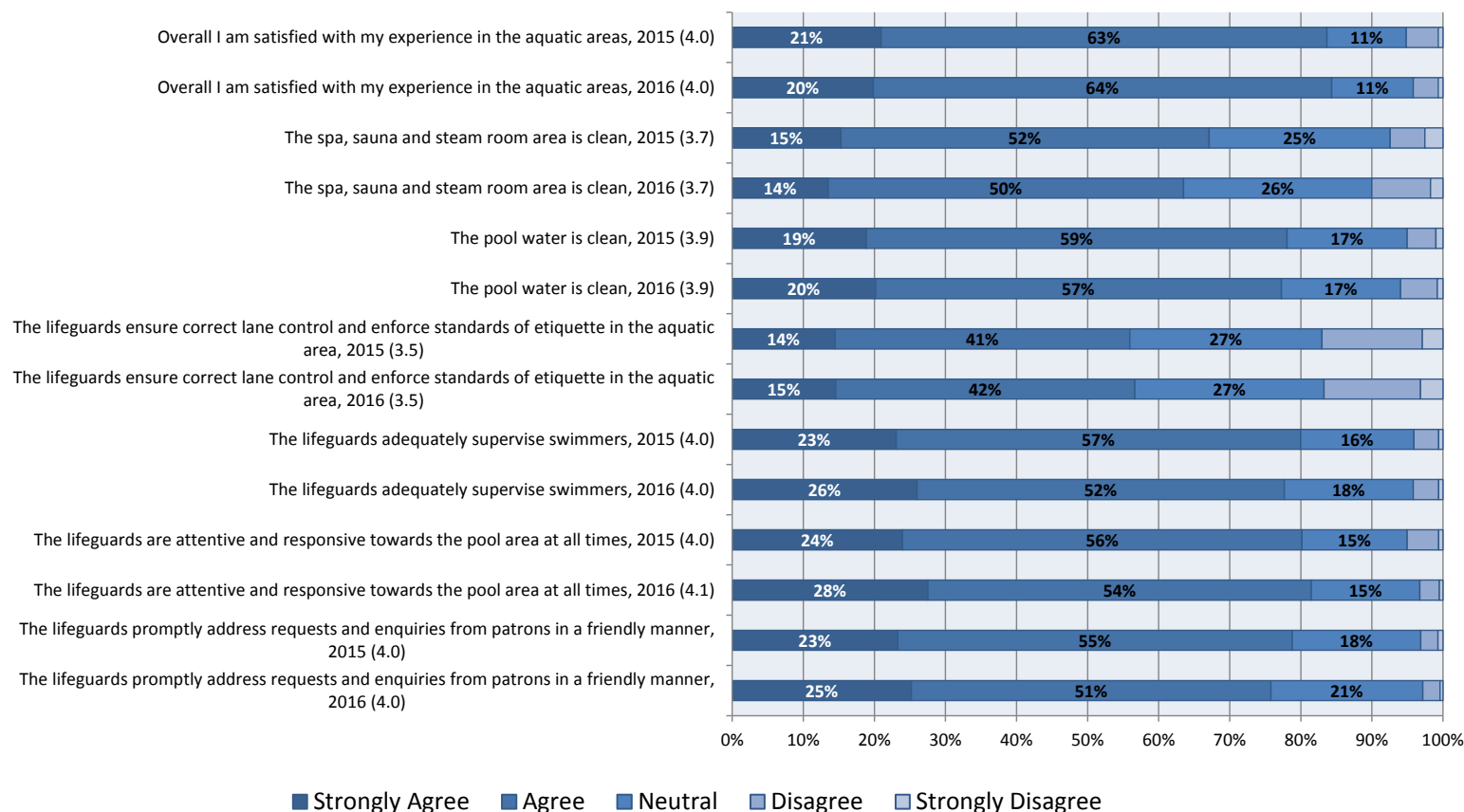
Satisfaction Statements

Aquatics

Respondents who occasionally or frequently visited specific Yarra Leisure activities and facilities were asked to rate a number of statements, relating to the activity or facility they visited, on a scale of 1 (strongly disagree) to 5 (strongly agree).

Respondents who visit the pool for leisure purposes (73% of respondents in 2016), either occasionally or regularly, were asked to rate their level of satisfaction with the facilities and lifeguards.

Respondents were most negative about the cleanliness of the pool water (mean=3.9), the spa, sauna, steam room area (3.7) and that 'lifeguards ensure correct lane control and enforcement standards of etiquette in the aquatic area' (3.5). Compared with 2015, respondents were slightly more positive regarding the statement that 'the lifeguards are responsive and attentive to the pool area at all times' (mean =4.1 in 2016, mean=4.0 in 2015).



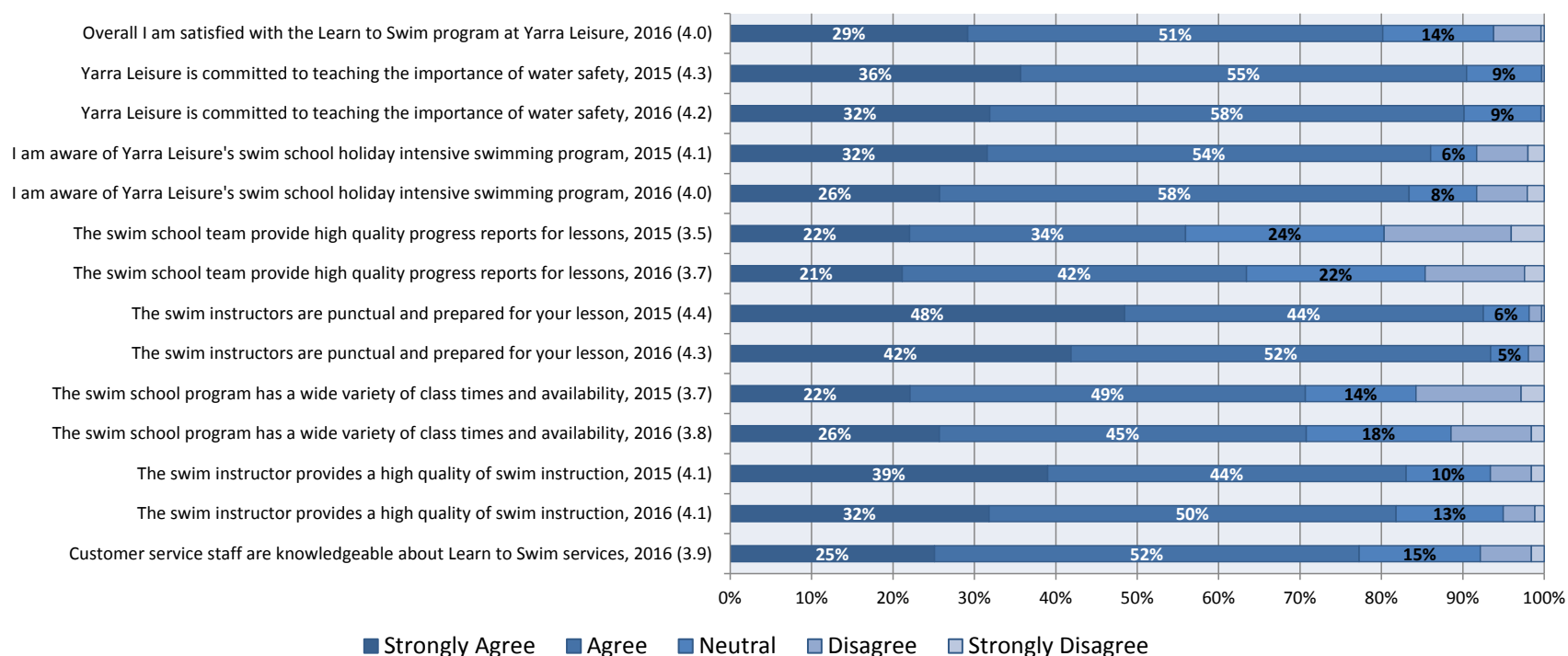
Satisfaction Statements

Learn to Swim Program

Respondents who attend the Learn to Swim programs (21% of respondents in 2016) were asked to rate their level of satisfaction with the programs and instructors.

Respondents were most negative about the statements 'the swim school team provide high quality progress reports for lessons (mean score is 3.7 and 14% (strongly) disagree and 22% are neutral) and 'the swim school program has a wide variety of class times and availability' (3.8 and 12% strongly disagrees). However, while these were the lowest rated statements in both 2015 and 2016, compared with 2015, both statements experienced a slight improvement in the mean score of 0.2 and 0.1 respectively.

Respondents were most positive about the teaching of the importance of water safety (4.2) and the preparation for the lessons by the swim instructors (4.3). Two new statements were added in 2016. Respondents were positive about two new statements added in 2016, with 80% (strongly) agreeing with the statement 'overall I am satisfied with the Learn to Swim Program at Yarra Leisure' and 77% (strongly) agreeing with the statement 'Customer Service staff are knowledgeable about learn to swim services'.

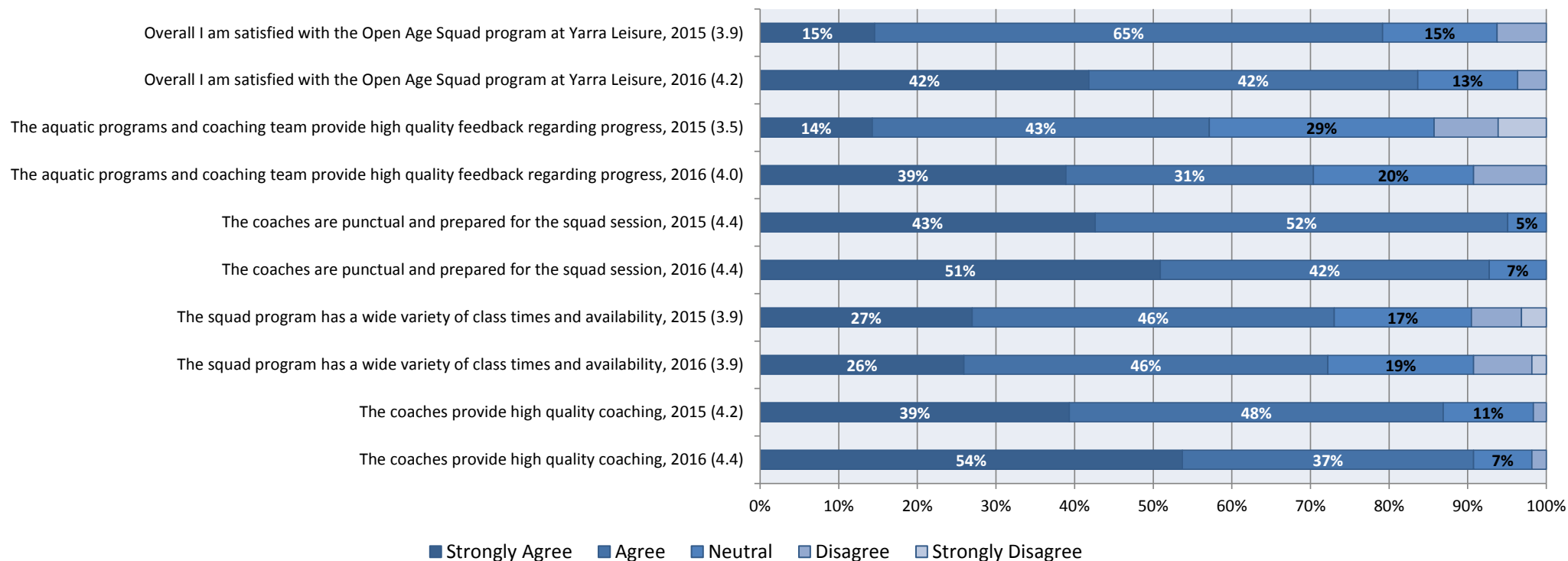


Satisfaction Statements

Squad Program

Respondents who attend the Open Age Squad program (5% of respondents in 2016) were asked to rate their level of satisfaction with aspects of the program.

Overall respondents were generally positive with all statements receiving mean scores of between 3.9 and 4.4. However, due to the low number of respondents that had attended the Open Age Squad Program, these results must be treated with caution.



Triathlon Program

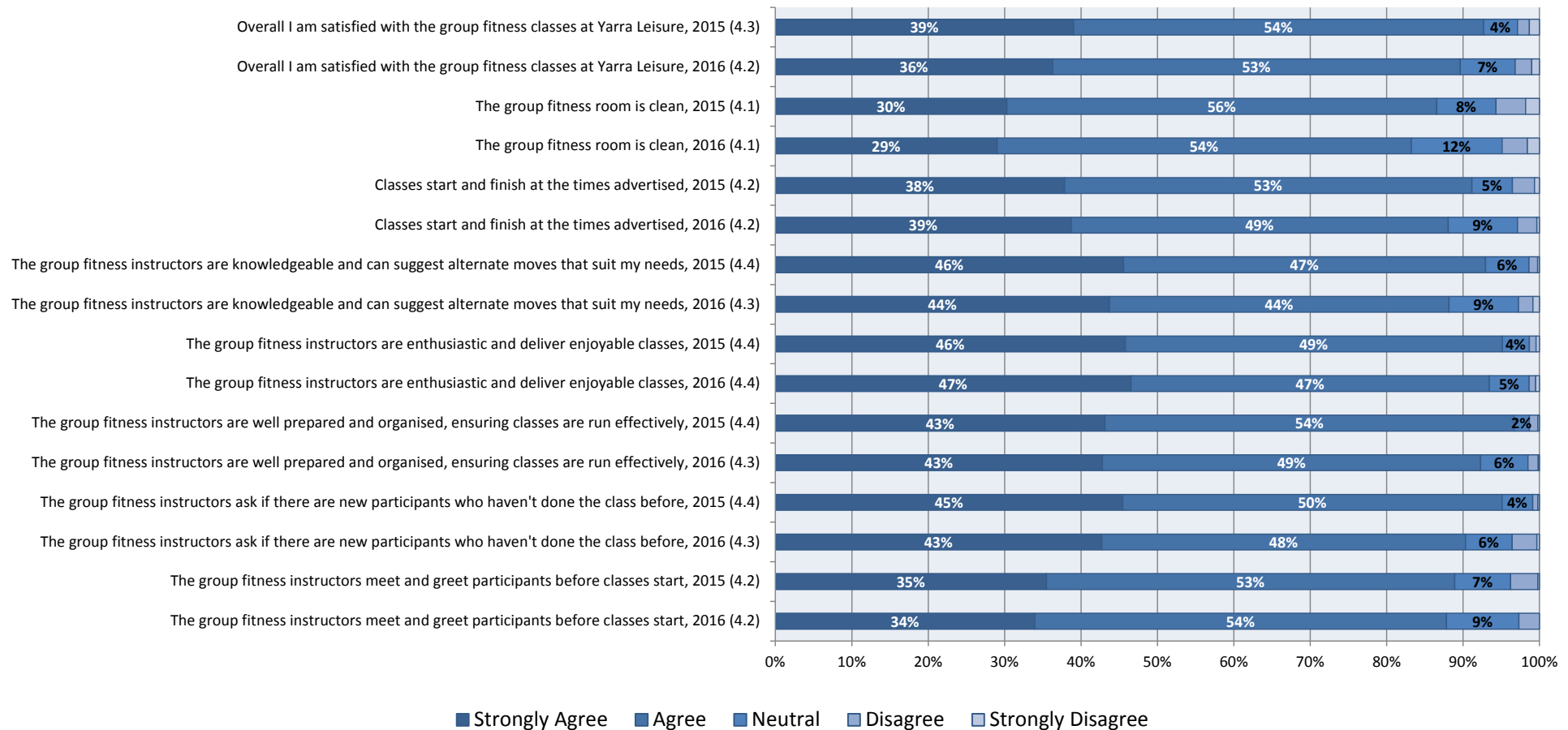
The data is not analysed as the number of respondents that filled in this part of the questionnaire were too small (n<25) to base conclusions on.

Satisfaction Statements

Group Fitness

Respondents who attend the group fitness classes (49% of respondents in 2016) are very positive about the classes and instructors.

However, between 2015 and 2016 there was a slight decrease in scores for overall satisfaction (2015 mean score=4.3, 2016 mean score=4.2), knowledge of instructors (2015 mean score=4.4, 2016 mean score=4.3), organisation of instructors (2015 mean score=4.4, 2016 mean score=4.3) and whether instructors ask if there are new participants in each class (2015 mean score=4.4, 2016 mean score=4.3).

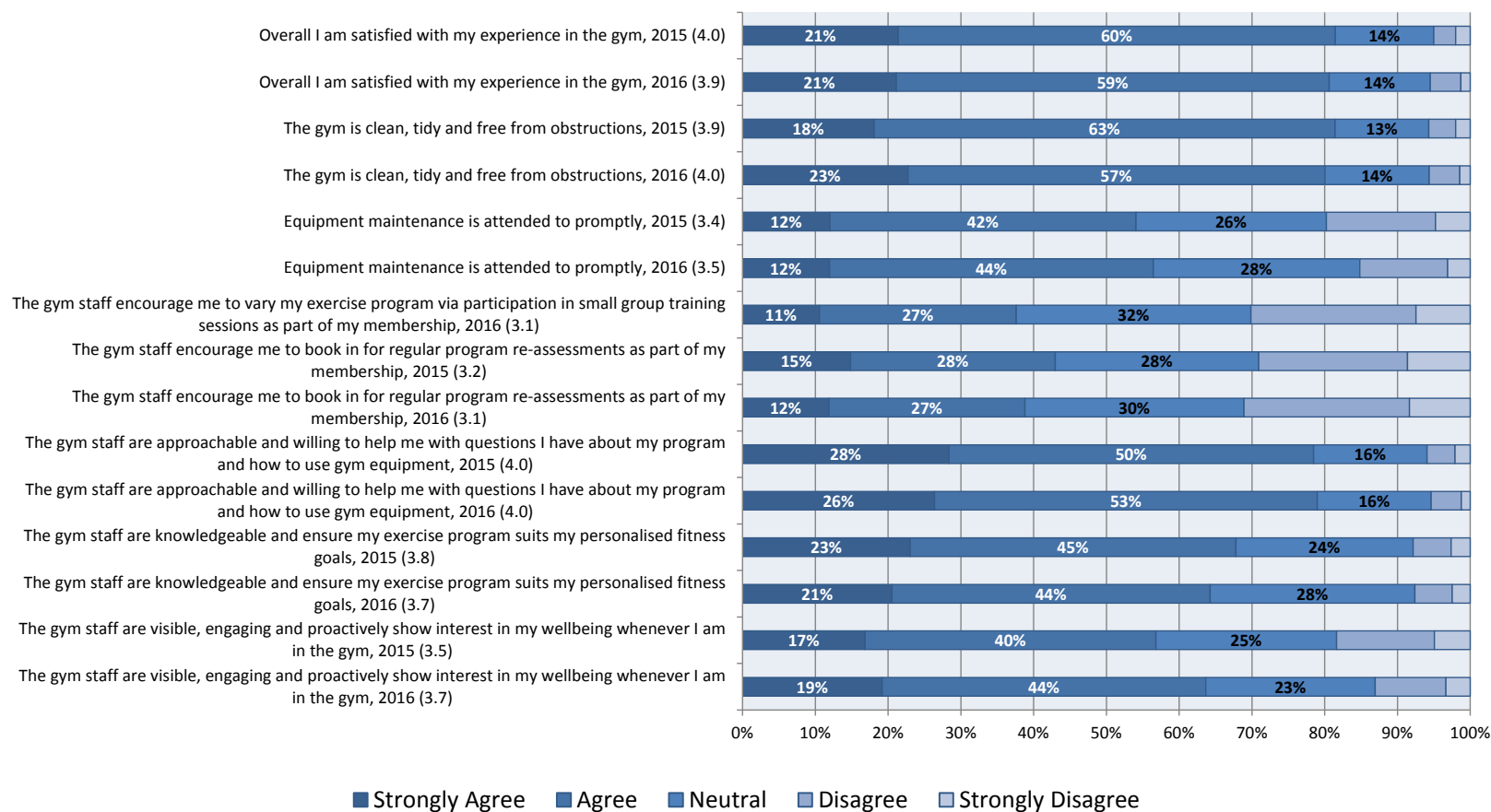


Satisfaction Statements

Gym

Respondents that visit the gym on a regular or occasional basis (54% of respondents in 2016) are generally positive about their overall experience at the gym and staff. Respondents gave low ratings for the encouragement by staff to book members in for regular program re-assessments (mean score =3.1) and the gym equipment (mean score = 3.4).

Also, respondents were a little less satisfied with most of the aspects of the gym than survey respondents in 2015, especially with the cleanliness of the gym, the maintenance of the gym equipment and the encouragement of staff booking for program re-assessments (average ratings dropped by 0.2 in 2015).

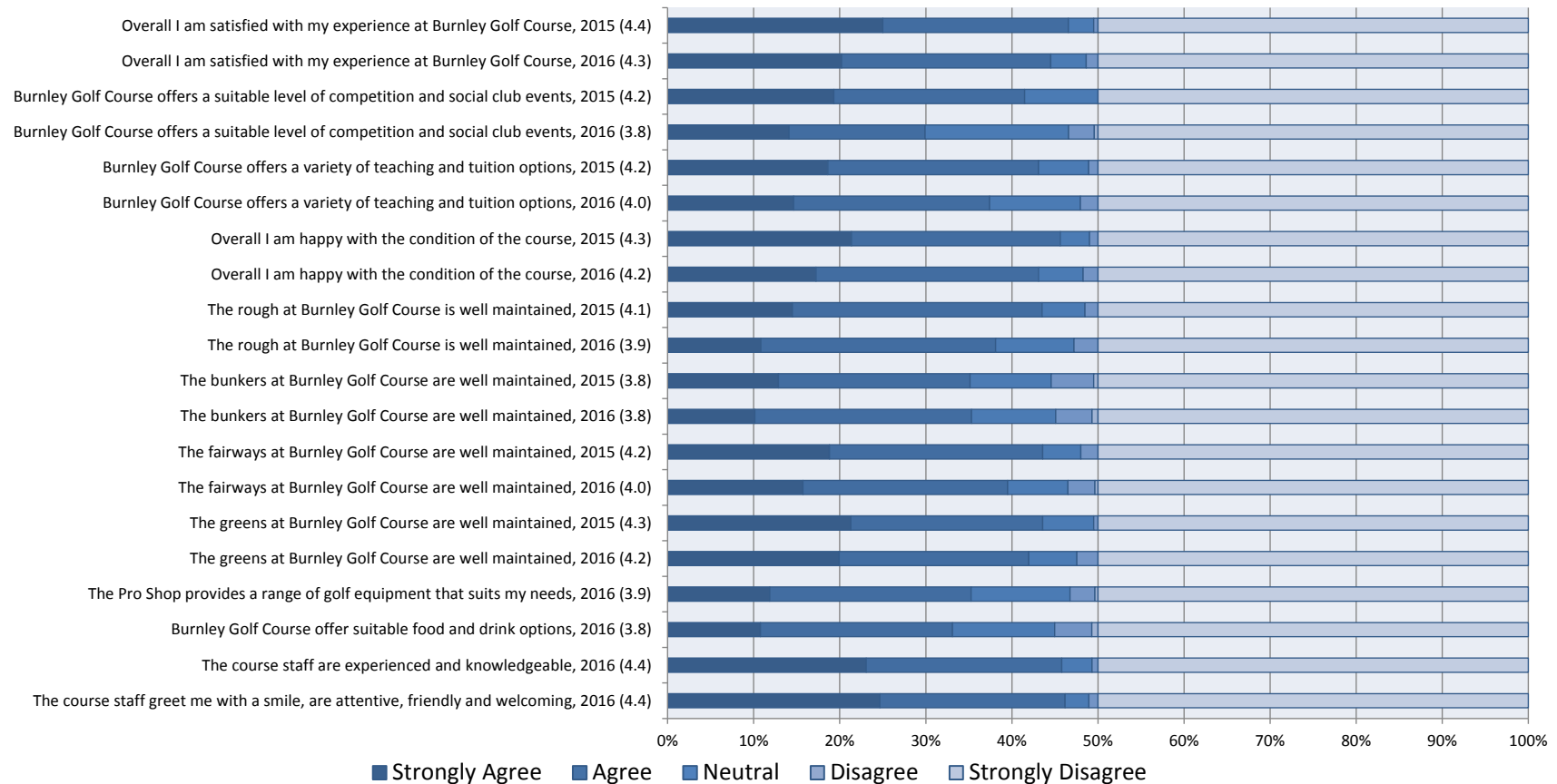


Satisfaction Statements

Burnley Golf Course

Respondents who have visited the Burnley Golf Course (12% of respondents in 2016) were asked to rate their level of satisfaction with several aspects of the course. Respondents are very positive about their overall experience at Burnley Golf Course (mean score of 4.3 and 89% (strongly) agrees with that statement). However, there were slight declines in statements regarding the maintenance of the greens (mean score=4.3 2015, mean score=4.2), the fairways (mean score=4.2 2015, mean score=4.0), and rough (mean score=4.1 2015, mean score=3.9). In 2016, several new statements were added, which respondents generally rated positively:

- The course staff greet me with a smile, are attentive, friendly and welcoming (mean =4.4)
- The course staff are experienced and knowledgeable (mean score 2016 =4.4)
- Burnley Golf Course offer suitable food and drink options (mean score 2016 =3.8)



Problems, reporting and solutions

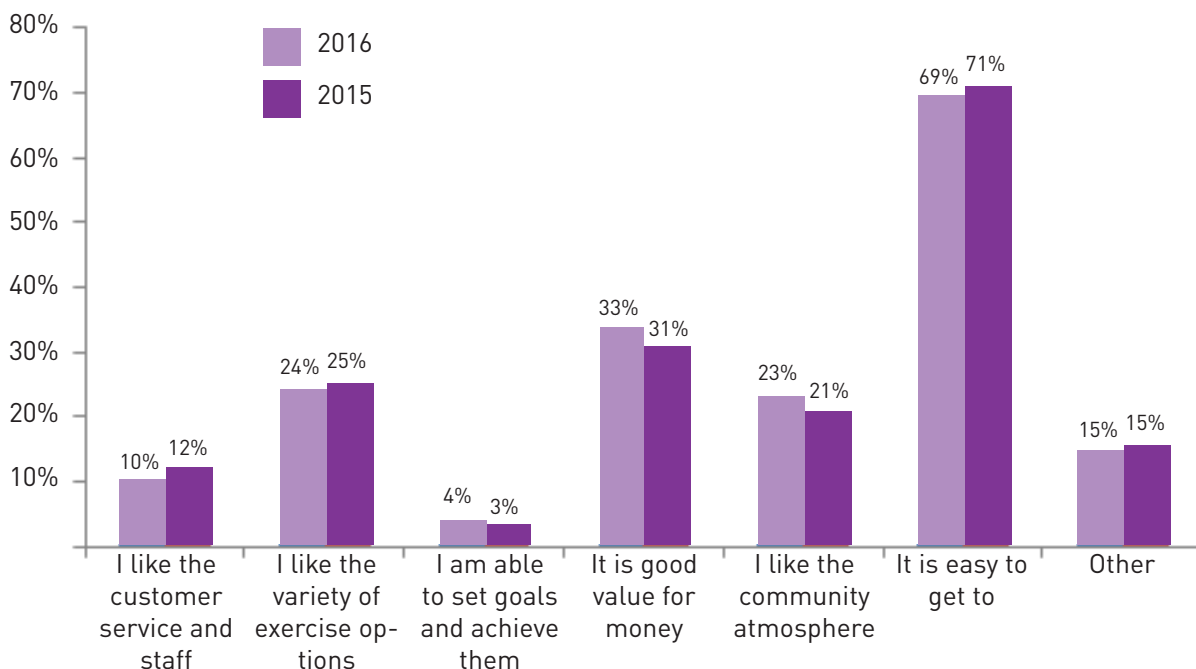
As with previous years, respondents were asked whether they had experienced any problems with the centres. In 2015, just over one quarter of respondents (27%) had experienced a problem. In 2016, this dropped slightly to 24% of respondents. Slightly fewer respondents reported the problem to a staff member in 2016 compared with 2015. Compared with 2015, respondents were more likely in 2016 to consider that the problem was resolved satisfactorily.

	Have you experienced a problem with the centre?		Did you report the problem to a staff member?		Was the problem resolved satisfactorily?	
	2015	2016	2015	2016	2015	2016
Yes	27%	24%	81%	77%	39%	46%
No	72%	76%	19%	23%	61%	54%
Total	100%	100%	100%	100%	100%	100%

Main reasons for attending Yarra Leisure

Respondents were asked to select two reasons why they attend Yarra Leisure as opposed to another centre. As with 2015, the majority of respondents (69%), selected 'It is easy to get to' as one of their reasons for attending Yarra Leisure, followed by 'It is good value for money' (33%) and 'I like the variety of exercise options' (24%).

No meaningful differences are apparent between 2015 and 2016.





**Thank you to all respondents of the 2016 Yarra
Leisure Customer Satisfaction Survey.**

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