



# **GLENORCHY WAR MEMORIAL POOL**

**Engagement Insights Report**

1<sup>st</sup> May 2024  
Final - Version 1.0

# Acknowledgement of Country

MI Global Partners acknowledges the Traditional Custodians of the land on which we work and recognise their continued custodianship and connection to the land, waters and community.

We pay our respects to their Elders past, present and emerging.



Artwork by Keith Tarrier

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**This report provides an overview of community engagement outcomes pertaining to the Glenorchy War Memorial Pool site options.**

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# 1 Overview of Engagement

To ensure this report reflects the views and opinions of the Glenorchy community, stakeholders (those that represent organisations who have an interest in the pool) and schools, MI Global Partners (MI) engaged in the program below. Reaching and capturing this information used a mix of online surveys, in-depth interviews, community pop-ups and a public insight session.

## Community Engagement

Engagement	Dates of Engagement	Where
<b>Public Insights Session</b> – for passionate members of the community to have their say and build knowledge of their challenges.	27 <sup>th</sup> Feb 24	KGV, Glenorchy Football Club “Magpie Room”.
<b>Community Pop Ups</b> – gathering opinions from the broader general community and promoting the online survey.	27 <sup>th</sup> Feb 24 to 29 <sup>th</sup> Feb 24	Northgate Shopping Centre, Moonah Shopping Centre, Claremont Shopping Centre.
<b>General Community Online Survey</b> – an opportunity for the wider community to have their say.	27 <sup>th</sup> Feb 24 to 28 <sup>th</sup> Mar 24	Online
<b>General Community Phone Survey</b> – for those that do not have online access or prefer using the phone to provide feedback.	27 <sup>th</sup> Feb 24 to 28 <sup>th</sup> Mar 24	Phone service
<b>In-depth Stakeholder Interviews</b> – In-depth sessions with shortlisted stakeholders to understand needs and further develop options (30-45min sessions).	9 <sup>th</sup> Mar 24 to 5 <sup>th</sup> Apr 24	Video / telephone call
<b>School Online Survey</b> - provide schools within the Glenorchy region a platform for feedback. This included follow up phone calls to encourage survey participation.	18 <sup>th</sup> Mar 24 to 5 <sup>th</sup> Apr 24	Online

## Stakeholder Engagement

Groups	Stakeholders
<b>Aquatic and Pool Operators</b> – To gather feedback from previous operators and surrounding facility operators to inform needs.	Belgravia Leisure Hobart Aquatic Centre (Hobart City Council) YMCA – Clarence Pool Friends Fitness
<b>Neighbour Organisations</b> – To understand needs and potential impact from organisations within close proximity.	YMCA – Glenorchy Centre Glenorchy District Football Club Glenorchy Cricket Club Glenorchy Train Museum
<b>Interest Groups</b> – To understand needs from groups they have shown a strong interest in the outcomes of the site / potential key group users.	Greater Hobart Strategic Partnership Water Polo Australia Glenorchy History Society

## 2 Executive Summary

MI engaged with the community and stakeholders to understand the views and opinions of different audiences on the Glenorchy War Memorial Pool (GWMP). This included previous usage of the GWMP, thoughts on what it should be moving forward and services that are most in need that a future pool can provide. This engagement included:

- a general community online survey of 949 individual respondents,
- a school online survey of 10 different school respondents (out of 24),
- a public insight session with passionate pool supporters held at the KGV precinct,
- three community pop-ups at Northgate, Moonah and Claremont and,
- eleven in-depth stakeholder interviews.

### Top Line Findings

1. GWMP has a strong historical connection with the local community, although in recent years usage of the pool has declined due to a tired and old facility.
2. The closure of the GWMP has resulted in a decline in swimming activity in the region with many swimmers deciding to stop swimming entirely and school carnivals not being able to go ahead or enduring significant challenges due to a lack of capacity in the region.
3. Strong support for an aquatic-first redevelopment across the community and stakeholders, however ideally includes a broader multipurpose focus that is purpose built to meet a wider set of user group needs - maximising commercial, community, health and social benefit.
4. An outdoor 50m holds strong heritage value to the Glenorchy community and is the preferred pool on the warmer summer days, however there is strong demand for all-year round usage including school carnivals, learn-to-swim, aquatic rehabilitation, and disability access / programs which requires indoor infrastructure.
5. Non-aquatic options received the least support across all feedback.

## Insights Summary

Theme	Insight
<p>GWMP has a strong historical connection with the local community, although in recent years usage of the pool has declined due to a tired and old facility.</p>	<ul style="list-style-type: none"> <li>• Usage began to decline in 2013/14 as facilities became more run down through age and perceived lack of investment.</li> <li>• 19% of pool users (in the last 5 years) did not use the GWMP between October 2022 and March 2023 citing an old and rundown facility that was too cold (for swimming and changing) where other facilities presented a more comfortable environment.</li> <li>• On average, those that were still using the GWMP visited the facility 22.8 times between October 2022 and March 2023, while also visiting other facilities 15.9 times in the same time period (total of 38.7 visits to aquatic facilities during this time).</li> <li>• Fitness, fun, family outings, school carnivals and social gatherings were listed as the key reasons for using the GWMP which supports a strong connection to place and how important this pool is to the social fabric of the Glenorchy community.</li> </ul>
<p>The closure of the GWMP has resulted in a decline in swimming activity in the region with many swimmers deciding to stop swimming entirely and school carnivals not being able to go ahead or enduring significant challenges due to a lack of capacity in the region.</p>	<ul style="list-style-type: none"> <li>• Since the GWMP closed, aquatic visitation (across all aquatic facilities) has dropped by 53% down to 18.2 visits over a 6-month period.</li> <li>• Whilst New Norfolk Swimming Pool and the Doone Kennedy Hobart Aquatic Centre have been visited more often to compensate for the closure, 45% of GWMP users have not visited any other aquatic facility since the GWMP closed.</li> <li>• The main reasons for not visiting other aquatic facilities were a preference for outdoor swimming, other facilities being too crowded / too far away / too expensive showcasing an opportunity to reduce these barriers through a redeveloped aquatic facility that caters to these needs.</li> <li>• Since the GWMP has closed, 43% of school respondents have not visited another community pool citing costs and inconvenience as major reasons.</li> <li>• HAC, Friends Fitness and YMCA Clarence did receive an increase in school carnival requests which they were not always able to accommodate with suitable times representing unmet demand.</li> <li>• All schools who still use a pool facility have had to make extra arrangements including increasing travel time, hire buses, reduce learn-to-swim programs and reduce carnivals representing a significant impost but also resulting in many children and youth not developing swimming skills.</li> </ul>
<p>Strong support for an aquatic-first redevelopment across the community and stakeholders, however ideally includes a broader multipurpose focus that is purpose built to meet a wider set of user group needs - maximising commercial, community, health and social benefit.</p>	<ul style="list-style-type: none"> <li>• Although the open-air nature of the GWMP brings a unique and heritage value to the pool that no other aquatic facility has, there is also a desire to have all-year round availability that will require indoor infrastructure.</li> <li>• There is an understanding that high operating and asset costs impacts the viability of aquatic facilities in Hobart and therefore any new facility must be supported with additional commercial offerings such as cafés, health club / gym.</li> <li>• A purpose-built facility is needed to maximise user groups and meet demand that currently is not being fulfilled in Glenorchy or the surrounding area including learn to swim, rehabilitation facilities and optimising accessibility for people with disability.</li> </ul>

## Options Assessment Results

The engagement also presented an opportunity to put forward a range of pool and non-pool options (listed below) that considered the historical context of the site, modern aquatic and sport & recreation facility trends and what we understood to be important to the Glenorchy community - whilst providing an opportunity to assess alternatives.

These options were specifically asked through the online survey (both the general community and schools) with a highlight of findings below.

Options	Description
1. Revitalise the existing War Memorial Pool	Fix key issues to extend life by approximately 5 years and begin scoping for a replacement facility in this time.
2. Replace existing pool 'like for like'	New outdoor 50m pool and outdoor leisure pool, with supporting facilities and changerooms that meet current standards.
3. Multipurpose courts (Non-aquatic) facility	4 x multipurpose indoor courts (potential uses such as futsal, dance, martial arts, netball, basketball, community/social spaces - non sport).
4. Larger Outdoor and Indoor Aquatic Facility	50m outdoor pool, 25m indoor pool, learn to swim function and wellness facilities (including a spa, sauna and steam facility).
5. Multi Use Facility (Outdoor Pool and Indoor Courts)	Outdoor 25m pool, 2 x multipurpose indoor courts, learn to swim function, wellness facilities, health club and small pool / water play space.
6. Indoor Aquatic Facility with Semi Open-Air Pool Functionality	Indoor 50m pool with an external wall that opens up to enable a semi outdoor pool experience. This option also includes the ability for the 50m pool to have a wall divider creating 2 x 25m pools, learn to swim function and wellness facilities.
7. Indoor Multi Use Facility with Semi Open-Air Pool Functionality and Indoor Courts	Indoor 25m pool with semi open-air function, 2 x multipurpose indoor courts, learn to swim function and wellness facilities.
8. Parkland / Open Space	Includes community outdoor fitness, War and Indigenous memorials, outdoor arts and entertainment space and water play area.
9. Outdoor Junior Playing Fields	Focused on children and youth activity including little athletics, tennis, netball, football (soccer), futsal etc.

## General Community Response

- There is strong support for options 4 (Outdoor 50m with indoor aquatic facilities) and 6 (Indoor 50m with semi open-air, and aquatic facilities) across the board which were based on average rating scores. These two options were most wanted to assess moving forward – noting that both have indoor facilities to drive all-year round usage without removing a 50m pool.
- All community members are less interested in non-pool options (option 3, 8 and 9) including those that have not used a pool in the last 5 years.
- Options 1 (revitalise the existing GWMP) and 2 (a new 50m outdoor pool) also received strong support from pool users (most notably GWMP users), whilst option 5 (Outdoor 25m pool with 2 indoor courts) and 7 (Indoor 25m pool with 2 indoor courts) received good support which highlights an increased multipurpose focus beyond an aquatic facility.

## Schools Response

- Results indicated that options 1, 2, 4, 5 and 6 were rated as delivering the most benefit to schools which are all pool-first options. Interest in option 5 and 7 (both having indoor courts) show some support for a

broader multipurpose facility in addition to a pool. Non-pool options (3, 8 and 9) received the lowest support.

- All pool options will experience a net increase in usage by schools, whilst non-pool options will experience a neutral or net decrease in usage. The largest net increase in usage can be seen from option 4 to 7.
- Options 4 and 6 were the preferable options for schools followed by 2, 5, and 7. Option 8 and 9 received no support from schools responding to this survey.

## What we heard from:

### Community

General community engagement highlighted the importance of many elements that centre around a pool-first facility. However, there are some elements that compete between the desire for a 50m outdoor pool (requiring closure during winter) and a desire for all-year round usage requiring indoor facilities. There is also support for broadened multipurpose facilities that may include indoor courts, however it must remain a pool-first facility.

### Stakeholders

The stakeholder consultation highlighted the importance of developing a facility that meets the broader needs of the community and believe a like-for-like facility is unlikely to drive usage and commercial outcomes to justify the significant capital and operational expense that would be required.

Strong demand has been identified in aquatic therapy and rehabilitation, aquarobics, learn to swim programs, school carnivals, and indoor non-aquatic facilities demonstrating the need for a fit for purpose multi-facility development. There is also a need to maintain operating costs with dry commercial areas that drive revenue such as gym facilities and cafes which will also encourage activity to the wider precinct.

### Schools

Schools have indicated strong support for pool first options, however it needs to consider broad usage to provide the largest benefit for children and youth. This is highlighted with strong support for option 4 and 6 that offer greater benefits and all-year round usage (indoor pools) – critical for schools that need to ensure their children are kept in safe conditions including reducing exposure to the elements (e.g., very cold conditions) – and some support for option 5 and 7 that have a pool but also indoor courts to offer broad multipurpose usage.

Option 8 and 9 (non-pool options) received no support to move forward with.

## Outcomes and Next Steps

This research provides strong evidence to support pool-first options and concludes the initial engagement phase of this project. Options 4 (Outdoor 50m with Indoor aquatic facilities) and 6 (Indoor 50m semi-open air pool and aquatic facilities) received the strongest support highlighting an opportunity for all-year round usage with some indoor aquatic infrastructure. Option 1 and 2 were also well supported by existing GWMP users showcasing the social importance this pool has to community identity.

Finalised shortlisted options will be developed and assessed with outcomes from this process informing the shortlist criteria. These options will be made available for public viewing and comment to ensure lines of communication remain open throughout the entire business case process.



# 3 Results by Engagement

## 3.1 Glenorchy Community

MI gathered insights from the Glenorchy community through a public insight session with the save pool action groups, an online general community survey and community pop ups at shopping centres in the region. Results and insights from these methods have been summarised below.

### 3.1.1 Public insights session and community pop-ups

Between the 27<sup>th</sup> and 29<sup>th</sup> of February, MI engaged with community members via community pop-ups and a public insights session. The public insights session was independently facilitated by MI at KGV to encourage an open and honest environment involving approximately 75+ community members (estimate) over a 2hr session.

What we heard from community during these session is summarised below:

Theme	Insight
Reopening the existing pool is the most immediate priority	This is seen as the fastest route to having an open-air pool operational again on the site and is strongly supported by this community. At the time of writing this report, this is considered the biggest priority in the immediate future. It is also noted that the State Government has since committed \$5M at the recent State election towards repairing and re-opening the pool and Council is now preparing for these works.
Frustration on suddenness of the GWMP closure and lack of maintenance	The sudden nature of closing the GWMP caused frustration in the community. This community understands that infrastructure such as pools do require significance maintenance which can sometimes results is closure periods, however felt this particular closure was sudden and not well communicated. Further to this point, it was expressed that this closure likely came about from a lack of investment which expedited the deterioration of the pool.  Moving forward, it is requested to be kept more informed both short and long-term.
Experiencing positive health and wellbeing benefits and promoting swimming competency is a critical reason for this pool	This current options study needs to consider the broader benefits to what the GWMP brings to the local and broader community. There should be little to no compromise on facilities that saves people’s lives most notably in a community that hosts a socio-economic background who potentially have lower swimming competency skills placing them at a higher risk of injury or death.  There was confusion about whether the options study (this process) incorporates health and wellbeing into the Business Case. This was clarified by MI and made clear that health and wellbeing benefits are incorporated into the study.  Social connection and mental health were also raised specifically to ensure the Business Case captures these benefits. MI clarified that these will be included in the Business Case.  It was expressed that the GWMP also serves as a key place for the youth to expend their energy which is currently a challenging environment in Glenorchy.
Open to a new pool facility	This community is very open to a new facility where the frustration to date has been the previous management of the pool. There is understanding that this pool is old and tired and won’t last forever but would prefer an operating pool now in the interim whilst assessing options for the future – with a long-term outlook that ensures the sustainability of the facility moving forward and for the next generation being reared in Glenorchy.  Key elements of a new facility were raised and include:

	<ul style="list-style-type: none"> <li>• <b>Ideal facility</b> – Open 50m, indoor 25m with disability access, a rehabilitation facility and all-year round indoor usage.</li> <li>• <b>Open air</b> – A must, the indoor environment is very uncomfortable. Children present in the public insights session also voiced opinion that an open air is much nicer and enjoyable to swim in.</li> <li>• <b>Heritage and unique value</b> - being open-air is considered a heritage component to the pool and how it was intended during the build. It sets it apart to other pools with unique views.</li> <li>• <b>Learn-to-Swim</b> – very strong support to have these facilities in an all-year round capacity for both children and migrant adults. However, need change rooms that provide protection from the elements in colder times of the year.</li> <li>• <b>Disability / easy pool entry and exit</b> – Very strong support to have facilities with disability access, not just for people with disability but anyone with some form of impaired ability or who struggle with conventional ladders that feel unstable climbing out of the pool.</li> <li>• <b>All-year round usage</b> – Very supportive of all-year-round swimming, but still want the open air 50m.</li> </ul> <p>Devonport Pool was mentioned as a good reference point that demonstrates how an older pool can be reimagined to drive greater utilisation but retain original elements.</p>
Transport accessibility	The existing pool was convenient and accessible to the local community (mostly due to its close proximity) and the closure of the pool has resulted in challenges to access other facilities further away.
Non-Glenorchy Residents Usage	Many users were outside of the immediate Glenorchy region citing the unique nature of the pool that drew them to it and the additional opening hours that enabled a swim earlier in the morning and then returning home (meaning transportation to and from the pool was reasonably easy for this cohort).
Little requirement for broader sport facilities and spaces	These are less required where the perception is that there is already plenty of these facilities and space in Glenorchy and why a pool is far more beneficial.
Confusion around funding sources	It was raised that all funding will be from the rate payer which reduced confidence in sourcing investment to fund a new pool. MI clarified that funding may come from a range of sources including government where the nature of the facility and the broader benefits it can provide can play a strong role in seeking funding.
Forward looking and long-term approach	There was a strong voice for looking well into the future rather than short term solutions that will lead to the community facing a similar situation in 5 years' time. There is a passionate voice to ensure a fixed / redeveloped pool will provide ensuring benefits over the long-term that will remain reasonably low cost to sustain through appropriate levels of maintenance and innovative technology solutions.
Other aquatic facilities at capacity	It was expressed during the session that other pools in the surrounding areas are at capacity.
Schools	This community sought assurance that we are talking to the schools to ensure we capture the voice of our next generation. MI clarified that Glenorchy schools are a part of the program.

## 3.1.2 General community online survey

### 3.1.2.1 Survey Process Overview

The community survey was made available to anyone from or related to the Glenorchy community. This includes residents of Glenorchy, landlords / ratepayers that live elsewhere and those living in surrounding regions that present potential users of the GWMP. This survey achieved 949 unique responses and was weighted by Glenorchy's age and gender profile to better reflect a representation of the Glenorchy community. After weighting the data, the sample achieved a 5% margin of error at the 95% confidence level that provides a strong level of confidence in the insights. Additionally, these results have been interpreted across three key user segments as outlined below:

- **Segment 1 (GWMP Users):** Aquatic facility users in the last 5 years that also used the GWMP in the last summer of operation (between October 2022 and March 2023). Sample size n=702.
- **Segment 2 (Non GWMP pool users):** Aquatic facility users in the last 5 years that did not use the GWMP in the last summer of operation. Sample size n=144.
- **Segment 3 (Non-pool users):** People who have not used an aquatic facility in the last 5 years. Sample size n=103.

*Note: Usage of other pool facilities have also been assessed over the same duration for comparability.*

Surveys of this nature tend to draw in the most passionate advocates for the topic over indexing results for one cohort and underrepresenting the broader community. Interpreting results from these segments ensures there has been appropriate consideration to the broader Glenorchy community by assessing both pool users and non-users. This process provides a closer representation of how distinct community groups feel about options moving and serving to control (as much as possible) for over or under representations of voices in the community.

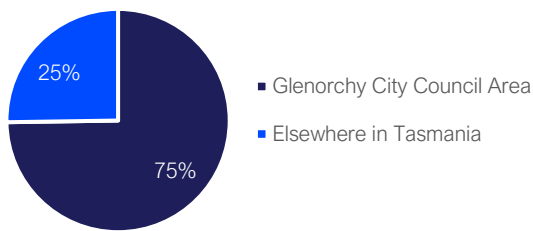
Top line results have been summarised in this report.

### 3.1.2.2 Respondent Profile (Unweighted)

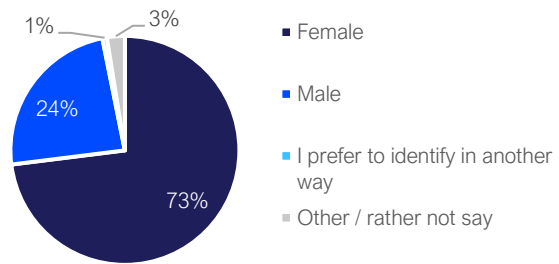
Below provides a high level indication of the responded profile to the general community online survey – these results are unweighted to provide an indication of who the respondents are before applying any weights.

*Note: anyone under 16 were asked for their parents or guardian to complete the survey on their behalf.*

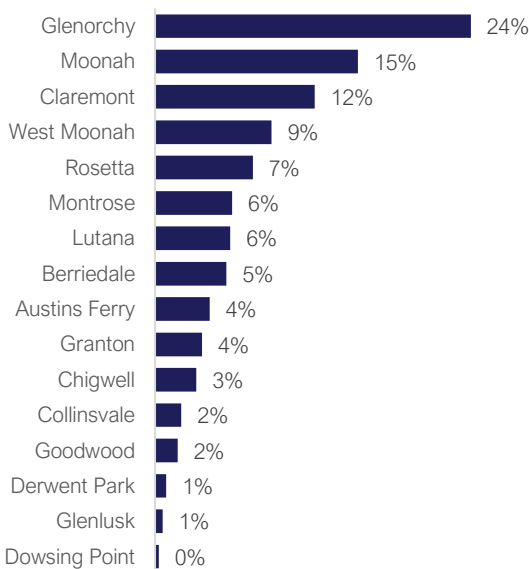
Where do you live?



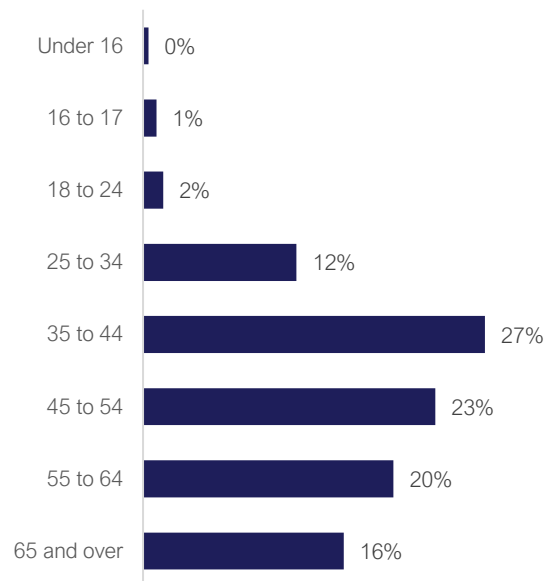
Gender



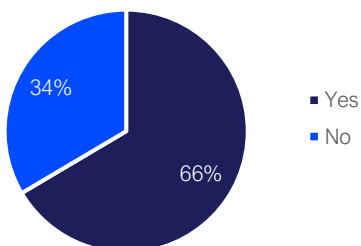
Glenorchy Suburb



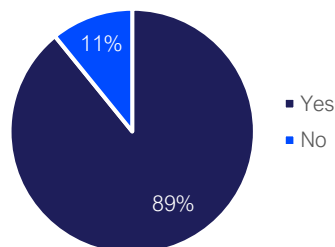
Age



Do you personally pay Glenorchy City Council Rates?



Have you visited an aquatic facility in the last 5 years?



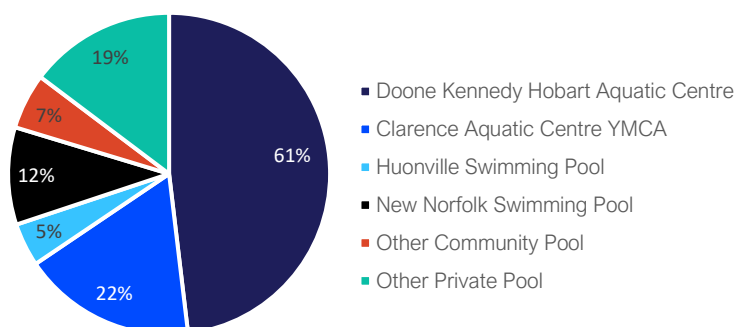
### 3.1.2.3 Historic and Current Pool Usage (Pool users in the last 5 years)

Focusing on respondents who have used an aquatic facility in the last 5 years, 81% used the GWMP between October 2022 and 2023 whilst 19% did not. It is noted that GWMP users also visited a broad range of other aquatic facilities over the same time period (i.e., whilst the GWMP was open) as illustrated in the below table.

Aquatic Facility (Pool user only)	Never	Once every 6 months	Once every 3 months	Once a month	Once a fortnight	1 to 3 days a week	4 to 6 days a week	Everyday
Glenorchy War Memorial Pool	19%	22%	11%	12%	16%	14%	4%	1%
Doone Kennedy Hobart Aquatic Centre	41%	25%	12%	8%	4%	9%	1%	0%
Clarence Aquatic Centre YMCA	78%	10%	3%	2%	2%	4%	1%	0%
Huonville Swimming Pool	95%	2%	0%	2%	1%	0%	0%	0%
New Norfolk Swimming Pool	89%	6%	2%	1%	1%	0%	0%	0%
Other Community Pool	92%	4%	1%	1%	0%	1%	0%	0%
Other Private Pool	80%	4%	3%	3%	3%	7%	0%	0%

Q. On average, how often did you visit each pool facility below between October 2022 to March 2023? Asked of pool users in the last 5 years.

GWMP User visits to other aquatic facilities between October 2022 and March 2023



#### Key Insight

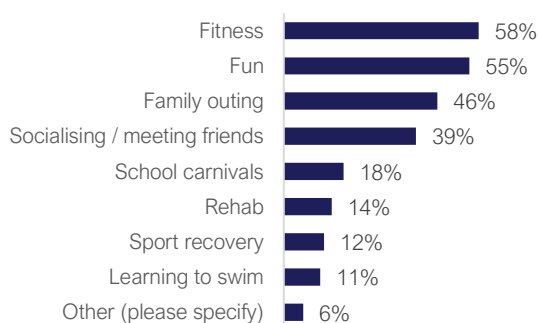
GWMP users between October 2022 and March 2023 also used other aquatic facilities in the same time period – most notably the Hobart Aquatic Centre.

Also visited by GWMP users was Clarence Aquatic Centre, other private pools and New Norfolk.

Additionally, GWMP users were using the usage trend of 22.8 days for that 6 month period.

GWMP users cited fitness, fun, family outing and socialising as the key reasons for using the GWMP which supports a strong connection to place stemming from this facility and the importance of this pool to the social fabric of the Glenorchy community.

What were the key reasons you used the Glenorchy War Memorial Pool between October 2022 and March 2023?



However, it is also noted that the GWMP users did not feature the learn-to-swim facilities, family friendly environments during colder periods, warmer water conditions, therapy and rehabilitation facilities as reasons for usage that we understand is a much needed group of services.

This presents an opportunity to meet potential demand for these services by developing infrastructure that more appropriately caters to this demand in an all-year round fashion – a group of services that appears to be in decline in the immediate proximity, particularly those with transportation challenges.

“Other” broadly relates to physical and mental health and a few less common uses such as baptisms, disability exercise, therapy.

Since the Glenorchy pool closed, overall pool usage is down over a 6 month comparable period (-53% on average daily visits) and those that are continuing to use pools have had to leverage facilities outside of their normal routine. The most notable increase has been visitation to New Norfolk which is some distance away and houses a 50m outdoor swimming pool, however Doone Kennedy Hobart Aquatic Centre and other private pools remain the most used facilities since the GWMP closed.

Aquatic Facility (GWMP users only)	Average Days used between October 2022 and March 2023	Usage of other facilities since GWMP Closed	% Difference
Glenorchy War Memorial Pool	22.8	-	-
Doone Kennedy Hobart Aquatic Centre	6.8	8.5	25%
Clarence Aquatic Centre YMCA	3.2	3.4	9%
Huonville Swimming Pool	0.4	0.3	-26%
New Norfolk Swimming Pool	0.6	1.5	146%
Other Community Pool	0.4	0.4	-17%
Other Private Pool	4.4	4.1	-8%
<b>Total Pool Visits</b>	<b>38.7</b>	<b>18.2</b>	<b>-53%</b>

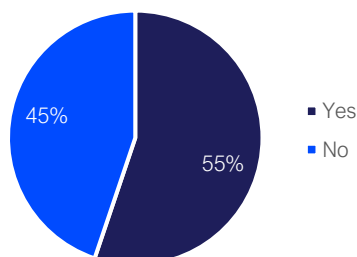
Q. On average, how often did you visit each pool facility below between October 2022 to March 2023?

Q. And how often do you visit / use each pool below since the Glenorchy War Memorial Pool closed?

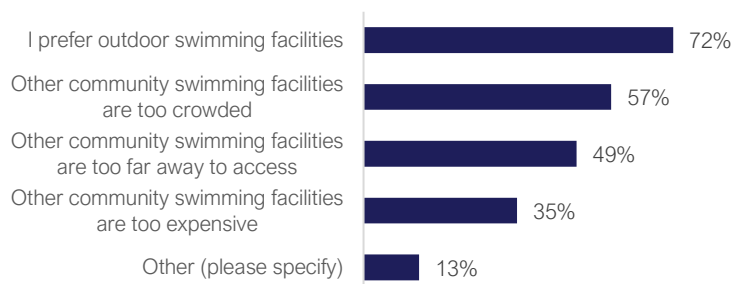
It should also be noted that 45% of GWMP users have not been to any other facility since GWMP closed – i.e. 45% of previous users are no longer receiving the benefits associated with swimming – helping to explain the overall drop in pool visits of -53%.

The main reasons for not visiting other aquatic facilities were a preference for outdoor swimming, other facilities being too crowded / too far away / too expensive showcasing an opportunity to reduce these barriers through a redeveloped aquatic facility in Glenorchy. Responses to “Other” broadly refers to loud and hot environments, non-optimal access for people with disability, being expensive and transportation challenges as key reasons for not visiting other pools with a smaller minority being landlords who no longer live in the area.

Since the Glenorchy War Memorial Pool closed, have you visited another community pool in the surrounding Glenorchy or Greater Hobart area?

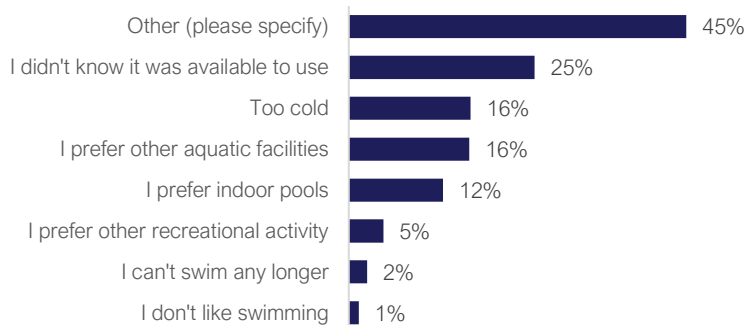


Why haven't you visited other community swimming facilities?  
(GWMP users that have not visited another pool facility since GWMP closed)



19% of pool users (in the last 5 years) did not use the GWMP between October 2022 and March 2023 citing an old and rundown facility where other facilities presented a more comfortable environment for swimming or general preferences for other recreational activity such as walking, running, cycling etc.

Why didn't you use the Glenorchy War Memorial Pool between October 2022 and March 2023?



**Key Insights**

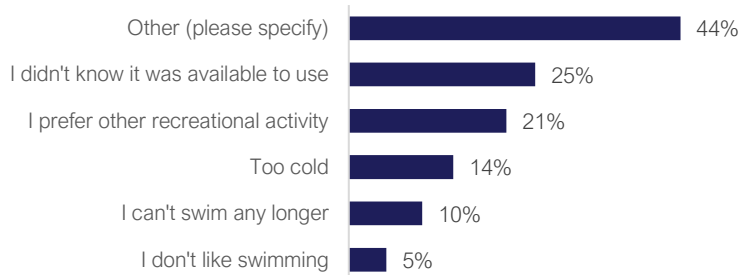
Other broadly refers to an old and rundown pool, injuries at the time, no hydrotherapy, prefer open water swimming and general lack of time.

Preferences for other recreational activity was wide ranging centred around general fitness including bush walking, running, cycling, weight training, fishing, golf etc.

Reasons for preferring other aquatic facilities included hydrotherapy, being indoor, free waterslide, activities that are more child and family friendly, wellness facilities, a pool that you can walk the length and being in better condition.

Those that did not use any pool facility in the last 5 years cited preferences for other activities, general lack of interest, or no longer having an ability to participate in swimming as main reasons for not visiting any facility. This presents a strong cohort to make comparisons for option preferences that helps to ensure we gather a broad view across a wide audience – noting a minority are landlords who no longer live in the area or in a rural location with no access to an aquatic facility.

Why haven't you used a pool in the last 5 years?



**Key Insights**

Other broadly refers to being not physically able due to age, general lack of interest, lack of accessibility (transport), landlord and living elsewhere or in rural location.

When asked what would have improved the facility to encourage usage, having a gym / fitness area was mentioned as a non-pool items that could be added.

### 3.1.2.4 Options Assessment

The survey put forward a range of pool and non-pool options for the general community to provide feedback on. These options were developed in collaboration between the MI consortium and Council that consider the historical context of the site (i.e., a war memorial pool built by the Glenorchy community with a strong sense of place), trends in how modern aquatic and sport and recreation facilities are developed to maximise physical and social health benefits and what was understood to be important to the Glenorchy community from a review of previous documentation and initial engagements. This resulted in nine options being developed, six being pool first focused with three options being non-pool focused to ensure a broad set of comparisons can be considered.

The purpose of including both pool and non-pool options was important to examine any differences across a broad range of sport and recreation options between different audience segments. Furthermore, providing numerous pool options enabled MI to examine how different features of each facility impact preferences (e.g., outdoor vs indoor options, size of the pool etc).

The final set of options are outlined below that scale according to how modern aquatic facilities are developed, opportunities to meet services in demand, as well as typical non-pool uses in the region for the site. Questions relating to option preferences were asked to all respondents.

*Please note: these options were developed and scripted into the survey prior to any knowledge of the \$5 million commitment from both sides of major state government parties. This survey launched within a week of the announcement and although the commitment is to deliver option 1 (revitalise the existing War Memorial Pool), it was decided to retain this option in the survey for two main reasons:*

1. *This survey launched prior to the election result and therefore created uncertainty at the time as to whether the commitment would be delivered. Retaining option 1 provides an evidence base to showcase support for repairing the pool regardless of the election result.*
2. *It is also important to establish the desire to broaden the multipurpose nature of a potential aquatic facility in the future against repairing the pool as it currently is – ensuring we have properly assessed future options against the current baseline and in relation to any non-pool options.*

This process ensured everyone had an opportunity to voice preferences for both non-pool and pool options as desired providing more confidence in using results from this survey as an evidence base to short list options and establish which aquatic facility features are most desired and needed. It should be noted that the specific ancillary inclusions are not final and subject to change as features that are more desired come to light from this research (noted in the next steps).

Options assessed are outlined below.

1. **Revitalise the existing War Memorial Pool** – fix key issues to extend life by approximately 5 years and begin scoping for a replacement facility in this time.
2. **Replace existing pool 'like for like'** – New outdoor 50m pool and outdoor leisure pool, with supporting facilities and changerooms that meet current standards.
3. **Multipurpose courts (Non-aquatic) facility** - 4 x multipurpose indoor courts (potential uses such as futsal, dance, martial arts, netball, basketball, community/social spaces - non sport).
4. **Larger Outdoor and Indoor Aquatic Facility** - 50m outdoor pool, 25m indoor pool, learn to swim function and wellness facilities (including a spa, sauna and steam facility).
5. **Multi Use Facility (Outdoor Pool and Indoor Courts)** - Outdoor 25m pool, 2 x multipurpose indoor courts, learn to swim function, wellness facilities, health club and small pool / water play space.
6. **Indoor Aquatic Facility with Semi Open-Air Pool Functionality** – Indoor 50m pool with an external wall that opens up to enable a semi outdoor pool experience. This option also includes the ability for the 50m pool



to have a wall divider creating 2 x 25m pools, learn to swim function and wellness facilities.

7. **Indoor Multi Use Facility with Semi Open-Air Pool Functionality and Indoor Courts** - Indoor 25m pool with semi open-air function, 2 x multipurpose indoor courts, learn to swim function and wellness facilities.
8. **Parkland / Open Space** – Includes community outdoor fitness, War and Indigenous memorials, outdoor arts and entertainment space and water play area.
9. **Outdoor Junior Playing Fields** - Focused on children and youth activity including little athletics, tennis, netball, football (soccer), futsal etc.

## Survey Results by Segment

Assessing results across each segment (average rating), it is evident there is strong support for options 4 and 6 for each audience. GWMP users last summer gravitate to option 1 and 2 whilst non-pool user show higher interest in option 7. All segment are less interested in non-pool options, however option 5 does present some interest from a multipurpose functionality perspective.

The options with strong support indicate a desire for a pool that can also deliver all-year round usage (indoor functionality). Being a cold environment in winter, indoor and all-year round capability provides much better protection from the elements and likely why option 4 and 6 are being favoured overall. This is also substantiated with non-pool users being less interested in outdoor-only pool options.

Average Rating	Non-pool user last 5 years	Pool users but not GWMP last summer	GWMP users last summer
1. Revitalise the existing War Memorial Pool	3.3	3.5	4.1
2. Replace existing pool 'like for like'	3.4	3.7	4.2
3. Multipurpose courts (Non-aquatic) facility	2.7	2.5	2.3
4. Larger Outdoor and Indoor Aquatic Facility	3.7	4.2	4.4
5. Multi Use Facility (Outdoor Pool and Indoor Courts)	3.4	3.4	3.4
6. Indoor Aquatic Facility with Semi Open-Air Pool	3.9	3.9	3.8
7. Indoor Multi Use Facility (Pool and Indoor Courts)	3.6	3.2	3.2
8. Parkland / Open Space	2.8	2.6	2.3
9. Outdoor Junior Playing Fields	2.7	2.6	2.2

Q. How would you rate the level of community benefit (i.e. health, wellbeing, inclusiveness and social connection) each option would provide? Answer options ranged from 1 – Terrible to 5 – Excellent. Higher averages scores equates to stronger rating for the option.

Assessing potential usage of each option moving forward, each segment will likely use option 4 and 6 regularly, again pointing towards the advantages of a facility that includes indoor options (all-year round usage) with GWMP users, understandably citing option 1 and 2 for regular use. Interestingly, this highlights the lack of support for indoor courts, parklands and outdoor playing field space – all non-pool options rated very low in comparison.

% of Regular selected	Non-pool user last 5 years	Pool users but not GWMP last summer	GWMP users last summer
1. Revitalise the existing War Memorial Pool	25%	28%	65%
2. Replace existing pool 'like for like'	19%	34%	67%
3. Multipurpose courts (Non-aquatic) facility	12%	8%	9%
4. Larger Outdoor and Indoor Aquatic Facility	34%	51%	72%
5. Multi Use Facility (Outdoor Pool and Indoor Courts)	23%	22%	41%
6. Indoor Aquatic Facility with Semi Open-Air Pool	32%	36%	56%
7. Indoor Multi Use Facility (Pool and Indoor Courts)	24%	27%	33%
8. Parkland / Open Space	19%	12%	12%
9. Outdoor Junior Playing Fields	16%	7%	8%

Q. If each option were developed, how often do you think you would visit the facility? Answer options were never, sometimes and regularly.

The survey also asked respondents how much they are willing to pay, as an annual amount in addition to their rates, to have each option come to fruition (asked of rate payers only). This is another way to establish preferences in an amount that is meaningful to everyone whilst also provides a sense of the willingness of the community to contribute towards maintaining a new facility moving forward. This helps to differentiate options that might be “nice to have” but I would not be willing to pay for it versus a “must have” and I am willing to pay more for it providing a more sensitive measure of preference.

On average, non-pool users and pool users who did not use the GWMP would both pay approximately \$30 each year for option 4 and 6 in addition to their current rates. This willingness to pay for non-pool users is reasonably distinct for these two options whilst option 1, 2, 4 and 6 all are within range of \$30 each year.

Amongst GWMP users, the willingness to pay was much greater with option 1, 2, and 4 with a range between \$65 to \$76 each year and option 6 behind these options with \$53.

Willingness to Pay for Each Option	Non-pool user last 5 years	Pool users but not GWMP last summer	GWMP users last summer
1. Revitalise the existing War Memorial Pool	\$23.47	\$30.71	\$65.71
2. Replace existing pool 'like for like'	\$22.16	\$26.97	\$68.67
3. Multipurpose courts (Non-aquatic) facility	\$8.51	\$12.95	\$17.27
4. Larger Outdoor and Indoor Aquatic Facility	\$28.99	\$31.21	\$76.20
5. Multi Use Facility (Outdoor Pool and Indoor Courts)	\$22.05	\$18.89	\$46.88
6. Indoor Aquatic Facility with Semi Open-Air Pool	\$31.75	\$28.53	\$53.42
7. Indoor Multi Use Facility (Pool and Indoor Courts)	\$24.38	\$20.79	\$39.60
8. Parkland / Open Space	\$12.09	\$9.67	\$15.32
9. Outdoor Junior Playing Fields	\$4.83	\$4.51	\$13.31

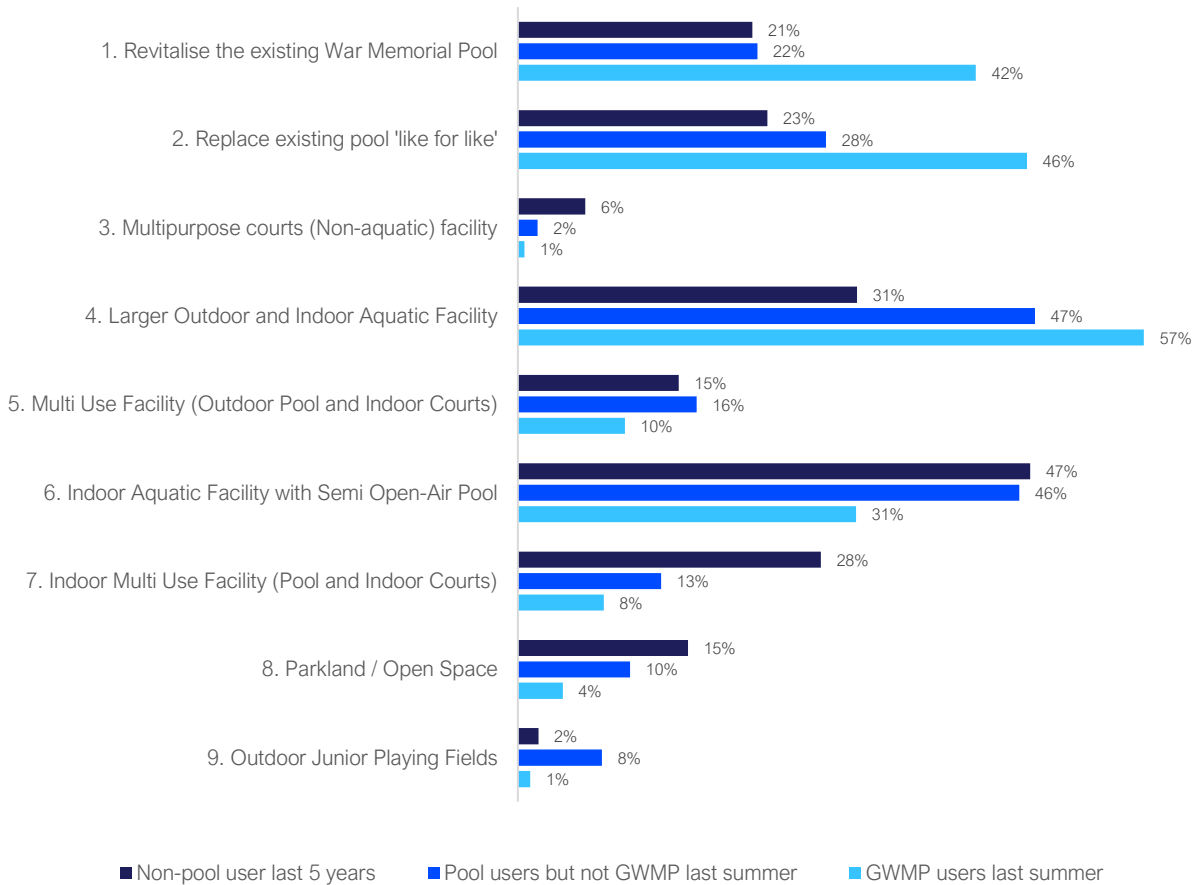
*Q. How much would you be willing to pay in addition to your current council rates to have the facility available? i.e. this would be a permanent annual addition moving forward, not a once off payment. Asked of rate payers only. Answer options ranged from \$0 to \$500 with an option for more than \$500.*

Asking which two options to progress forward, options 4 and 6 have received the strongest support to carry forward across all segments. What is notable about these options is their indoor component to drive all-year usage as a key differentiator without sacrificing a 50m pool.

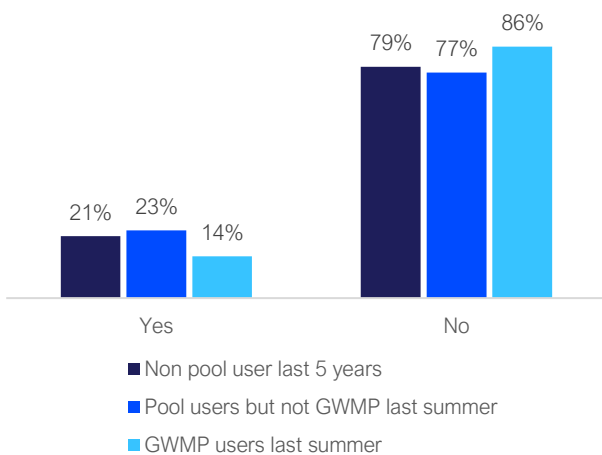
Options 1 and 2 also received strong support, whilst option 7 received strong support from non-pool users that retains a pool, however brings an increased multipurpose focus beyond an aquatic facility, albeit sacrificing the 50m pool.

Suggestions for other options were captured as part of this process and centred around particular features that assisted MI to ensure the shortlist of options considers specific needs of the community outlined below.

Which two options would you most like to be investigated further?



Do you have another suggestion that you would like to make as an option for the site?



### Key Insights

Most respondents across all segments did not have any other suggestions, however those that did make suggestions centred around components of the facility. Of those that made suggestions, 75% prefer their ideas – usually indicating strong support for specific items that a facility needs to include.

Suggestions below:

- making sure it is Olympic sized.
- water polo compliant.
- making sure the site remains as a pool site.
- diving facilities, both spring board and scuba.
- water slides.
- hydrotherapy and rehabilitation centre.
- optimised for people with disability.
- accessible memberships for the wider community.
- indoor courts for netball, basketball, futsal
- multi storey car park.

### 3.1.2.5 Glenorchy Community Insights Summary

General community engagement highlighted the importance of a variety of elements that centre around a pool first facility. However, there are some elements that somewhat compete between the desire for a 50m outdoor (requiring closure during winter) and a desire for all-year round usage requiring indoor infrastructure.

Whilst there is a clear indication of having a pool facility, this presents complexities on how the aquatic will be curated and designed - highlighting the value of community engagement to refine elements of each option. This needs to be conducted with open communication and a view to retain what makes the GWMP important to the Glenorchy community identity whilst taking the opportunity to think long-term and maximising the benefits of the pool moving forward.

Also noted was support for a broadened multipurpose facility that may include courts, however remaining a pool first facility.

These insights have been incorporated to inform options moving forward.

## 3.2 Stakeholders

A number of stakeholders were engaged as part of the consultation phase. This included KGV neighbouring tenants, aquatic and pool operators and other key interest groups including the Glenorchy Historical Society, Water Polo Australia and Greater Hobart Strategic Partnership. The insights of that engagement have been captured by group below.

### 3.2.1 Summary of Aquatic / Pool Operator Insights

Theme	Insight
Poor quality facilities driving low historic utilisation of the Glenorchy pool	<p>There is belief that the GWMP was significantly underutilised before its closure due to facilities not meeting the modern needs of pool users, including:</p> <ul style="list-style-type: none"> <li>• Inconsistent water temperature. Even in the summer months, the pool was considered too cold for recreational swimming and learn to swim programs</li> <li>• Poor changeroom facilities that do not meet modern standards</li> <li>• Issues with the stadium seating which impacted GWMP's ability to host school carnivals and events</li> <li>• Inability to attract local clubs and coaches to facilitate squad swimming</li> <li>• Old and tired waterslide and open areas for socialising</li> </ul>
The closure of Glenorchy pool has had little impact on the demand for other greater Hobart aquatic facilities	<p>Since the closure of GWMP, HAC have only experienced a slight uptick in pool usage, however this has also coincided with the temporary closure of YMCA Clarence in the most recent summer.</p> <p>HAC and Friends Fitness did receive an increase in school carnivals which they were not always able to accommodate.</p>
High operating and asset costs impacting on the viability of aquatic facilities in Hobart	All aquatic facilities in greater Hobart (and most likely nationally) see operating deficits due to high ongoing asset / infrastructure cost (i.e. plant replacement) and changing compliance and safety requirements.
Success of the redevelopment of	It was noted that Devenport is a good case study to demonstrate that a redevelopment of an older single purpose aquatic facility with new facilities that attract multiple user groups

Devenport aquatic facility proves the right facilities to meet demand can drive utilisation	can drive a significant uplift in utilisation. Devenport has a population 30,000 people (versus Glenorchy 55,000 population) and is currently seeing 20,000 users per month (includes gym users).
Strong demand identified in hydrotherapy and learn-to-swim activities require an indoor warm water space	<p>Pool operators identified a number of key user groups where they believe there is unmet demand in greater Hobart including:</p> <ul style="list-style-type: none"> <li>• Aqua classes</li> <li>• Rehab / Hydrotherapy / Disability access</li> <li>• Learn-to-swim (2 types - School programs and parents)</li> </ul> <p>These activities are also considered most commercially viable activities</p>
Mixed opinion on the demand for an outdoor 50m pool	<p>It was noted that an outdoor pool gives point of difference, however there are questions on whether there will be enough recreation and lap swimmers (least commercially viable user group) to justify the demand. Most commentary has been that if there is only one pool to be developed at the GWMP site, it should be indoors to drive all year-round usage.</p> <p>There does appear to be demand for school carnivals based on the feedback regarding the increased enquiries at other facilities when GWMP closed, while squad swimming demand will be dependent on the recruitment of coaches.</p>
Ancillary facilities should be considered to assist in the viability of the facility	<p>Health club / gym memberships are typically used to offset costs to run aquatic facilities, however it should be noted that demand for gym memberships have dropped in recent years due to the rising cost of living and newly popular home gym options.</p> <p>Cafés in community facilities like HAC do well and should be considered to drive activation and commercial activity in the precinct.</p> <p>There was also mixed feedback on the demand and need for indoor courts within the precinct. YMCA Glenorchy Centre is located next door and is believed to be underutilised. This facility will be undertaking a redevelopment in 2024 and will be available for the wider community.</p>

### 3.2.2 Summary of Precinct Neighbour Insights

Theme	Insight
KGV Precinct tenants supportive of a new multi-purpose facility at the existing GWMP site that drives community and commercial outcomes and activity	<p>KGV Precinct neighbours believe the facility should be a boutique aquatic facility with additional features to meet demand, including:</p> <ul style="list-style-type: none"> <li>• Hydrotherapy program pools (hot and cold) to cater for rehab user groups (i.e. less mobile, injured and sporting clubs in the area)</li> <li>• Multi-purpose indoor facility where there will be all year-round demand for training use from multiple sports</li> <li>• Additional commercial offerings such as a café</li> </ul>

### 3.2.3 Summary of Other Key Interest Groups Insights

Theme	Insight
The Glenorchy pool has a strong historical connection with the local area	<p>GWMP was an important community facility since its inception. The facility used to be well run with high usage when open. This included hosting swimming events and championships that included main land swimmers such as Australian Olympic legend Hailey Lewis. The majority of local schools used the facility for carnivals and it had strong</p>

	learn to swim program membership. Unfortunately, utilisation started to decline in 2013/14 as facilities became aged and run down.
Modest facility meeting the needs of multiple user groups is required	<p>Although it is a facility for the local community, the project will need support from other forms of government (capital and operational) for it to be successful.</p> <p>Therefore, due to the limited government funding landscape in Tasmania, and that it will be competing against major projects across greater Hobart, a new facility will need to be a modest, aligning with the broader needs of greater Hobart (e.g. therapy/recovery program pools, learn-to-swim facilities, Water Polo needs etc.)</p>

### 3.2.4 Stakeholder Insights Summary

The stakeholder consultation highlighted the importance of developing a facility that meets the broader needs of the community and believe a like for like facility is unlikely to drive utilisation and commercial outcomes to warrant the significant capital and operational outlay that would be required.

Strong demand has been identified in hydrotherapy, rehab, aquarobics, learn to swim programs, school carnivals, and indoor non-aquatic facilities demonstrating the needs for a fit for purpose multi-facility development. There is also a need to offset operating costs with dry commercial areas such as gym facilities and cafes which will also drive activity to the wider precinct.

## 3.3 Schools

MI invited 24 schools across the Glenorchy region and achieved 10 unique school responses representing a strong response rate of 42%. To ensure each school were aware of and had a reasonable chance to provide feedback via the survey, MI called each school that had not yet completed the survey to both verify receipt and encourage response. In the event of incorrect email addresses, the survey was re-issued to the correct address.

Results are unweighted and if multiple responses were received from one school, feedback was retained from the most relevant respondent to ensure each school was provided with an equal voice.

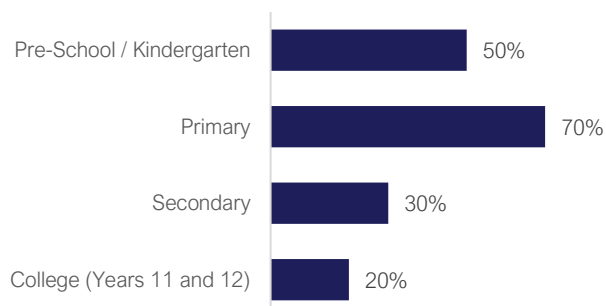
Below is a summary of results received noting that all results should be interpreted as a representation of schools that responded to the survey only.

### 3.3.1 Respondent Profile and Results

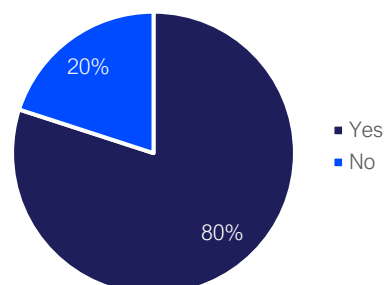
Below provides an indication of the school's profile to establish the spread of school types informing the results where school respondents presented a strong mix of child education age groups – all located in the Glenorchy City Council area.

80% of schools responding to the survey visited an aquatic facility in the last 5 years with the 20% that have not used a pool citing no transport availability (i.e. buses etc) and costs (not affordable) as the main reasons reiterating the increased distance as a significant barrier for local schools to engage in swimming.

What level of education does your school provide?  
Multiple options can be selected



Has your school ever visited the Glenorchy War Memorial Pool or any other community aquatic facility in the Greater Hobart region in the last 5 years?



Of pool users in the last 5 years, one school did not visit the GWMP in the last summer of operation (between October 2022 and March 2023) with the main reason cited being:

- Other pool provided better facilities
- Warmer water at other facilities
- Needed all-year round access that other facilities provided
- Needed better protection from the elements which other facilities provided

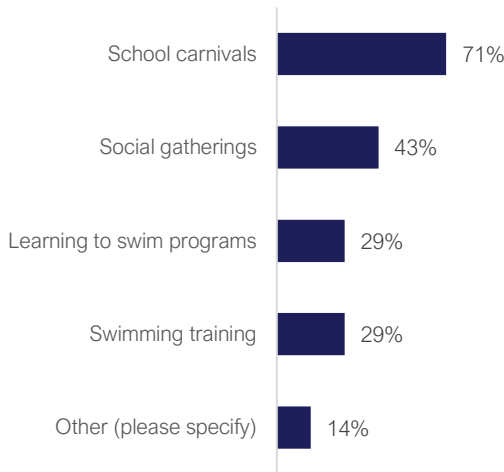
Assessing frequency of usage of pool users between October 2022 and March 2023, the GWMP was used most often, however Doone Kennedy Hobart Aquatic Centre and other private pool facilities were also used more frequently than Clarence and New Norfolk over the 6-month duration.

Aquatic Facility (Pool user only)	Never	Once a year	Once every 6 months	Once every 3 months	Once a month	Once a fortnight or more
Glenorchy War Memorial Pool	13%	13%	13%	63%	0%	0%
Doone Kennedy Hobart Aquatic Centre	38%	50%	13%	0%	0%	0%
Clarence Aquatic Centre YMCA	75%	25%	0%	0%	0%	0%
Huonville Swimming Pool	100%	0%	0%	0%	0%	0%
New Norfolk Swimming Pool	75%	25%	0%	0%	0%	0%
Other Community Pool	100%	0%	0%	0%	0%	0%
Other Private Pool	50%	38%	0%	13%	0%	0%

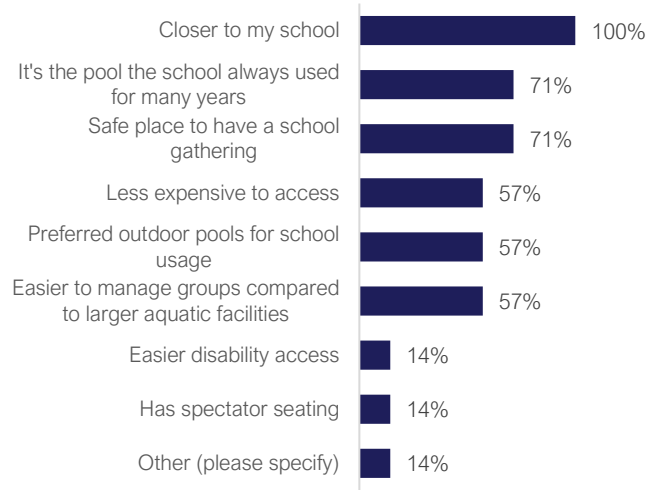
Assessing the reasons for using the GWMP amongst pool users, 71% of schools cited school carnivals highlighting the importance of an appropriately sized pool and facilities to accommodate for this activity. However, school usage also extends to other important social connection, training and teaching children to swim – both important for physical and social health.

Helping to explain why local schools no longer engage in swimming activity, close proximity, lower cost, being an outdoor facility whilst holding heritage value (a pool used for many years) was cited as key reasons for using the GWMP. Being walking distance was mentioned as an important factor for schools, particularly in the current economic environment.

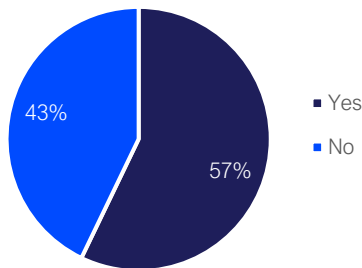
What was the purpose of your school's visit to the Glenorchy War Memorial Pool in October 2022–March 2023?



Why did your school choose to use/visit the Glenorchy War Memorial Pool over others in the area?



Since the Glenorchy War Memorial Pool closed, have you visited another community pool in the surrounding Glenorchy or Greater Hobart area?



Since the GWMP has closed, 43% of school respondents have not visited another community pool where school that have continued to engage in swimming activity have had to increase their usage of Doone Kennedy Hobart Aquatic Centre to ensure their children continue to develop swimming competency skills.

Equally important is an 80% reduction in overall pool facility visits meaning a significant cohort of students are no longer developing swimming skills as a result of the GWMP being unavailable.

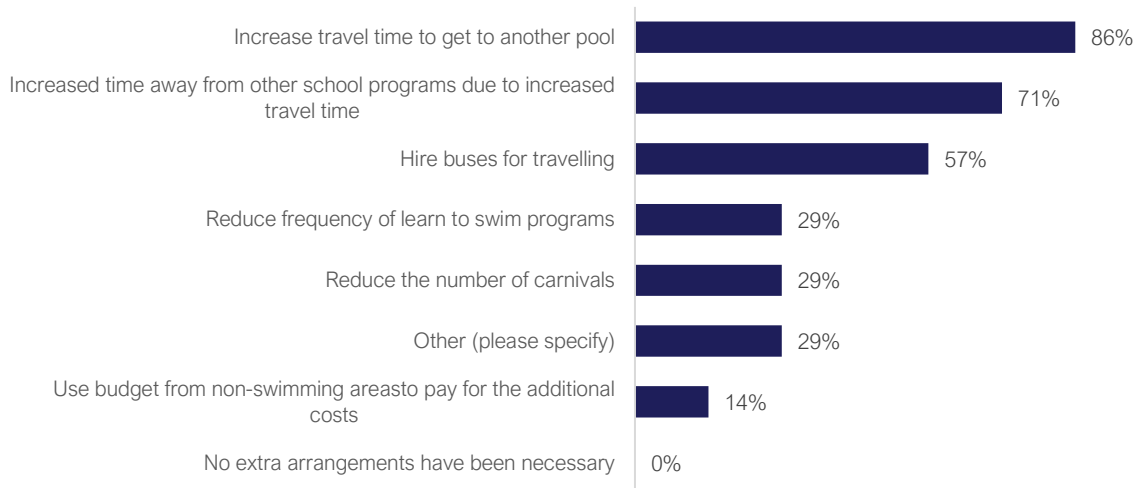
Aquatic Facility (Pool user last 5 years)	Average Days used between October 2022 and March 2023	Usage of other facilities since GWMP Closed	% Difference
Glenorchy War Memorial Pool	1.4	-	-
Doone Kennedy Hobart Aquatic Centre	0.4	0.5	33%
Clarence Aquatic Centre YMCA	0.1	0.0	-
Huonville Swimming Pool	0.0	0.0	-
New Norfolk Swimming Pool	0.1	0.0	-
Other Community Pool	0.0	0.0	-
Other Private Pool	0.4	0.0	-
<b>Total Pool Usage</b>	<b>2.5</b>	<b>0.5</b>	<b>-80%</b>

The GWMP closure has resulted in an impost with some schools reducing learn-to-swim programs and carnivals while others have experienced increased costs and travel inconveniences presenting a more challenging environment for schools to engage in swimming activity.

Notably, all pool users reported they have had to make extra arrangements (0% recorded for no extra arrangements necessary).



Since the Glenorchy War Memorial Pool closed, what kind of extra arrangements has your school had to make to ensure students can continue swim? *Asked of pool users*



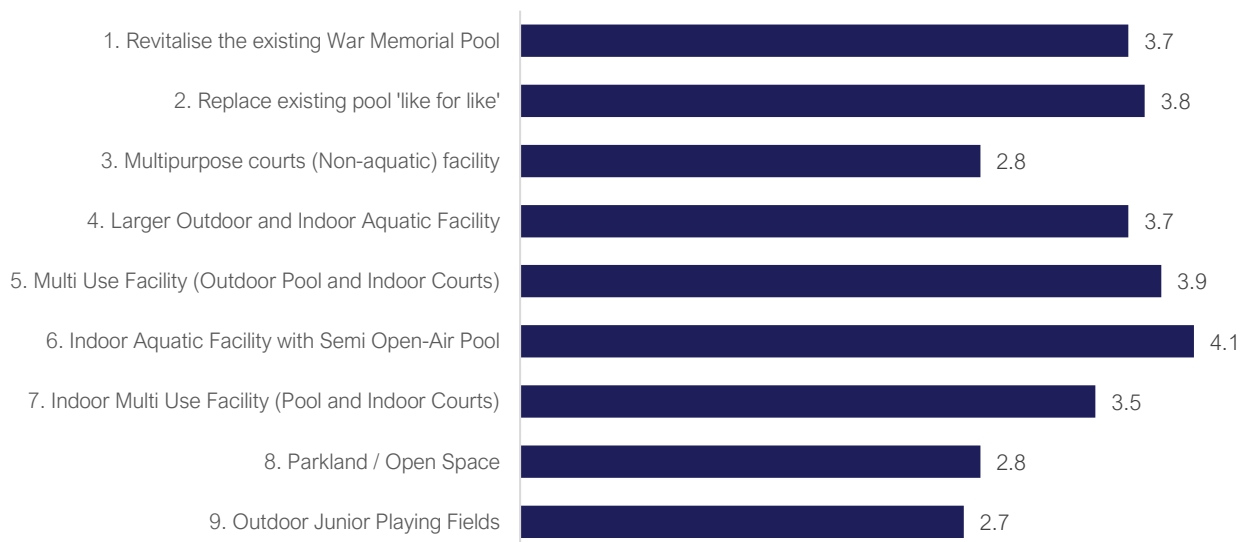
### 3.3.2 Options Assessment

In line with the general community survey, these results examine more closely how schools feel about different options to provide a sense of what is and is not important from a school's point of view. Insight comments have also considered verbatim commentary provided by schools.

Options assessed were identical to those listed in the general community survey section.

Results indicated that options 6, 5, 2, 4 and 1 were rated as delivering the most benefit to schools which are all pool first options. Interest in option 5 and 7 shows some support for a broader multipurpose facility in addition to a pool whilst non-pool options received the lowest support.

How would you rate the level of benefit to your school (i.e. physical education, health, wellbeing, inclusiveness and social connection) each option would provide?  
*Average rating from 1 - Terrible to 5 - Excellent*



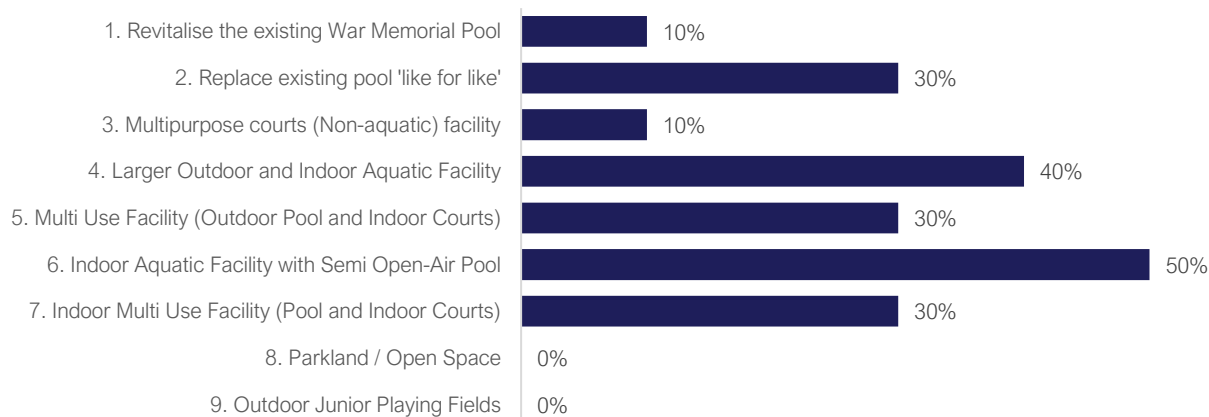
All pool options will experience a net increase in usage by schools, whilst non pool options will experience a neutral or net decrease in usage. The largest net increase in usage can be seen from option 4 to 7.

Usage compared to when it was last open	Less	Same	More	Net Increase in Usage
1. Revitalise the existing War Memorial Pool	0%	70%	30%	30%
2. Replace existing pool 'like for like'	10%	60%	30%	20%
3. Multipurpose courts (Non-aquatic) facility	40%	20%	40%	0%
4. Larger Outdoor and Indoor Aquatic Facility	0%	60%	40%	40%
5. Multi Use Facility (Outdoor Pool and Indoor Courts)	10%	40%	50%	40%
6. Indoor Aquatic Facility with Semi Open-Air Pool	10%	40%	50%	40%
7. Indoor Multi Use Facility (Pool and Indoor Courts)	10%	40%	50%	40%
8. Parkland / Open Space	50%	40%	10%	-40%
9. Outdoor Junior Playing Fields	60%	30%	10%	-50%

Q. If each option were developed, how often do you think you would visit the facility?  
 Answer options were never, sometimes and regularly.

When asked which two options to progress, Options 4 and 6 were the preferable options for schools followed by 2, 5, and 7. Option 8 and 9 received no support from schools responding to this survey.

Which two options would you most like to be investigated further?



### 3.3.3 School Insights Summary

Schools have indicated strong support for pool-first options, however it needs to consider broad usage to provide the largest benefit for children and youth. This is highlighted with strong support for option 4 and 6 that offer greater benefits and all-year round usage (indoor pools) – critical for schools that need to ensure their children are kept in safe conditions including reducing exposure to the elements.

These insights have been incorporated into shortlisting options.

## 4 Next Steps

There is a strong evidence base out of the engagement process to support pool-first options moving forward and will form the foundation of shortlisting options for assessment – concluding the initial engagement phase of this project.

Shortlisted options and their features will be heavily informed by these findings and will progress to the next stage where a range of aquatic/pool options will be assessed based on the costs and benefits to the community including the preparation of a concept plan to be included in the Business Case.

# Disclaimer

MI has prepared this report in conjunction with and relying on information provided by third parties through the engagement process. We do not imply, and it should not be construed that we have performed any audit or due diligence procedures on any of the information provided to us.

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# Thank you

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