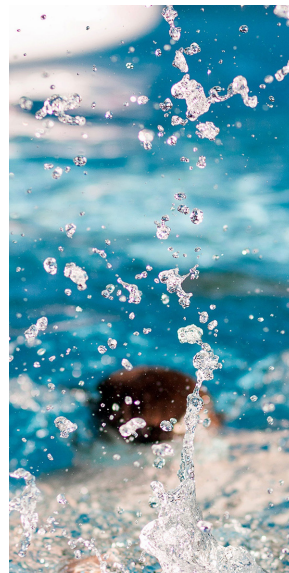


North Bellarine Aquatic Centre



North Bellarine Aquatic Centre
ADVOCACY GROUP



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North Bellarine Aquatic Centre Advocacy Group

Position Paper

We recommend that:

1. Stage 1 North Bellarine Aquatic Centre be a heated 50m outdoor pool with a skin, an indoor warm water exercise pool 15m x 15m with depth varying from 1.2m to 1.5m depth and change rooms.
2. Stage 2 North Bellarine Aquatic Centre be the addition of:
 - Heated 25m Indoor Pool
 - Splash Recreation Pool
 - Café
 - Spa and Sauna
 - Gym.





Vision for the North Bellarine Aquatic Centre

We see the Northern Bellarine Aquatic Centre offering the full range of aquatic facilities offered by all other financially viable, wellness promoting aquatic centres. Our aquatic centre will have:

- 50m year-round pool with skin for weather and sun protection
- an indoor Warm Water Exercise pool,
- adequate change rooms and amenities
- 25m indoor heated pool
- splash recreation pool
- café
- staff room
- car park
- spa and sauna
- gym
- wind mitigation for the site

If the delivery of this centre is to be staged, then we believe stage 1 should include a 50m year-round covered pool with an additional warm water exercise pool to complement the facilities at Ocean Grove.

We have an ever-growing population with many new housing estates and very few local facilities, and a huge need for a full indoor aquatic centre to service this growing community. Furthermore, from an economic viewpoint, doing this in the early stages is going to mitigate increased costs in the future.

The cohort using the centre on a regular basis would include:

Public recreational swimmers, public lap swimmers, families, swimming lessons, school class lessons, squad training, all abilities users, hydrotherapy needs, rehabilitation needs, elderly social activity, recreational usage, life-saving programs, sporting groups, exercise classes and families on holidays.

We seek funding from all levels of government to ensure that Stage 1 of the Aquatic Centre will service as much of the North Bellarine's aquatic needs as possible. Further funding will also need to be sought to deliver the complete Aquatic Centre that is required by our community.





Background

Swimming and aquatic activities have been an important personal, cultural and physical activity in the Northern Bellarine area for centuries.

Indigenous people visited and swam in the area for centuries, enjoying the permanent water supply in Drysdale and surrounds.

The Northern Bellarine has long been a day destination for people from surrounding districts to come and swim in the quiet ocean waters near Portarlington and the Dell, Clifton Springs, and to sample the spring waters near the beautiful picnic areas.

These areas are still frequented by many locals and visitors alike to enjoy the ocean for swimming and boating.

In the 1950s a pool was built as part of the Clifton Springs development and this was enjoyed by residents and community members from the greater Bellarine area.

Over the past twenty years the aquatic facilities on the North Bellarine have become non-existent whilst our population has increased. The only community pool was closed in July 2002 due to an irreparable leakage possibly causing further landslips nearby, and a locally owned pool in Portarlington closed in 2017. The owner has repeatedly said he will not be re-opening this pool.

Community members, over the decades have been consistent in their request for aquatic facilities, leading to the Bellarine Strategic Plan 2006 - 2016, which stated the need to increase the Aquatic facilities in Drysdale/Clifton Springs and other local communities.

Northern Bellarine Aquatic Centre Advocacy Group was established in November 2019,

following a public forum held in Drysdale with MP Libby Coker surrounding the need for an indoor pool to service the community needs of residents all abilities. We are a committed, pro-active group made up of community minded people from all walks of life passionate about an aquatic centre, located in Drysdale to serve the Northern Bellarine.

The group is advocating for an all-year-round aquatic centre to meet the needs of all the Northern Bellarine community. In our opinion the needs of the Northern Bellarine are not being met in relation to the Council's Strategic Priorities of improved health needs in the community.

In April 2021, City of Greater Geelong seem to be proposing plans to build an aquatic area with the following elements:

- 50 metre outdoor pool
- 8 lanes 2.5 metres wide
- 1.2 to 1.8 deep
- 50% of the pool to be covered with shade sail
- Car park
- Pavilion with change rooms, kiosk, office, staff room
- Community lawn area
- Fixed spectator seating
- Open area landscaping
- Breezeway entrance

With Stage 2 planned to be built over 10-15 years to enclose the pool, the concept has been designed with expansion and improvements in mind, to allow installation of a warm water exercise pool, 25m indoor heated pool, splash recreation pool, extended car park and 2-storey leisure centre (current pavilion would be demolished to accommodate).

Appendices:

*Letters and emails from residents supporting the North Bellarine Aquatic Centre.
North Bellarine Aquatic Centre Advocacy Group Business Model Canvas.*





Email support for the Northern Bellarine Aquatic Centre

2 June 2020 Peter and Cathy

Expressing disappointment that \$10 million was not sufficient in building and developing a complex that meets the needs of all age groups living on the Bellarine. An outdoor pool is more attractive to children, young people and families but 30% of the population on the Bellarine are older and in need of warm water therapy a pool and an indoor pool that can be used in all weather conditions. Is stage 2 going to include this and a cover for the pool?

14 March 2020 Tom

Proposed aquatic facility has huge potential on the Bellarine, residents and visitors. Location to be carefully considered, parking needs, public transport, schools, sporting groups. Need for the 50m pool to be heated and be covered for all year use. Stage 2 to include facilities for a therapy pool, café, gym and children's pool for lessons.

31 August 2020 Glenys

Read in Bellarine Times that the Northern Bellarine pool is outdoors and that money had not been committed to an indoor pool yet. Will an indoor pool eventuate? Is cost cheaper to run a 50 metre indoor pool than a 25 metre indoor pool and a 50 metre outdoor pool? Ocean Grove already overcrowded.

1 October 2020 Marilyn

No forethought on outdoor pool in Bellarine. Few warm days for immersion in cold water. Demographic in the area is for older people, prefer indoor, warm water pool.

1 October 2020 Justin

Wanting a warm water hydrotherapy pool for health issues, nearest hydrotherapy pool is Waurin Ponds. That pool inadequate for needs, ceasing some of my exercise regime has degraded condition. Essential service to have a hydrotherapy pool for disabilities, injury recovery, sport injuries.

2 October 2020 Eva

Used Splashdown and Leisurelink for the spas and aqua classes. Disappointed that Ocean Grove does not have the spa facility. Had mentioned this to the reception and advised that no response to this was received from survey sent out.

5 October 2020 Lee from GenU

Supporting a proposed indoor heated pool in Bellarine peninsula with greater access for people with supported needs. Needing additional options for swimming and water based activities for people in the area, travel to Ocean Grove difficulty with transport. Many school groups at the pool in Ocean Grove limit the use of the pool for supported people.

13 April 2021 Gill

Many older people in the area with health issues, side lane with 1-1.5 metre depth for valuable exercise, assuming the pool will be heated.

13 April 2021 Patricia

Older couple with health issues in relation to joint, mobility and risk of falls. Wanting a warm water pool for walking, water aerobics to help reduce the impact on the health system and increase mobility. Large elderly population in the area would benefit from a year round heated pool. Young families would benefit for a heated pool year round for swim programs.

13 April 2021 Alistair

Remembering the recreational and learn to swim program values that the now closed pool in Clifton Springs provided to the area. These days a need for a therapy pool, exercise for seniors, heated facility all and asset to the community.

13 April 2021 Nickie

Really wanting an indoor pool, vital access for older people, children and people with a disability/ Construction to take into consideration of a cover, potential for other activities

13 April 2021 Leah

Inclusion of a heated pool for people with disabilities, aging needs and injuries. Inclusion of hoist, ramp access, shower facilities for the disabled at present these people have to travel to Waurin Ponds.

13 April 2021 Greta

Definitely need an aquatic centre in the region for children rehab, exercise for everyone's health. Ocean Grove pool is too overcrowded, having to travel to Kardinia or Waurin Ponds.

13 April 2021 Chris

Need for a hydro therapy pool to bring business to the local eateries.

13 April 2021 Carol

Request for inclusion of a spa and sauna. Elderly residents and disabilities would benefit from these facilities. Health benefits of walking and exercising in the pool.

14 April 2021 Denise

Warm water pool and hydrotherapy pool for chronic pain. Moved to the area and closest pool for hydrotherapy is Waurin Ponds or Grace McKellar. Health benefits for the aged in a warm water pool.

14 April 2021 Eileen

Wanting a warm indoor pool for mobility and exercise for older residents.

14 April 2021 Maureen

Wanting an indoor, heated pool for swimming lessons and water aerobics for mature aged people.

18 April 2021 Gail

70 year olds disappointed no indoor pool nearby. Ocean Grove is sometimes too busy. Wanting an indoor and outdoor facility to benefit children for learning to swim, elderly for hydrotherapy and exercise.



NORTHERN BELLARINE AQUATIC CENTRE (NBAC) BUSINESS MODEL CANVAS

DESIGNED BY: NBAC REFERENCE SUB-GROUP MEMBERS

DATE: 3 MARCH 2020

KEY PARTNERS Who are the suppliers/partners to make the aquatic centre work?	KEY RESOURCES What do we need to have to create value?	VALUE PROPOSITION What value will the aquatic centre provide to the users?	CHANNELS How will you communicate with and reach the users of the aquatic centre?	CUSTOMER SEGMENTS (USERS) Who are the users of the aquatic centre?
City of Greater Geelong Victorian State Government Commonwealth Government Administrators of grants Third party funding opportunities e.g NGO grants Philanthropic groups (on Bellarine) Vic Health Life Saving Australia School principals and teachers Partners, marketing groups & individuals Commercial business partners Local media, radio, newspapers McHarry's buses Port Phillip and SeaRoad ferries Avalon airport Geelong & Bellarine tourism Bendigo Bank Allied Health professionals and childcare Bellarine community health, physios Facility management and staff (front office) Third party providers - sell facility management rights to operator e.g Belgravia, YMCA, School	50m year round pool Warm water pool (hydrotherapy pool) Solar heating & power Change facilities adjacent to pools, showers and toilets Properly coordinated pool e.g 50 m pool @25°C, 25 m pool @32°C Hoist roll in chair for disability access Life guards and pool staff Dumbbells, noodles, kickboards, lane ropes Kids playground (aqua) Swim teachers Aqua aerobics teachers Group class instructors Sound system underwater and air Café Gym Goggles & hats supplied for elderly and kids KEY ACTIVITIES What needs to happen to make the aquatic centre work? Maintenance Scheduling lap swimming Parent & baby classes Swim lessons Rehabilitation & disability services Aqua aerobics – regular, deep water, gentle (warm water) Maintenance Water quality strict control Training for volunteer lifeguards Games for each age groups	Fun, happiness, wellness Healthy lifestyle Social cohesion for isolated individuals Raised fitness -> Raised health Mental health improvement Accessibility, proximity for all users Potential for healthier lifestyle Improve social & cultural engagement Potential to reduce health care needs and costs Community interaction Community participation Community safety through life saving training, off season training, land based training potential Children safety through learn to swim programs Opportunity for cross culture / cross age interaction	Brochures Internet Community pages Run open day weekly basis – day, midweek, evenings, weekends Roadside posters, fun family photos Present to all potential user groups Talking, meeting with school groups Identify and cater for all user group needs Encourage competitive activities between different sports and social groups Lifestyle villages competition Choir in pool, laughing groups, sync aqua Run water colouring activities for kids birthdays, other groups e.g weddings Celebrate local and international sporting champions CUSTOMER RELATIONSHIPS How do you get, keep and grow users of the aquatic centre? Membership and member incentives Come and try days Offer rebates for longer term usage Understand our demographics and what they need Seniors and Concessions	Public swimmers Public lap swimmers Family, parents & children Kids swimming lessons School class lessons Squad training Young people swimming competition Adults hydrotherapy Older adults rehab Elderly social activity / rehab Less active adults / overweight adults Life savers Sporting groups / Cross training Sporting club re-hab Aqua aerobics / fitness classes customers Disabled users – swimming & rehab Physio's All people rehab Pregnant mothers to be Mothers with children Children with carer / trainer Children 4-7 water familiarity Children swim training / play Youth 7-15 training / play Young adults training / social activity Adults training / socialising Community groups e.g Guides Clubs Families on holidays
COST STRUCTURE What are all the costs incurred to operate the aquatic centre?	REVENUE How will the revenue for the aquatic centre be generated?			
Water Electricity, solar and gas Staff salaries Administrative operating system e.g. membership passes Building, maintenance, repairs, Equipment and chemicals Workcover and insurance premiums, public liability	Memberships Lesson fees Café Swim squads NDIS Shop – togs, goggles, swim nappies Aqua sports groups e.g water polo, underwater hockey Parties, Weddings, Engagements			