

# Smithfield Sporting Precinct Feasibility Study

April 2010

## Demand Analysis Report

Prepared for Cairns Regional Council



*Prepared by: SGL Consulting Group in association with Woodhead International and Rider Levett Bucknall*



- **ADELAIDE**  
2a Mellor Street, West Beach,  
South Australia 5024  
Phone: +61 (0) 8 8235 0925  
Fax: +61 (0) 8 8353 1067  
Email: sa@sglgroup.net
- **BRISBANE**  
PO Box 713, Mount Gravatt  
Queensland 4122  
Phone: +61 (0) 416 235 235  
Email: queensland@sglgroup.net
- **MELBOURNE**  
Level 3, 210 Albert Road, South Melbourne,  
Victoria 3205  
Phone: +61 (0) 3 8623 2840  
Fax: +61 (0) 3 9681 3202  
Email: victoria@sglgroup.net
- **OCEAN GROVE**  
PO Box 173, Ocean Grove,  
Victoria 3226  
Phone: +61 (0) 417 536 198  
Fax: +61 (0) 3 5255 4717  
Email: mking@sglgroup.net
- **PERTH**  
19 Clayton Street, East Fremantle, WA  
Australia 6158  
Phone: +61 (0) 407 901 636  
Email: gmcneill@sglgroup.net
- **SYDNEY**  
716 Lawrence Hargrave Drive, Coledale,  
New South Wales 2515  
Phone: +61 (0) 438 341 363  
Ph/Fx: +61 (0) 2 4268 1768  
Email: kshilton@sglgroup.net

[www.sglgroup.net](http://www.sglgroup.net)

Offices also in

■ AUCKLAND ■ CHRISTCHURCH ■ WELLINGTON

## TABLE OF CONTENTS

<b>1</b>	<b>INTRODUCTION</b> .....	<b>1</b>
1.1	Background.....	1
1.2	Study Aim and Scope.....	1
1.3	Methodology.....	2
<b>2</b>	<b>SITUATION ANALYSIS</b> .....	<b>4</b>
2.1	Population ANalysis .....	4
2.1.1	2006 Census Data .....	4
2.1.2	Population Projections .....	5
2.2	Competing Facilities In Cairns.....	6
2.2.1	Indoor Sports Centres.....	6
2.2.2	Aquatic Centres.....	9
2.2.3	Health and Fitness Centres.....	10
2.2.4	New School Facilities.....	14
2.2.5	Summary .....	14
<b>3</b>	<b>MARKET RESEARCH</b> .....	<b>15</b>
3.1	Key Informant Interviews.....	15
3.1.1	Indoor Sports.....	15
3.1.2	Lessees.....	18
3.1.3	Miscellaneous.....	19
3.2	Telephone Survey .....	21
3.2.1	Use of Recreation and Sport Facilities.....	22
3.2.2	Use of Proposed Expanded Facilities at Smithfield .....	24
3.2.3	Summary .....	25
3.3	User Survey .....	26
3.3.1	Facilities and Activities.....	26
3.3.2	Health and Fitness .....	27
3.3.3	Development Issues .....	27
3.3.4	Comments .....	28
3.3.5	Summary .....	28
3.4	School Survey.....	28
3.5	Workshop.....	29
3.6	Sports Participation Rates.....	29
3.6.1	Exercise, Recreation and Sport Survey.....	29
3.6.2	Survey of Children's Participation in Cultural and Leisure Activities .....	30
<b>4</b>	<b>STRATEGIC ASSESSMENT</b> .....	<b>32</b>
4.1	Demand For Recreation Facilities.....	32
4.1.1	Overview.....	32
4.1.2	Indoor Sports.....	32
4.1.3	Gymnastics .....	32
4.1.4	Health and Fitness .....	33
4.1.5	Aquatic Facilities.....	33
4.1.6	Multipurpose Spaces.....	34
4.2	Strategic Options .....	34
4.2.1	Design.....	34
4.2.2	Management Models.....	35
4.2.3	Management Contracts .....	36



**4.3 Design Brief..... 38**  
4.3.1 Relationship of Components ..... 38  
4.3.2 Components ..... 38  
4.3.3 Staging ..... 39

**APPENDIX A: KEY INFORMANTS**

**APPENDIX B: FOCUS GROUP INVITATIONS AND ATTENDANCE**

**APPENDIX C: SCHOOLS MAILED A QUESTIONNAIRE**

**APPENDIX D: QUESTIONNAIRES**

## **1 INTRODUCTION**

This chapter introduces the report by providing background information, the study objectives and the methodology used.

### **1.1 BACKGROUND**

Cairns Regional Council was created on 15 March 2008, as a result of the State Government's merger of Cairns City and Douglas Shire Councils. The Cairns Region covers 4135 km<sup>2</sup> and extends 190 km from Bloomfield, located in Daintree National Park in the north, to Miriwinni in the south. The Cairns Region is one of the fastest growing in Australia, with more than 3 per cent annual growth. The estimated residential population at 30 June 2007 was 152,137. The region is a diverse, multicultural community, approximately 8% of the region's residents are of Aboriginal or Torres Strait Islander origin. The main community centres include Miriwinni, Babinda, Bramston Beach, Gordonvale, Edmonton, Cairns CBD, the Northern Beach suburbs, Mossman, Port Douglas, and the beachside communities of Wonga, Newell and Cooya.

Smithfield is located in the northern suburbs of Cairns. The Smithfield Sporting Precinct includes a two court sports hall, with multipurpose room, a outdoor swimming complex, incorporating a 50 metre, covered 25 metre and a free form leisure pool, and playing fields. In 2007 Council commissioned a master plan for the precinct, which was endorsed by Council in July 2007. Council also resolved to undertake "a Business Case to investigate the feasibility of the priorities of the Master Plan".

The master plan's major recommendations included:

- Two additional multipurpose indoor sports courts
- New health and fitness gym
- Arts wet activity space
- Multipurpose rooms
- Possible future space for gymnastics
- Integrated major precinct food and beverage hub
- Youth space/pulse cafe style facilities
- New program/therapy pool

The approach used to prepare this report involved an accurate estimate of demand to determine the size of major market segments. In aquatic facilities this includes lap and fitness swimming, recreation aquatic play, aquatic education and therapeutic recreation. In terms of health and fitness this requires an assessment of competition and market demand for weights based fitness, cardio suite and group fitness classes. Finally, demand for indoor sports is primarily determined by the number of teams and range of sports which are interested in using the facility.

Having estimated demand, appropriate designs and capital cost estimates have to be developed. These then provide the foundation upon which detailed management and marketing strategies will be prepared. Finally a financial model will provide valuable information on the long term financial sustainability of the proposed facilities.

### **1.2 STUDY AIM AND SCOPE**

Cairns Regional Council commissioned SGL Consulting Group, Woodhead International and

Rider Levett Bucknall to prepare three separate feasibility studies for:

- a Edmonton Indoor Multi – Purpose Centre Feasibility Study.
- b Edmonton Aquatic Precinct Facility Study.
- c Smithfield Sporting Precinct Feasibility Study.

The aim of the project is the determination of the feasibility of each of the three projects. In addition the outcomes and recommendations will provide Council with critical information for construction, facility management, capital/operational costs and asset management considerations. The feasibility studies will be used to support future funding applications for implementation.

The Feasibility Studies are required to:

- 1 Prepare three separate feasibility studies.
- 2 Review and analyse the background information and planning undertaken to date.
- 3 Prepare a comprehensive report and recommendations that determine the feasibility of each project including recommended management models.
- 4 Prepare concept plans including floor plans and elevations, including staging alternatives.
- 5 Include quantity surveyor costs.
- 6 Develop the report and recommendations by undertaking stakeholder engagement, best practice and comparison of other model/facilities.
- 7 Produce documents of a quality to support future funding applications for implementation.

This Demand Analysis Report relates to the Smithfield Sporting Precinct project.

### **1.3 METHODOLOGY**

Stages and milestones determined in the Study Brief and individual tasks to complete the feasibility studies are:

#### **STAGE 1: SITUATIONAL ANALYSIS**

##### **Milestone 1: Appointment of Contractor & Project Inception Meeting**

- 1 Project Clarification

##### **Milestone 2: Planning Analysis**

- 1 Review Reports and Studies
- 2 Project Meeting

#### **STAGE 2: CONSULTATION & DRAFT FEASIBILITY STUDY**

##### **Milestone 3: Draft Feasibility Study**

- 1 Operational Review of Existing Facilities
- 2 Key Informant Interviews
- 3 Market Research
- 4 Focus Groups
- 5 Demographic Analysis
- 6 Comparative Assessment
- 7 Industry Trends
- 8 Demand Analysis Report
- 9 Presentation to Council

**Milestone 4: Consultation On Draft Feasibility Study**

- 1 Design Brief
- 2 Concept Design
- 3 Cost Estimates
- 4 Preliminary Draft Feasibility Study
- 5 Presentation
- 6 Community Consultation

**STAGE 3: FINALISATION OF FEASIBILITY STUDY**

**Milestone 5: Final Feasibility Study**

- 1 Final Feasibility Study



## 2 SITUATION ANALYSIS

This chapter reviews the current provision of indoor sports centres and aquatic facilities servicing Edmonton, current and projected population characteristics, and a review of existing reports and documents.

### 2.1 POPULATION ANALYSIS

#### 2.1.1 2006 Census Data

An analysis of the 2006 Census has been prepared by Cairns Regional Council. Data relevant to the proposed facilities in Edmonton is summarised below.

- 1 At the time of the 2006 Census, 165,015 persons were counted in the Cairns Regional Council local government area. This figure includes overseas and domestic visitors to the region and excludes those that usually live in Cairns but were away visiting other areas. The usual resident count from the census was 137,631 persons. This includes 127,438 persons in the former Cairns City Council area and 10,193 persons in the former Douglas Shire area.
- 2 The 2007 estimated resident population was 152,103 persons. The five-year growth rate from 2002 to 2007 was 3.1 per cent. This was also the one-year growth rate from 2006 to 2007. This rate of growth is higher than the Queensland rate of 2.4 percent over the five years and 2.2 per cent over one year.
- 3 Smithfield is one of the two Cairns City regional business centres and is located approximately 15 kilometres north of Cairns CBD. It has a wide range of commercial premises including commercial and light industrial. It has a wide range of different types of residential accommodation and there is plenty of open spaces available to residents. The Cairns campus of James Cook University and associated student accommodation are located in the area. There is a very large shopping centre located in Smithfield populated by the larger national stores as well as a wide variety of food outlets, local shops and services.
- 4 Suburbs in the immediate vicinity of Smithfield, which comprise the primary catchment area for leisure facilities located in Smithfield include Trinity Beach, Trinity Park, Barron, Holloway Beach, Kewarra Beach, Yorkeys Knob and Caravonica. The total population of this northern suburbs sub region is 19,455.
- 5 The age profile for Smithfield, the northern suburbs sub region and Cairns Regional Council area is summarised in Table 2.1.

**Table 2.1: Age Profile at the 2006 Census**

	0-4 years	5-9 years	10-14 years	15-29 years	30-44 years	45-64 years	65+ years	Total
Smithfield	218	208	238	632	678	841	259	3,074
Percentage	7.1%	6.8%	7.7%	20.6%	22.1%	27.4%	8.4%	100%
Kewarra Beach	330	363	422	718	1,170	1,155	289	4,447
Percentage	7.4%	8.2%	9.5%	16.1%	26.3%	26.0%	6.5%	100%
Trinity Beach	196	269	303	787	970	1,127	319	3,971
Percentage	4.9%	6.8%	7.6%	19.8%	24.4%	28.4%	8.0%	100%
Trinity Park	55	88	80	169	240	257	42	932
Percentage	5.9%	9.5%	8.6%	18.2%	25.8%	27.6%	4.5%	100%



	0-4 years	5-9 years	10-14 years	15-29 years	30-44 years	45-64 years	65+ years	Total
Yorkeys Knob	171	164	149	550	647	733	233	2,647
Percentage	6.5%	6.2%	5.6%	20.8%	24.4%	27.7%	8.8%	100%
Barron	3	7	14	36	34	57	14	164
Percentage	1.8%	4.2%	8.5%	21.8%	20.6%	34.5%	8.5%	100%
Holloway Beach	110	132	117	396	590	710	179	2,234
Percentage	4.9%	5.9%	5.2%	17.7%	26.4%	31.8%	8.0%	100%
Caravonica	139	168	177	331	506	541	124	1,986
Percentage	7.0%	8.5%	8.9%	16.7%	25.5%	27.2%	6.2%	100%
Region Total	1,222	1,399	1,500	3,619	4,835	5,421	1,459	19,455
% of Cairns	12.4%	14.2%	14.6%	13.3%	14.3%	15.8%	11.8%	14.1%
% of Region	6.3%	7.2%	7.7%	18.6%	24.9%	27.9%	7.5%	100.0%
Cairns	9,885	9,874	10,270	27,133	33,756	34,381	12,337	137,636
Percentage	7.2%	7.2%	7.5%	19.7%	24.5%	25.0%	9.0%	100.0%

This table indicates that:

- Total population of the southern suburbs sub region is 19,455, or 19% of the Cairns Regional Council population.
- The northern suburbs sub region has a slightly older age profile than the Cairns Regional Council population. It has a lower percentage of people aged under 30 years than for Cairns, and a larger proportion of people aged over 30 years.
- Suburbs to the immediately to the north and east of Smithfield, have a large majority of the population in the sub region.

Table 2.2 summarises individual weekly income for the individual suburbs in the northern suburbs sub region and for Cairns Regional Council area. The major point from this data is that individual incomes in the northern suburbs sub region are slightly higher than for Cairns. Hence pricing is less likely to be a potential barrier to participation for many families, although pricing will have an impact on some families.

**Table 2.2: Individual Weekly Income at the 2006 Census**

	Income <\$1	\$1 to \$249	\$250 to \$599	\$600 to \$999	\$1000 to \$1599	\$1600 or more	Income not stated
Smithfield	5.9%	18.5%	28.2%	21.0%	13.9%	3.9%	8.7%
Kewarra Beach	6.5%	15.0%	26.8%	23.8%	13.9%	6.0%	8.1%
Trinity Beach	5.8%	14.8%	27.2%	21.6%	13.8%	5.0%	11.9%
Trinity Park	4.5%	19.0%	30.0%	22.6%	9.8%	3.0%	11.2%
Yorkeys Knob	5.4%	15.4%	30.3%	25.2%	12.9%	3.2%	7.5%
Barron	5.0%	13.5%	31.2%	19.9%	12.1%	8.5%	9.9%
Holloway Beach	5.2%	15.0%	30.1%	24.1%	12.3%	3.4%	9.9%
Caravonica	5.6%	16.9%	29.1%	21.7%	14.9%	3.4%	8.5%
Region	5.5%	16.0%	29.1%	22.5%	13.0%	4.6%	9.5%
Cairns	5.4%	16.2%	28.3%	22.2%	12.0%	4.1%	11.8%

### 2.1.2 Population Projections

Population projections have been prepared by the Department of Infrastructure and Planning for each Statistical Local Area (SLA) in Queensland. The main catchment area for

the Smithfield Sporting Precinct is incorporated within the Barron and Northern Suburbs SLAs. Tables 2.1 summarises the “medium series” projected population growth in this area for the twenty five years to 2031. It clearly shows a large increase over the next 25 years from 37,865 to 59,856, an increase of 21,991 or 58%.

**Table 2.1 Projected Population Growth in Southern Cairns**

	Estimated Resident Population	Projected Resident Population				
	2006	2011	2016	2021	2026	2031
Cairns (C) - Barron	21,514	25,412	29,061	31,520	32,795	33,337
Cairns (C) - Northern Suburbs	16,351	20,636	22,663	23,765	25,008	26,519

Given this substantial population increase, an increase in the provision of leisure facilities will be required to service the new population. A town centre has been planned for Smithfield, south of the Smithfield Sporting Precinct. Consequently, it is appropriate to develop leisure facilities close to, or within the regional centre to accommodate the current and future population.

## 2.2 COMPETING FACILITIES IN CAIRNS

Cairns has a number of aquatic, health and fitness and indoor sports facilities which will directly or indirectly compete with the proposed facilities in Smithfield. Only facilities which are either in, or are likely to attract participants from, the major catchment area of the Smithfield Sporting Precinct have been included. Basic information regarding each facility is summarised.

### 2.2.1 Indoor Sports Centres

#### 1 Bendigo Bank Cairns Basketball Centre

- **Location:** Aumuller Street, Manunda
- **Facilities:** Four court, air conditioned basketball stadium
- **Pricing structure:** Junior team fees are either \$150 or \$165 per season depending upon age. Senior team fees are \$240 per season including registration and team fees.
- **Programs and competitions conducted:** Two seasons are conducted each year for both seniors and juniors, in addition to representative team competitions.
- **Community access and availability:** Courts are primarily for basketball conducted under the auspice of Basketball Cairns, although other activities are conducted if courts space is available.
- **Management:** Centre is owned by Cairns regional Council and managed by Cairns Basketball.

#### 2 Cairns Youth Centre

- **Location:** 129 Mulgrave Road, Westcourt
- **Facilities:** 50+ years old, one court indoor stadium (marked for volleyball and badminton); no air conditioning.

- **Pricing structure:** \$30/hour for the court; Volleyball - \$38 Qld Volleyball Association affiliation fees; \$5/game (of which \$2 goes to the Cairns Volleyball Association).
- **Programs and competitions conducted:** Volleyball; badminton; martial arts. Used seven nights per week but underutilised during the day (does get periodical use by up to three schools in the area).
- **Community access and availability:** Fee for service.
- **Management strategy:** Lease arrangement with Council.
- **Maintenance responsibility:** Minor maintenance (Cairns Youth Centre Committee); major maintenance (Council), although according to Brian Geck (Coordinator), the Committee has been responsible for all costs associated with the facility.

### 3 Cairns PCYC (details taken from the web site)

- **Location:** McNamara Street, Manunda
- **Facilities:** 1.5 million dollar building at Edge Hill which includes: - a boxing ring;
- **Pricing structure:**
  - ▶ Membership fees (annual): Child = \$16.50; Adult = \$27.50; Family = \$55.00; Senior = \$5.50
  - ▶ Gymnastics = \$7/session
  - ▶ Tae Kwon Do = \$5/session
  - ▶ Boxing = \$7/session
  - ▶ Capoeira = \$5/session
  - ▶ Brazilian Jiu Jitsu = \$7/session or \$60/month
  - ▶ Breakdancing = \$2/session
- **Programs and competitions conducted:** gymnastics, Tae Kwon Do; boxing, Capoeira; Brazilian Jiu Jitsu; breakdancing; after school care, vacation care
- **Community access and availability:** via membership fees, plus additional fees for each activity e.g. gymnastics. You must be a member to participate in any of the activities.
- **Management:** Centre is owned by the Queensland Police Citizens Youth Welfare Association (which works in conjunction with the Queensland Police Department). Queensland Police Force supplies a police officer (at the level of Sergeant) to the facility with other staff paid for through the club's budget.

### 4 Cairns Recreation Centre (established in 2000)

- **Location:** 44 Behan Street, Manunda
- **Facilities:** Indoor skating rink; it also has one of the only outdoor banked speed skate tracks of competitive standards in the country; four indoor soccer areas; four indoor volleyball courts; European handball court; largest indoor rebound soccer field in North Queensland; function room (for small conferences, meetings and staff training); canteen that is equipped to provide hot snacks, confectionary, hot and cold refreshments and is able to offer a catering service to meet most needs; outside barbecue area with ample seating; the Centre provides a PA and sound system, night club lighting and effects; 100 vehicle car park suitable for buses; 24 hour security; the Centre is available for live bands, trade shows, conferences, corporate events, and indoor sports competitions, team building events, weddings and private parties; equipped with a 200 seat

grandstand, 100 seat cafeteria, and capacity for 1500 people standing or 1000 people seated in the multipurpose hall; the outdoor area has the capacity to fit 4000 people for trade shows, outdoor bands and entertainment or for a multitude of other uses. About to install an indoor and outdoor rock climbing wall and an Internet Café/gaming room aimed at the children.

- **Pricing structure:** No memberships or sign up fees; general skating sessions = \$8 entry + \$3 skate hire; boot camp = \$10/class or \$12/week (all classes); personal training – 1 person = \$45/hr or 2 – 5 people = \$40/hr; fitness assessment and program design = \$95; kids boot camp = \$7/visit.
- **Programs and competitions conducted:** group fitness sessions; personal training; fitness testing; boot camp; Pilates; indoor sports competitions; martial arts; team building events; vacation care; indoor hockey, inline hockey, indoor and outdoor speed skating; artistic skating; remote control car racing; badminton; indoor archery; school holiday programs; weight loss programs; over 50's programs.
- **Community access and availability:** Open to all members of the community on a fee for service basis.
- **Secondary expenditure from bar and kiosk/café:** Reasonable although the canteen is small. Outside caterers are brought in for major events/functions.
- **Management:** Locally owned family business – leased from the Rollersports Association (Council owned facility) for the last three years (facility reverts back to Council in 2026).
- **Maintenance responsibility:** Lessee – minor maintenance and Council – major maintenance/improvements.
- **Condition of the asset:** “Reasonable” (according to the Manager) but doesn't have air conditioning which limits the patronage.
- **What affect would a new indoor recreation centre and/or aquatic precinct have on your facility?** Large impact if skating and rock climbing were activities planned for the new centre. The Manager also conducts team building events throughout the Cairns Region and would be interested in any “spin off” activities associated with the new facility.

## 5 Cairns Indoor Sports Centre – “Sharkcage”

- **Location:** 164 Mayers Street, Manunda
- **Facilities:** Six courts - four indoor hard courts and 2 beach volleyball courts; two fully licensed bar areas and BBQ facilities.
- **Pricing structure:**
  - ▶ Cricket: \$65 (Team Registration – TR); \$96 (Game Fee – GF)
  - ▶ Netball: \$65 (TR); \$70 (GF)
  - ▶ Beach volleyball (6-4-3-2): \$65 – 50 – 40 – 20 (TR); \$54 – 40 – 30 – 20 (GF)
  - ▶ Soccer: \$50 TR); \$60 GF)
  - ▶ Dodgeball: \$65 (TR); \$54 (GF)
  - ▶ Beach cricket: \$40 (GF)
- **Programs and competitions conducted:** indoor cricket; netball; soccer; Dodgeball; beach volleyball; Boot Camp; children's parties; social bookings and functions.
- **Community access and availability:** No barriers to community access; fee for

service.

- **Secondary expenditure from bar and kiosk/café:** Would not provide the detail.
- **Management:** Leased by a family company (six years to date).
- **Maintenance responsibility:** Owner of the facility.
- **Condition of the asset:** 20+ years old and in "reasonable" condition according to the Manager.
- **What affect would a new indoor recreation centre and/or aquatic precinct have on your facility?** Manager was quite concerned at the thought of a competing indoor centre if it was to conduct similar activities. This facility is approximately 20 minutes from the Edmonton site.

## 6 Redlynch Futsal Stadium

The facility is due for completion in June/July 2010 and will have four indoor futsal courts. It is also proposed to be used by Cairns Netball.

The level of use for both futsal and netball has not been determined, although it will be the home of Northern Australia Futsal Association, a commercially based competition.

## 7 Barron Valley Gymnastics Club

Based at its home base in Magazine Street, Stratford, the club has a fully equipped, and permanently set up, gymnastics hall, including pit.

The club offers a comprehensive range of gymnastics programs including recreational gymnastics, kinder gym, levels gymnastics for boys and girls and an elite gymnastics program.

### 2.2.2 Aquatic Centres

#### 1 Paradise Palms Resort and Country Club

- **Location:** Paradise Palms Drive, Kewarra Beach
- **Facilities:** Outdoor pool (25m x 5 lanes); fitness centre (will have community access) and day spa to open in the future.
- **Pricing structure:** \$160/term for the swim club.
- **Secondary expenditure from bar and kiosk/café:** Details not provided – café is part of the resort and available to swim club members.
- **Management:** Leased by the C-Me Swim School (currently in the first 12 months) – open ended lease arrangement.
- **Maintenance responsibility:** The Resort.
- **Condition of the asset:** Good – has undergone a major renovation.
- **What affect would a new indoor recreation centre and/or aquatic precinct have on your facility?** None due to the proximity of the resort.

#### 2 Waterwise Aquatic Centre

- **Location:** 151 Harvey Rd, Redlynch

- **Facilities:** Outdoor pool (10m x 6m).
- **Pricing structure:** Would not divulge.
- **Programs and competitions conducted:** Learn to swim; stroke development; water familiarization.
- **Community access and availability:** Fee for service – fees paid up front.
- **Secondary expenditure from bar and kiosk/café:** No café.
- **Management strategy:** Owner operated.
- **Maintenance responsibility:** Owner.
- **Condition of the asset:** 11 years old – in good condition.
- **What affect would a new indoor recreation centre and/or aquatic precinct have on your facility?** Yes – if the same type of programs were conducted.

### 2.2.3 Health and Fitness Centres

#### 1 Sportsworld Fitness Centre

- **Location:** Corner of Birch and Gatton Streets, Cairns
- **Facilities:** gymnasium - two separate areas with free weights (one exclusively for women) and a room with cardio equipment; stretching area; boxing studio; large group fitness hall; 25m outdoor pool; sauna; spa; childcare facilities; café (recently renovated and enlarged).
- **Pricing structure:** \$12.95/wk (no lock in contract); annual membership - \$600/annum; child care - \$1.50/child (1st hour & 50 cents per half hour thereafter); boxing & squash (not keen to talk about individual costs); pennants (\$25/season + court hire)
- **Programs and competitions conducted:** Group fitness (wet and dry e.g. RPM); weights programs; boxing; squash.
- **Community access and availability:** Fee for service.
- **Secondary expenditure from bar and kiosk/café:** No figures given – expanded café has seen increased interest and usage.
- **Management:** Leased from a private owner; 10 year lease with a 10 year option.
- **Maintenance responsibility:** Lessee.
- **Condition of the asset:** Over 20 years old but in good condition.
- **What affect would a new indoor recreation centre and/or aquatic precinct have on your facility?** Not a great deal due to Sportsworld's location. The Manager was keen to express an interest in the management rights to the proposed fitness centre including a willingness to complete the fit out.

#### 2 Coast Fitness at Trinity

- **Location:** 17 Cayley Street, Trinity Beach.
- **Facilities:** Fully air-conditioned with user-friendly fitness equipment (cardiovascular

and resistance), changing rooms, showers/sauna, swimming pool (backyard pool dimensions) and a squash court.

- **Pricing structure:** \$12/casual visit; \$495/annum for a membership.
- **Programs and competitions conducted:** general weights programs, personal training, yoga and pilates classes, group exercises, boxing circuit, boot camp, Mother's Club.
- **Community access and availability:** Fee for service.
- **Secondary expenditure from bar and kiosk/café:** No café.
- **Management strategy:** Owner operator (through a family trust arrangement).
- **Maintenance responsibility:** Owner.
- **Condition of the asset:** Building is 30+ years old – has undergone a major renovation in 2005 and is in reasonable condition.
- **What affect would a new indoor recreation centre and/or aquatic precinct have on your facility?** Quite an impact if fitness facilities were upgraded at the Smithfield development.

### 3 Genesis Fitness Cairns

- **Location:** 113 Lake St, Cairns
- **Facilities:** Fully equipped cardio studio; Free weights; Pin Loaded weights; Group Exercise Studio; Cycle Studio; Child minding facilities; Fully equipped change rooms; Ladies only areas; Members Lounge; Wireless Internet; Fully Air-conditioned; Free to air & pay TV entertainment; Nautilus Expressway.
- **Pricing structure:** Varies a great deal – Off peak membership (8.30am – 3.30pm) = \$11.50/week (direct debit system), through to personal training packages = \$100+/week.
- **Programs and competitions conducted:** Freestyle classes; Cycle classes; Les mills classes; Qualified Personal Trainers; Group Training Programs; Massage and beauty therapy; Kids Programs; Active Adults program.
- **Community access and availability:** Fee for service.
- **Secondary expenditure from bar and kiosk/café:** No cafes.
- **Management strategy:** Franchise operation - lessee.
- **Maintenance responsibility:** Lessor for major maintenance; lessee for equipment maintenance.
- **Condition of the asset:** Good.
- **What affect would a new indoor recreation centre and/or aquatic precinct have on your facility?** Very little.

### 4 Rydges Esplanade Resort Cairns Health Club

- **Location:** Corner The Esplanade & Kerwin Streets Cairns.
- **Facilities:** Cardio equipment; full setup of MAXIM machine weights; extensive range of free weights; outdoor area dedicated exclusively to boxing; outdoor



heated pool (20m x 5m – free form) with a sauna and spa; two tennis courts and aerobics centre. child minding facilities.

- **Pricing structure:** Fee for service – annual membership = \$550; Seniors = \$495; Casual = \$15.
- **Programs and competitions conducted:** Group fitness classes e.g. Body Pump; Aqua Aerobics; Tai Chi; Pilates; traditional style Yoga classes; Boxing circuit; Strength and Cardio circuits; Boot Camp, tennis coaching; massage therapist.
- **Community access and availability:** Fee for service.
- **Secondary expenditure from bar and kiosk/café:** No café.
- **Management strategy:** Owner operated (Rydges Group).
- **Maintenance responsibility:** Owner.
- **Condition of the asset:** Building = 20 years old; pool – good working order.
- **What affect would a new indoor recreation centre and/or aquatic precinct have on your facility?** None.

## 5 Max Energy Fitness

- **Location:** Shop 38 Campus Village Shopping Centre, Smithfield
- **Facilities:** Air conditioned fitness studio that includes: treadmills, spin bikes, recumbent bikes, mini trampoline, elliptical, weights, boxing bags and gear, resistance training machines, flat screen TVs, undercover parking.
- **Pricing structure:** Casual = \$15; Membership fee = \$15.40/week (direct debit) through to \$699/annum.
- **Programs and competitions conducted:** Personal Training, Pilates, Kickboxing, Spin Cycle, and Corporate Sessions.
- **Community access and availability:** Fee for service + corporate training options.
- **Secondary expenditure from bar and kiosk/café:** No café.
- **Management strategy:** Owner operated.
- **Maintenance responsibility:** Owner.
- **Condition of the asset:** 10+ years old – good condition.
- **What affect would a new indoor recreation centre and/or aquatic precinct have on your facility?** Very much so – already two other fitness facilities in close proximity.

## 6 Active Health Clubs (four clubs in Cairns)

- **Location:** 219 Sheridan Street, Cairns; 76 McLeod Street, Cairns (women only); 159 Pease Street, Edge Hill; 9 Maisel Close, Smithfield (approximately 2 kms from Marlin Coast Recreation Centre).
- **Facilities:** Cardio equipment; free weights; pin loaded equipment, Child care facilities; group fitness studios – they range in size from 550m<sup>2</sup> (Smithfield) to 1,250m<sup>2</sup>.

- **Pricing structure:** Casual = \$15; 10 passes = \$120; Full paid membership = \$500/annum; direct debit options (for full year memberships) range from \$520 - \$720.
- **Programs and competitions conducted:** circuit training; group fitness options e.g. Body Pump; personal training.
- **Community access and availability:** Fee for service.
- **Secondary expenditure from bar and kiosk/café:** No cafes.
- **Management strategy:** All facilities are leased.
- **Maintenance responsibility:** Lessor for major maintenance.
- **Condition of the asset:** All in reasonable condition.
- **What affect would a new indoor recreation centre and/or aquatic precinct have on your facility?** Major impact re: the Smithfield development.

**7 Curves Health Clubs (Three clubs in Cairns - for women only)**

- **Location:** 48 – 66 Johanna Street, Trinity Park (located within the Bwell Oasis Lifestyle & Wellbeing Centre); 209 Aumuller Street, Bungalow (5 minutes from CBD); Shop 16, Centenary Shopping Village, Bentley Park (20 minutes south of Cairns).
- **Facilities:** Trinity Park - Part of a Balinese themed lifestyle & wellbeing complex – no air conditioning i.e. open air as per the style in Bali; hydraulic equipment for circuit training; the other two clubs are the more traditional style buildings with air conditioning (these two clubs are currently for sale).
- **Pricing structure:** Direct debit - \$59/month; annual membership (paid up front) = \$637.
- **Programs and competitions conducted:** Circuit training (30 minute workout).
- **Community access and availability:** Fee for service.
- **Secondary expenditure from bar and kiosk/café:** No café.
- **Management strategy:** Lease arrangement.
- **Maintenance responsibility:** Major maintenance – Lessor.
- **Condition of the asset:** Excellent – only four years old.
- **What affect would a new indoor recreation centre and/or aquatic precinct have on your facility?** Quite an impact for the Trinity Park facility (Smithfield) and the Bentley Park facility (Edmonton).

**8 Contours Smithfield (women only)**

- **Location:** Shop 64, Smithfield Cntr, Smithfield
- **Facilities:** Air conditioning; change rooms; conditioning machines.
- **Programs and competitions conducted:** Circuit training; weight loss programs; nutrition programs.
- **Community access and availability:** Fee for service.

- **Management strategy:** Franchise operation.

#### **9 Cairns Future Fitness**

- **Location:** 53 Anderson Street, Manunda
- Obtained telephone number but it appears the business is no longer in operation i.e. the number would not connect.

#### **2.2.4 New School Facilities**

Federal Government funding has been provided for multipurpose halls at the following schools in the Smithfield catchment area:

- |                              |                                                                                                                                      |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Caravonica State School –    | extension of existing covered outdoor learning area, not ideal for community sport                                                   |
| Trinity Beach State School – | full size indoor sports court, available for community use, with rubber backed vinyl flooring – will be completed by end of May 2010 |
| Whitfield State School -     | Existing covered “sports shed” has been enclosed with rubber backed vinyl flooring – used by community netball                       |

The Trinity Beach facility is likely to impact on the demand for indoor sports courts at Marlin Coast Recreation Centre. Whilst Marlin Coast Recreation Centre will be attractive for community based competitions. Trinity Beach will be able to cater for basketball and netball training and competitions for less popular sports, such as volleyball. A key issue will be the accessibility, in other words, whether the facility is required for school functions on a regular basis. The other two facilities are not expected to have an impact on demand for additional sports courts at Marlin Coast Recreation Centre.

#### **2.2.5 Summary**

No direct competition currently exists for indoor sports, although a four court futsal sports centre is being constructed in Redlynch. This new facility, if promoted as a multipurpose facility is likely to have a direct impact in the Marlin Coast Recreation Centre. Development of multipurpose halls in three primary schools is not expected to affect demand for sports hall competition space at the Marlin Coast Recreation Centre. These facilities may be used for training, and for some less popular sports to complement, rather than compete with Marlin Coast Recreation Centre.

Although two aquatic facilities relatively close to the Marlin Coast Swimming centre exist, they appear to have a focus on learn to swim and fitness classes, rather than therapy. However, there may be some overlap.

Three full service health and fitness centres will compete for members at a new facility developed at Smithfield Sporting Precinct. Two are located in Smithfield and the third is at Trinity Beach. In addition two women’s only gyms are based at Trinity Park and Smithfield. Consequently, it is likely that all five facilities will offer strong competition with a proposed facility at Smithfield Sporting Precinct.

It is also understood that Genesis plan to open a new facility at Redlynch (at the futsal stadium) and an Active Health Club is proposed for Paradise Palms.

## **3 MARKET RESEARCH**

This chapter presents the results of market research conducted including the household telephone survey, survey of users of Marlin Coast Recreation Centre and Marlin Coast Swimming Centre, key informant interviews and a focus group.

### **3.1 KEY INFORMANT INTERVIEWS**

Personal and telephone interviews were conducted with representatives of major stakeholders identified by Council (refer to Appendix A for details). A summary of their responses is provided below:

#### **3.1.1 Indoor Sports**

##### **1 Cairns Basketball Association (CBA)**

Currently operates the Bendigo Bank Basketball Stadium, which has four, air conditioned indoor courts and two outdoor courts. The Cairns Taipans compete in the national basketball competition, have their training and administrative base at the basketball stadium and play home games at the Cairns Convention Centre.

Mulgrave Coastal Basketball Association uses the Marlin Coast Recreation Centre and, according to the CBA, is struggling to obtain the court time it requires for its competitions and development activities, therefore the proposed extension to four courts would assist its need.

Based on the current lack of court time, additional courts would alleviate that problem. Use of the facility by basketball would be supplemented with futsal and netball.

##### **2 Mulgrave Coastal Basketball Association**

Additional courts are definitely needed as the Association struggles for court time. It currently has access on Thursday for senior competition, Friday for junior competition and Saturday for junior development programs.

In addition to the indoor courts at Marlin Coast Recreation Centre, the Association uses an outdoor bitumen court at the Smithfield State High School for junior development programs because it cannot gain access to the centre.

The expansion to four courts would be of great benefit to the Association. It will allow expansion of competitions, particularly juniors, and development programs. The Association is willing and able to pay a similar amount to its current fees:

\$37/court/hour – competition.

\$22/court/hour (no supervision) on Sundays for development activities with juniors.

##### **3 Northern Australia Futsal Association (NAFA)**

The Association does not conduct adult competitions at Marlin Coast Recreation Centre, but continually struggles for court time for junior competitors. It has two hours on Tuesday afternoons and court space on Wednesday evenings.

As a result of the lack of development and the need for more indoor space to cater for this growing sport, the Association was approached by a private developer who has agreed to construct a new four court indoor stadium at Redlynch (approximately 5 mins drive from

Smithfield). The Redlynch development has received building approval from the Council and will be completed in early to mid 2010. It will include a 40m x 20m international standard court able to be used for international events/competitions. The Association has agreed to a lease arrangement with the developer. Other sporting activities will be programmed in to the facility with Futsal receiving priority use, with interest from netball, tennis and volleyball.

The Association currently uses the Cairns State High School (has had this arrangement for six years) as its major base of operation for competition and development activities (juniors through to seniors). The School has one indoor court and has recently added two outdoor synthetic fields (fully lit) which meet the needs of the Association.

The Association anticipates using the Marlin Coast Recreation Centre if a major event e.g. national championships, is held in Cairns.

#### **4 Cairns Netball Association (CNA)**

From netball's point of view, additional netball facilities in the north (Smithfield) and south (Edmonton) of Cairns and are needed as the sport is experiencing rapid growth (23% increase in 07/08 and 19% increase in 08/09). The Association has prepared a strategic planning process that includes the long term view of its facility provision and playing venues. The strategic plan envisages netball remaining primarily an outdoor sport based at its Martin Street facility.

Summer mixed netball has recently been introduced and has attracted much interest. Netball is also in discussions with the Northern Australian Futsal Association regarding use of the new centre in Redlynch. Due to growth of the Association, there is a need to decentralize and play at a variety of venues as opposed to the traditional venue and home of the CNA (Martin Street Reserve).

The Association has approximately \$100,000 in its bank reserves with that money earmarked for the resurfacing (to occur within the next five years) of the current six outdoor court facility at Martin Street. As a result of the above project and priority, the Association does not have any funding to contribute to the facilities at Smithfield.

With the Redlynch facility scheduled for completion in April 2010, the Association would probably look to move some of its fixtures there in the first instance. Keen to keep the fees to a similar level to that currently applied. Given long standing personality issues between personnel at Cairns Netball and Marlin Coast Netball, it is understood, that Cairns Netball does not plan to use the Marlin Coast Recreation Centre to expand its competitions. Cairns Netball is also of the view that Marlin Coast Recreation Centre is located too far north to be incorporated into their competition program.

#### **5 Marlin Cove Netball Association**

Marlin Cove Netball Association is based at Marlin Coast Recreation Centre. Its current competitions are conducted:

- Monday: 3pm – 10pm (Seniors)
- Tuesday: 5pm – 10pm (Seniors)
- Thursday: 4pm onwards – Marlin Coast Regional Academy for juniors operates between May and September.
- Saturday: 9am – 12noon – junior (5 – 12 years old) development program.

The Association supports the proposed redevelopment as it will enable expansion of its programs and competitions. It is unable to make a financial contribution to the

redevelopment.

The Association is able to continue paying a similar hire fee to the current charges, but has no great capacity to increase payments for use of the centre.

## **6 Cairns Volleyball Association**

There is a need for additional courts at Marlin Coast Recreation Centre as existing facilities are very limited, thus the reason the Association doesn't attempt to expand its programs. Currently uses Smithfield for tournaments where extra courts are required. All sports are at the "mercy" of the contract manager (YMCA) regarding access times and arrangements.

If additional court space was available, the Association will endeavour to conduct a regular competition for juniors and seniors.

In terms of court hire fees, Marlin Coast Recreation Centre is expensive when compared to Cairns Youth Centre. Whilst the court hire charge is the same, \$30 per hour, two volleyball games can be conducted at the Youth Centre, compared with one game at Marlin Coast Recreation Centre.

The Association does not have the capacity to contribute to the development costs of either facility. No support for capital works will be available through the QLD Volleyball Association.

## **7 Cairns Community Gym Inc**

A commercial gymnastics club operated at the Cairns PCYC until November 2009. Subsequently, a community gymnastics club was established to fill the void left by the demise of the commercial venture. Cairns Community Gym currently operates from the PCYC, although under less than perfect circumstances. According to the President of the club:

- Rent charged by the PCYC is approximately \$1,200 per month plus \$500 per month for the use of PCYC gymnastics equipment. This rent is considered very high, for a space approximately 30% of the space previously used by the commercial gymnastics group.
- The number of members has dropped from about 180 to 70, with the change in organisational structure. Most members are boys, as the club has difficulty providing facilities and training for girls. Until permanent training space is obtained, it is unlikely that participant numbers will increase significantly.
- The club uses the PCYC six days per week, although occasionally they are excluded as the venue is rented to other groups.
- The club does not own any gymnastics equipment. Equipment owned by the commercial operator has been transported to the Sunshine Coast, as the valuation was too high to justify purchasing it.
- With current numbers the club is able to pay a rental of \$1,200, and if a suitable permanent venue was obtained additional rent can be paid. It is expected that participant numbers will increase if a suitable venue is found.
- Cairns Community Gym is interested in sharing a gymnastics facility at Marlin Coast Recreation Centre. A major requirement is that the venue is permanently set up with gymnastics equipment.

### 3.1.2 Lessees

#### 1 Ben Eales - Lessee Marlin Coast Swimming Centre

Facilities include:

- 50m x 8 lane, unheated pool
- 25m x 6 lane, covered and heated pool
- Toddlers and free form leisure pool with play features
- Reception, offices and amenities building

As part of the lease agreement Council sets the maximum admission charges (\$5 for adults and children). The current admission charges are \$4.50 for adults and \$3.50 for children and concession card holders.

A swim school is conducted on a term basis with approximately 450 – 500 students per week, including junior squad swimmers. In addition a senior swim squad has 25 members.

It is estimated that swim club members contribute 40% of total turnover. An accurate record of attendances is not maintained by the lessee. Most casual swimmers swim laps, very few customers participate in recreational play at the pool.

The main deficiency in the facility is the lack of heating in the main 50m pool during the colder months.

#### 2 YMCA - Lessee Marlin Coast Recreation Centre

Facilities include a two court sports hall, multipurpose room, reception, offices and amenities. It is managed under contract by the YMCA, which receives a subsidy of \$48,000 per annum.

Daytime activities include:

- Kinder gym on Tuesday and Thursday for approximately 50 children
- Fitness classes on Monday, Wednesday and Friday (eg boot camp, fitness challenge and over 50's)
- Art group on Wednesday
- Smithfield High School, which pays a fixed monthly rental for a set number of hours, which works out to \$7 per hour if all hours are used.
- Other schools, such as Trinity Anglican School and Trinity Beach Primary School which pay \$37 per hour.

Evening and night time activities include:

- Martial arts on Monday and Wednesday, 3.30pm – 5.00pm
- Gymnastics on Tuesday, Thursday and Friday, 3.30pm – 6.45pm
- Fitness classes on Tuesday, Thursday and Friday, 6.45pm – 8.00pm
- Fit kids on Wednesday, Thursday and Friday after school
- Netball on Monday, Tuesday and Thursday nights
- Mixed netball on Wednesday night (April to July only)
- Futsal on Tuesday and Wednesday nights (August to March only)



Basketball on Thursday and Friday nights

Weekend Activities include:

Martial arts on Saturday

Basketball on Saturday morning

Netball on Saturday morning

Carnivals and camps on Saturday afternoon and Sunday

The normal hire rates are:

\$37 per hour per sports court for competitions

\$27 per hour per sports court for training

\$30 per hour for half the multipurpose room

\$50 per hour for the full multipurpose room

Netball competitions are conducted by the YMCA. Marlin Coast Netball Association do not conduct any competitions, but offer representative teams and conduct carnivals.

Additional court space is required to increase netball competitions (junior and senior), basketball training and to host more State and Regional carnivals. The new futsal stadium will not have a major impact on the proposed expansion of Marlin Coast Recreation Centre given the demand for additional space for both netball and basketball. The YMCA will also consider offering a junior futsal competition.

Air conditioning is required for major events, but is not needed for local use, subject to adequate flow through ventilation being provided. The main period when it is too hot to conduct competitions is during the summer school holidays, which is not a major period for indoor sports.

Gymnastics need a dedicated gymnastics hall. Approximately 150 children are enrolled in the YMCA gymnastics program and another 150 children participate in the Gymnastics Cairns program. It is understood that Gymnastics Cairns are having difficulty securing a permanent venue for their program. The cost of commercially renting space is in the order of \$80,000 per annum.

Currently fees of between \$8.50 and \$11.00 are charged for fitness classes. An assessment of competition is that:

Coast Fitness has a small gym with limited variety of equipment and no group fitness classes.

Curves is a women's only gym.

Max Energy Fitness is a small gym offering pin loaded and free weights. It is considered to be very expensive.

Active Gym is a full service gym with a crèche.

Overall, there is a gap in the provision of health and fitness activities in the Smithfield area.

### **3.1.3 Miscellaneous**

#### **1 Ivanhoe Football and Recreation Club**

Redevelopment of the Recreation Centre and Swimming Centre is not of significant interest to the Club as the facilities operate independently. Although there is some concern

regarding the positioning of the new indoor aquatic centre given the space limitations between the existing pool, car park and the Ivanhoe Club.

It is expected the club will make minimal use of the facilities, although there may be increased use of the aquatic facilities by the club's senior players.

## **2 Northern Beaches Scouts**

The Scout group is unable to comment on the redevelopment of the Recreation and Swimming Centres as the scouts are relatively self sufficient within their own facility. They have tried to access the recreation centre in the past (at night) but have not been able to gain access due to the multitude of sporting activities programmed every night.

Interested in the proposed changes to the aquatic centre as the scouts use the current facility at times for some of their related activities.

## **3 Cairns Regional Council Community Development Branch**

Community youth space is in short supply in Cairns.

The Federal Government has provided funds for the development of youth facilities in Edmonton, which is considered a higher priority, and a more "disadvantaged" community than Smithfield. The proposed youth facility in Edmonton may be integrated with the multipurpose leisure centre it will "include a variety of vibrant employment, health, wellbeing, social and emotional services. This model would allow for flexible delivery of services; programs would be housed at the service to ensure open doors and robust service delivery. It is envisaged that young people could access a Youth Centre that provides activities, programs and services for young people under one roof. The Centre would play an important role as a community hub and remain relevant by being responsive to the needs of the community. This will be achieved through community consultation and establishing partnerships with not for profit agencies, health, education and employment agencies to provide for the complex and varied needs of young people. The Co-location model of service delivery is an effective format for young people without economic resources and transport to access services without fear of stigma. This model of service delivery is seen as an effective and important component of the success of the Centre and would have an ongoing commitment by all agencies at the Centre to work together and tackle youth issues form a cohesive group approach."

No specific demand for youth spaces in the Smithfield area have been identified by Council, the Edmonton proposal may be applicable for Smithfield.

## **4 Smithfield Library**

The library has no direct connection with the recreation centre therefore cannot comment on the need for an extension to the Marlin Coast Recreation Centre.

If the extension was to go ahead, the library would be keen to see the inclusion of a dedicated space for youth that could be "shared" with the library i.e. create a working relationship between the two entities as the library does not have a suitable space for youth to meet and undertake activities such as homework. Young people can be noisy when they get together thus affecting the other patrons.

An increase in patronage would require a significant increase in parking space.

**5 Smithfield Childcare Centre**

Not able to comment on the need for an extension to the Marlin Coast Recreation Centre as the Centre has no direct relationship with it. The Centre is seeking additional space (land between its facility and the recreation centre) to extend its outdoor play area.

If the facility is redeveloped it should include an occasional care centre to allow parents to use the facilities whilst having their children in a safe and caring environment. Smithfield Childcare Centre does not provide for occasional care. A possible involvement in the occasional care element, if it was to eventuate, would depend on internal human and financial resources.

**6 Smithfield State High School**

The school is located adjacent to the Marlin Coast Recreation Centre and makes regular use of the facility for PE programs, other school based activities including assemblies, staff meetings and/or social functions. The school has an annual arrangement with the YMCA to use the Marlin Coast Recreation Centre when available. No access problems have been identified during school hours. The annual fee is \$14,000.

The school is very supportive, and would welcome expansion, of the marlin Coast Recreation Centre. The school believes there is a definite need for the proposed facilities.

If the proposed expansion occurs, the school would possibly increase its use of the centre. However, it is expected that the current annual hire fee would not increase.

**7 James Cook University**

Any change to the current Marlin Coast Recreation Centre and Swimming Centre would have little impact, as the University makes virtually no use of the dry component, because of cost, and very little use of the aquatic facility.

The University is unlikely to use the proposed redeveloped facility unless an appropriate financial arrangement could be brokered.

**3.2 TELEPHONE SURVEY**

A sample of 300 households in postcode areas 4878 and 4879 was conducted in late October to early November 2009. It was restricted to people aged 15 years and over. The sample comprised:

Males	50%
Females	50%
15 – 17 years	9%
18 – 24 years	9%
25 – 29 years	7%
30 – 34 years	11%
35 – 39 years	12%
40 – 44 years	9%
45 – 49 years	9%
50 – 54 years	9%
55 – 59 years	9%
60 – 69 years	11%
70+ years	4%

Kewarra Beach	21%
Trinity Beach	18%
Smithfield	12%
Yorkeys Knob	12%
Holloways Beach	9%
Clifton Beach	8%
Caravonica	7%
Trinity Park	6%
Machans Beach	3%
Palm Cove	3%
Lake Placid	1%

### 3.2.1 Use of Recreation and Sport Facilities

The questionnaire sought information on respondents use of public swimming pools, sports centres and health and fitness centres which include Council facilities, school and commercial/private facilities but not swimming pools/health and fitness facilities at home.

- 1 44% of respondents had used or visited a public swimming pool in the last 12 months. Use was higher amongst females (52%) compared with males (36%) and by people aged under 40 years (54%) compared with respondents aged over 40 years (34%).

- 2 The main reasons why respondents had not used or visited a swimming pool were:

Have and use own pool	51%
Go to the beach/lake/creek	16%
Not interested	12%
Don't like swimming	4%
Unhygienic/public pools not clean	3%
Use neighbours/friends pool	2%
Can't swim	2%
Health problems	2%
Too busy	2%
Too old	2%

- 3 Swimming pools used by respondents were:

<b>Marlin Coast Swimming Pool</b>	<b>77%</b>
Tobruk	13%
Esplanade Lagoon	11%
Sugarworld Waterslides	3%
Windmill College	2%
Paradise Palms	2%

This clearly shows that the most popular pools are located close to where respondents live.

- 4 Respondents were asked to nominate the pool they used most in the previous 12 months and why they chose this pool. The main reasons were:

Close to home	39%
Take child to swim lessons	13%
Close to work/school	7%
To attend Health and Fitness class/program	5%
Leisure water/fun pools	5%
Exercise/health & fitness reasons	4%

Friends/Family use it	3%
Range of pools available	3%

Further analysis of users of the Marlin Coast Swimming Complex found that 49% chose it because it was "close to home", and 13% to take child to swim lessons.

- 5 Respondents were asked to nominate the pool they used most in the previous 12 months and the main activities they usually do at this pool:

Lap swim/fitness	53%
Recreation swimming/fun	30%
Take child to learn to swim class	23%
Take child to pool	8%
Aqua aerobics	3%
Health and fitness programs/classes	3%
Meet with friends	3%

These responses reinforce the relative importance of lap swimming, recreational swimming and learn to swim classes for children, the majority of which took place at the Marlin Coast Swimming Complex.

- 6 23% of respondents were a member of, or had used a health and fitness club in the last 12 months. Further analysis found use by selected groups of respondents was:

Swimming pool users	25%
Males	17%
Females	28%
Respondents aged under 40 years	27%
Respondents aged over 40 years	19%

The most popular health and fitness clubs were:

Coast Fitness	24%
Active Health Club (Smithfield)	19%
Genesis Fitness Cairns	10%
Contours Smithfield	9%
Curves Trinity Park	6%
Other centres	21%

- 7 21% of respondents had played indoor sport in the last 12 months. Further analysis found use by selected groups of respondents was:

Males	26%
Females	17%
Respondents aged under 40 years	33%
Respondents aged over 40 years	10%

The most popular sports were:

Netball	22%
Soccer/futsal	22%
Indoor Cricket	14%
Basketball	13%
Martial arts/Karate/Tae Kwondo	8%
Squash	8%
Volleyball	6%

### 3.2.2 Use of Proposed Expanded Facilities at Smithfield

Respondents were asked a series of questions relating to their potential use of the proposed expansion of facilities at Smithfield.

- 1 Respondents were asked what facilities/features would encourage you to make greater future use of swimming pools/health and fitness/sports centres:

Nothing	21%
Gym/Weights facilities	25%
Indoor sports courts	18%
Health and Fitness Classes (Aerobics/aqua aerobics)	13%
Indoor/outdoor waterslides	6%
More variety of activities/programs	6%
Reduced costs/cheaper/free	6%
More children's activities/programs/gym	5%
Indoor recreation/leisure pools	5%
Crèche/childcare area	5%

Not surprisingly, health and fitness facilities and programs and additional indoor sports courts are the major enticement to use a redeveloped facility.

- 2 Respondents were asked if they would use the proposed redeveloped facilities at Smithfield if the improvements they nominated were developed. It was found that:

	Swimming Pool	Health and Fitness	Sports Centre
Yes, would definitely use it	49%	34%	26%
Yes, likely to use it	27%	42%	30%
No, would not use it	23%	24%	44%

These responses indicate the broad appeal of the aquatic and health and fitness components to this community. A much lower proportion of respondents indicated they would use a redeveloped sports centre. This finding is possibly related to the broad appeal of both aquatic centres and health and fitness centres.

- 3 Respondents were asked whether use of these facilities would replace existing use of the facility you currently use, or be additional to your current use. It was found that:

	Swimming Pool	Health and Fitness	Sports Centre
Replace existing use	40%	65%	40%
Additional use	60%	35%	60%

The results suggest that a health and fitness centre will entice respondents to terminate membership at their current gym and join a facility at Marlin Coast. However, the majority of respondents interested in a swimming or health and fitness activities indicated it would be additional participation.

- 4 Respondents were asked how often they would be likely to use the proposed facilities at Smithfield in a 12 month period. It was found:

	Swimming Pool	Health and Fitness	Sports Centre
Daily	2%	2%	0%
2-3 times per week	24%	41%	16%
4-6 times per week	4%	8%	3%
Weekly	31%	30%	49%
Fortnightly	12%	7%	11%
Monthly	15%	7%	15%
Less than monthly	8%	3%	5%

Clearly, respondents will use a health and fitness centre far more frequently than other types of facilities.

- 5 Respondents were asked on average how many people would you attend with when using the proposed facilities at Smithfield. It was found:

	Swimming Pool	Health and Fitness	Sports Centre
Nobody	16%	34%	12%
1 other person	21%	31%	21%
2 other people	21%	19%	24%
3 other people	16%	9%	17%
4 other people	14%	3%	12%
5 other people	8%	1%	5%

Whilst respondents will attend a health and fitness centre primarily alone or with one other person, participation in aquatic and sports centres tend to be in larger social groups. This has design and management implications, to ensure customer needs are being met.

- 6 Respondents were asked why they do not wish to make future use of swimming pools, health and fitness or sports centres. It was found:

Not interested	27%
Have and use own pool	23%
Too old	11%
Too busy	9%
Go to the beach	8%
Use other means of exercise	6%
Prefer outdoor sports/exercise	5%
Health problems	5%
Don't play sport	3%

### 3.2.3 Summary

Key implications from this random household survey are:

- 1 44%, 23% and 21% of respondents had used or visited a public swimming pool, health and fitness club or indoor sports centre, respectively, in the last 12 months.
- 2 The most common reason for not using a public swimming pool was that 51% had their own pool.
- 3 The most popular pools used is the Marlin Coast Swimming Pool, plus the leisure pools at



the Esplanade Lagoon and Sugarworld. The main reason for its use is that it is close to home.

- 4 25% of swimming pool users were a member of, or had used a health and fitness club in the last 12 months. A greater proportion of females and people aged under 40 years were members compared with males and people over 40 years.
- 5 A greater proportion of males and people aged under 40 years were had participated in indoor sports compared with females and people over 40 years. The most popular sports were netball and futsal/soccer.
- 6 Health and fitness facilities and programs and additional indoor sports courts are the major enticement to use a redeveloped facility at the Smithfield Sporting Precinct. Aquatic and health and fitness components have broad appeal to this community.
- 7 A health and fitness centre is likely to entice respondents to terminate membership at their current gym and join a facility at Marlin Coast. However, the majority of respondents interested in a swimming or health and fitness activities indicated it would be additional participation.

### **3.3 USER SURVEY**

Questionnaires were distributed to users of Marlin Coast Recreation Centre and marlin Coast Swimming Complex. Questionnaires were left at reception and customers were invited to complete them. A total of 121 questionnaires were returned, 69 from the swimming complex and 52 from the recreation centre. The sample was not randomly selected, and the results must be treated with caution. However, they give an indication of the views and opinions of this selection of customers.

The sample had a majority of females (60%). The sample of respondents from the recreation centre had 29%, aged between 15 and 17 years, whereas the swimming pool had 22% aged under 15 years including three respondents aged 4, 6 and 7 years. It is unclear how these young children were able to complete the questionnaire independently. However, all responses were included in the analysis.

Respondents' place of residence was:

Smithfield	20%
Clifton Beach	12%
Kewarra Beach	12%
Trinity Beach	12%
Yorkeys Knob	5%
Freshwater	5%
Other/not stated	34%

#### **3.3.1 Facilities and Activities**

The main activity undertaken by respondents was:

Indoor sport (basketball, netball etc)	28%
Lap/fitness swimming	20%
Taking children to swim lessons or swim squad	15%
Swim squad swimming	12%
Taking children to indoor sport or gymnastics	7%

Recreational swimming with children	2%
Training or competition in other aquatic sports	1%
Fitness class at the Recreation Centre	1%
Spectator	1%
Other	12%

Activities respondents would you like to participate in, or participate more frequently at the Marlin Coast Recreation Centre or Marlin Coast Swimming Centre are:

Lap swimming/swim squad	50%
Recreation swimming/fun	36%
Competitive swimming	30%
Aqua-aerobics	17%
Netball	14%
Health and Fitness Program/Classes	11%
Use Gym/Weights area	12%
Futsal/Indoor soccer	7%
Gymnastics	7%
Spa/Sauna	7%
Health related activities (Massage, etc)	7%
Hydrotherapy	6%
Badminton	6%
Do not want to participate in any activity	5%
Basketball	5%
Volleyball	4%

These results reflect the bias of the sample as a significant number of swimmers want to swim more often. These facilities already exist at the swimming complex, and require no further action. The next major group of activities are health and fitness related, which do not currently exist, and indicate demand for a health and fitness centre. It is also of note that health related activities, hydrotherapy and spa/sauna are sought by a reasonable number of respondents.

### 3.3.2 Health and Fitness

21% of respondents are currently a member of a health and fitness club or centre and 23% of respondents are likely or highly likely to become a member of a health and fitness club established at the Marlin Coast Recreation Centre. These results indicate potential demand exists for a health and fitness centre.

### 3.3.3 Development Issues

Respondents were asked to rate a series of issues relating to the development and management of the marlin Coast Recreation Centre or Marlin Coast Swimming Centre. The average score for each component where 1=Not important at all, and 10=Very important, was:

Air conditioned sports courts	9.0
Increased shade in swimming pool	8.8
Additional indoor sports courts	8.2
Health and fitness centre	7.0
New cafe/kiosk serving the total complex	6.8

Hydrotherapy pool	6.2
Youth space/pulse cafe	6.0
Heated Olympic pool (in winter)	5.8

The results show clear priorities for additional, air conditioned indoor sports courts and additional shade in the swimming pool. These were higher priorities than a health and fitness centre.

### 3.3.4 Comments

A substantial percentage of respondents who were users of the swimming pool made comment about retaining the current management of the swimming pool, and not combining the management and operation of the wet and dry facilities. The number and similarity of the comments suggest that respondents were influenced to make the comments.

For example an 8 year old respondent commented "Facility would be too big for one management team. I like the personal touch of each facility now" and a 7 year old observed "Management of the pool needs to be with a pool specialist. We only have one pool in the area of comp standard. If the current situation is not maintained we will have a sport in the region without a pool to compete in. This will affect approx 1000 families across the region. Considering the town's size it would be a very poor decision by council if it's past selection criteria is used and the pool is given to a large corporation that doesn't support comp swimming, as can be seen by the loss of blocks at the Woree pool. We will also lose the opportunity to develop sports tourism ie the opportunity to cater for national teams preparing for the 2016 Olympics to be held in Rio as this pool is the only one owned by the council that could be used with minor additional equipment. The pool was also used last year for the state primary school champs and generated approx \$2m in additional revenue for the region".

Other comments relating to the swimming pool referred to the need to upgrade the change rooms, heat the main pool and install electronic timing touch pads.

Most of the comments from users of the recreation centre referred to the need for additional air conditioned sports courts and health and fitness programs.

### 3.3.5 Summary

The results reinforce the recommendations of the Smithfield Sporting Precinct Master Plan that additional air conditioned sports courts are required as a high priority. It also appears that demand exists for a health and fitness centre at the precinct.

In terms of management of the complex, the results suggest that the current lessee of the swimming centre will garner support from his customers to retain management of the pool and lobby to maintain separate management of the wet and dry components.

## 3.4 SCHOOL SURVEY

Questionnaires were distributed to 52 schools in the Cairns region. A list of schools sent a questionnaire and a copy of the questionnaire are included as appendices. 19 schools responded, including 4 from within the Smithfield primary catchment area. Information provided by the schools did not indicate any significant or changed use of Marlin Coast Recreation Centre or marlin Coast Swimming Complex as a result of the proposed redevelopment.

### 3.5 WORKSHOP

One workshop was conducted as part of the market research program. Based on a list of key informants and recreation and sport organisations provided by Council, invitations were distributed by mail two weeks prior to the focus group. Seventeen people representing a range of aquatic, indoor sports and other stakeholders, attending the forum.

Issues raised in the workshop included:

- Smithfield Sporting Precinct is a community hub, it is convenient to the northern suburbs and on a public transport route.
- The pool is clean and safe from both a personal safety and child safety perspective.
- Marlin Coast Swimming Centre is one of the few Queensland pools, outside of Brisbane, which meets standards for hosting regional competitions. It is the only pool with a warm up and warm down pool. However, it does not have permanent electronic timing facilities. Temporary timing facilities have to be installed for major events.
- Concern was raised about integrating management of the wet and dry facilities.
- The major deficiencies of the marlin Coast Recreation Centre are the lack of a dedicated gymnastics facility, the sports halls are not large enough to host major tournaments, and lack of air conditioning.
- No full size indoor netball courts exists in Cairns, all existing courts have inadequate run off, and do not comply with Netball Australia recommendations.
- A sealed bicycle training track is needed to allow child tri athletes to train in safety.
- Further consultation on the proposed redevelopment of the Smithfield Sporting Precinct must provide the opportunity for all stakeholders to have input, including non sporting groups (eg library, child care and school).

### 3.6 SPORTS PARTICIPATION RATES

Two participation rate studies have been reviewed to identify recreation and sport activities undertaken by adults and children.

#### 3.6.1 Exercise, Recreation and Sport Survey

The Exercise, Recreation and Sport Survey (ERASS) collects information on the frequency, duration, nature and type of physical activities that are participated in for exercise, recreation or sport by persons aged 15 years and over. ERASS has been collecting this information since 2001. It was conducted quarterly in 2008 with an annual total of 17,293 respondents across Australia. Data relevant to sports participation in Cairns is summarised below.

Table 3.1 compares National participation in both organised and informal (ie non organised) participation in physical activity. This table shows that overall people living in capital cities have higher participation rates than people living in country areas. The only exception is that more country based females participate regularly in physical activity than their capital city based counterparts.

Table 3.1: Comparison of Metropolitan and Country Participation

	Male	Female	Total
Regular participation in any physical activity			
Capital city	48.5%	51.0%	49.8%
Rest of state	44.0%	52.6%	48.3%
Participation in any physical activity (organised and informal)			
Capital city	85.5%	84.2%	84.8%
Rest of state	80.6%	81.1%	80.9%

Analysis of data from Queensland residents found that:

- Queensland residents had a similar participation rate in physical activity that the National rate (83.6% compared with 83.4%)
- Participation in physical activity declines with age, ranging from 92.1% down to 73.7%

Age	Participation Rate
15 to 24 years	92.1%
25 to 34 years	88.2%
35 to 44 years	85.8%
45 to 54 years	81.1%
55 to 64 years	88.5%
65 and over years	73.7%

- All activities which may be accommodated at the proposed redeveloped Smithfield Sporting Precinct are listed below. Clearly health and fitness activities and swimming are popular activities. Indoor team sports are not as popular and undertaken by a relatively small proportion of the adult population.

Activity	Males	Females	Total
Aerobics/fitness	21.6%	25.6%	23.6%
Swimming	13.0%	15.5%	14.2%
Netball	1.1%	6.9%	4.0%
Weight training	3.6%	2.8%	3.2%
Football (indoors)	3.7%	1.5%	2.6%
Yoga	0.3%	8.4%	2.5%
Basketball	3.3%	1.0%	2.1%
Volleyball	1.8%	2.3%	2.0%
Martial arts	1.9%	2.0%	2.0%
Cricket (indoors)	2.0%	0.3%	1.2%
Boxing	1.2%	1.1%	1.1%
Aqua aerobics	0.0%	2.2%	1.1%
Table tennis	1.4%	0.2%	0.8%
Roller sports	0.3%	1.0%	0.6%
Badminton	0.7%	0.2%	0.5%
Carpet bowls	1.3%	0.1%	0.2%
Gymnastics	0.0%	0.7%	0.3%

### 3.6.2 Survey of Children's Participation in Cultural and Leisure Activities

The 2006 Survey of Children's Participation in Cultural and Leisure Activities was conducted throughout Australia by the Australian Bureau of Statistics' (ABS). This survey is the third on the

topic of children's participation in culture and leisure, the previous two being conducted in 2000 and 2003.

As with previous iterations, the 2006 survey collected information on children's participation in selected organised cultural activities and organised sports outside of school hours during the 12 months prior to interview. The survey also collected data on selected leisure activities including skateboarding and rollerblading outside of school hours during the most recent two school weeks prior to interview.

Activities which may be conducted in the Smithfield Sporting Precinct are summarised in Table 3.2. The most significant point is the difference between adult and child participation. Whereas adults tend to favour individual activities, children have much higher participation rates in team sports. Clearly swimming is the most popular activity, and netball is almost as popular with young women.

**Table 3.2: Children's Participation in Physical Activities**

<b>Activity</b>	<b>Males</b>	<b>Females</b>	<b>Total</b>
Swimming	16.5%	18.2%	17.4%
Netball	0.1%	17.3%	8.5%
Basketball	7.4%	5.7%	6.6%
Martial Arts	6.1%	2.9%	4.5%
Gymnastics	1.6%	5.5%	3.5%
Soccer (indoor)	3.3%	1.1%	2.2%
Aerobics and fitness	0.2%	1.2%	0.7%
Cricket (indoor)	0.9%	0.1%	0.5%
Volleyball	0.5%	0.4%	0.4%
Badminton	0.3%	0.2%	0.3%
Roller sports	0.2%	0.1%	0.2%

## **4 STRATEGIC ASSESSMENT**

This chapter presents a strategic analysis of the data collected and presented in this Demand Analysis Report.

### **4.1 DEMAND FOR RECREATION FACILITIES**

A summary of demand for indoor sports, health and fitness and aquatic facilities is outlined.

#### **4.1.1 Overview**

The current population of the area around the Smithfield Sporting Precinct was 19,455 at the 2006 Census. It has a slightly older age profile and higher income levels than the Cairns Regional Council area. Significant population growth is expected in the years to 2016, with growth slowing over the next 15 years to 2031.

Given the population growth, it is expected that additional recreation and sport facilities will be required to service this population.

Upgrading of the Smithfield Sporting Precinct is also supported by Council's plans for Trunk Infrastructure.

#### **4.1.2 Indoor Sports**

Court space at Marlin Coast Recreation Centre is heavily booked and used for in-house managed activities and external hire groups. Information provided by existing users and other stakeholders indicate that it is very difficult to obtain courts space, and demand exists for additional programs.

It is clear that netball and basketball want additional court time to expand their competitions and for training. Volleyball has also indicated it will establish a new local competition if it had access to court space. It is also reasonable to expect the Manager of the Centre to offer futsal/rebound soccer in direct competition to the Redlynch competitions. In addition, the YMCA, as managers of the Marlin Coast Recreation Centre has noted that additional tournaments, events, camps and other similar activities will be attracted to the centre if two additional, and air conditioned, courts were constructed.

Although the Centre currently has no direct competition in the primary catchment area, the construction of the new futsal sports centre in Redlynch will provide competition. It is understood that when opened the Redlynch facility will be a multipurpose complex. Its primary user will be futsal, and discussions have been held with Cairns Netball to conduct competitions in the northern suburbs of Cairns from this venue.

As the Redlynch facility is projected to open in the near future (early to mid 2010), its use and occupancy must be closely monitored. It is possible that this facility will cater for existing unmet demand for indoor sports courts.

#### **4.1.3 Gymnastics**

According to the YMCA, its gymnastics program is at capacity given the space and hours available in the multipurpose room at Marlin Coast Recreation Centre. Difficulties are also being experienced by Cairns Community Gym, which is based at Cairns PCYC. It appears



that demand exists for a dedicated gymnastics facility to cater for the existing YMCA gymnastics program, particularly if the Cairns Community Gym program merged with and/or relocated to the Marlin Coast Recreation Centre.

One of the major differences between gymnastics and other indoor sports is the amount of equipment used. It is both time consuming and damaging to the equipment to regularly set up and pack away equipment. Ideally, gymnastics equipment should be permanently set up.

To cater for elite gymnastics programs requires adequate space for a range of equipment, such as parallel and uneven bars, high bars, balance beams, as well as mats used for floor exercises. If a dedicated gymnastics facility is constructed, it will also contain a training pit.

Gymnastics has similarities with swimming in that it is attractive to young athletes, and they can perform at international level whilst still in their teens. It also requires extensive and frequent training, often involving seven or more sessions a week. Like swimming it can be an expensive sport, with parents having to pay for training on a monthly plan.

Given the population of Cairns, a dedicated gymnastics facility is warranted. It should preferably be located in central Cairns. However, given the existing program at Marlin Coast, servicing the northern suburbs, Smithfield may also be a suitable location.

#### **4.1.4 Health and Fitness**

Five existing health and fitness facilities exist in the primary catchment of the Smithfield Sporting Precinct, plus two new facilities are planned for Redlynch and Paradise Palms. In addition, a number of centres are located in or around central Cairns. All of these facilities will compete for members with a facility developed at Smithfield.

A review of the existing direct competition, indicates that each facility has competitive weaknesses which may be exploited by a new health and fitness centre based at Smithfield Sporting Precinct. For example two are women's only gyms, one is not a full service gym and another is considered to be expensive.

The household survey of residents found that development of a health and fitness centre would entice people to the complex, and 76% of respondents indicated they would definitely or likely to use a health and fitness centre at Smithfield.

Therefore, currently demand appears to exist for additional health and fitness facilities. It is unknown whether this demand will be satisfied with the opening of two new health and fitness centres.

Given, likely budgetary constraints and the higher demand for sports courts and gymnastics facilities, a new health and fitness facility should be regarded as a lower priority. An updated review of demand will need to be undertaken prior to developing health and fitness facilities.

#### **4.1.5 Aquatic Facilities**

It is apparent that the focus of the Marlin Coast Swimming Complex is competitive and lap swimming, and swim lessons. This focus was evident in discussions with the lessee and the respondents to the users survey.

It is also worth noting that 30% of respondents to the household survey who use swimming pool, stated their main activity was recreational swimming. It appears that this is important market is not given a high priority at the Marlin Coast Swimming Complex.

Very little evidence has been found which indicates demand for a therapy or program pool to complement existing facilities at Marlin Coast Swimming Complex. It is likely that such a pool will be used by physiotherapists and other paramedical professionals. However, the quantum level of use has not been determined.

#### **4.1.6 Multipurpose Spaces**

The Concept Master Plan envisages that the existing multipurpose room will be converted to a youth space, and construction of new multipurpose rooms and wet arts activity space.

The research has not identified demand for a youth oriented space or facility either by a key informant, the workshop, household survey or user survey. The key to a successful youth space is to provide appropriate programming and support to young people. In other words, adequate resources must be provided by the public and non-profit sectors to ensure a safe and attractive venue for young people. Given the population of the surrounding area, and its relatively central location and proximity to a community shopping precinct, schools and university – it appears to be a good location for a youth space.

It is difficult to measure demand for multipurpose areas. Most indoor leisure facilities include multipurpose areas for small group activities and meetings. They do not generate substantial revenues, and cannot be justified on financial grounds. Rather they must be considered as an integral part of necessary community infrastructure. If correctly designed, with appropriate floor coverings, a multipurpose area can be used for “wet” arts activities.

Although current demand for these facilities has not been evident in the market research, this does not mean that demand will not exist in the long term. Consequently, these facilities have been retained as a low priority which will be developed when funding and demand is evident.

## **4.2 STRATEGIC OPTIONS**

In considering the best outcome for the Smithfield community, two interrelated factors must be addressed; management and design.

### **4.2.1 Design**

Based on the preceding discussion, and the market research demand exists for:

- Extension to the Marlin Coast Recreation Centre to accommodate two air conditioned sports courts.
- Gymnastics hall.
- Health and fitness centre catering for 400 - 500 members, with capacity to grow as demand increases. Spaces will be required for cardio equipment, pin loaded and free weights and group fitness.
- Crèche, to complement the health and fitness centre.

When these components are designed and constructed, the two facilities – Marlin Coast Recreation Centre and Marlin Coast Swimming Complex will be physically closer together. Consequently, the opportunity exists to redesign the entrance, reception and kiosk/cafe to improve services to customers, provide better economies of scale and reduce administration overheads. In essence this will involve a single entrance, reception and kiosk/cafe serving

the whole complex.

No current demand has been identified for a "youth space/pulse cafe", multipurpose room/"wet" arts area and hydrotherapy pool. They were originally included in the Master Plan based on suggestions and comments during the consultations. Consequently, they should be retained in the Master Plan, but not developed until adequate demand and use is demonstrated. They should be regarded as potential long term developments.

#### **4.2.2 Management Models**

No single management model suits all leisure facilities. When all options are considered and assessments made, the most successful management models are those with a highly competent and experienced manager. It is people that make the model work - it is not the actual model that determines success.

Having stated this truism, a series of general statements can be made:

- Sporting club or association management of a facility tends to result in priority times and spaces being allocated to the major tenant/lessee sport. Sports focus on junior and senior elite and representative teams, rather than social or domestic players. Membership of the sport (club or association) is often a prerequisite for participation.
- Sporting clubs and associations primarily focus resources on developing the sport. Asset management and maintenance tends to have a lower priority. The exception being that substantial attention is given to ensuring the playing surface and lighting is in good condition eg sports hall floor surface.
- Swim coaches tend to focus on their squads, and give second priority to teaching swimming, despite it being a cash cow for the business.
- Commercial swim schools focus on the needs of their clients in swim lessons, to the exclusion of the public and recreational swimming.
- Leisure management companies have a focus upon the commercial success of the facility, and are heavily reliant upon the quality of the Centre Manager and key staff to increase occupancy.
- A multipurpose leisure centre requires a management model which gives equal attention to all facets of the business.
- A leisure facility is a business, which requires modern business practices to effectively deliver high quality programs and services to the community.
- Managers need an incentive to increase occupancy and use of a facility. One of the best incentives is financial benefit to the sport or business.
- Volunteers are often restricted in what they can contribute to the development of programs and management of a multipurpose facility.

Developing a management model at Smithfield is complicated by:

- The strong support by his customers, for the current lessee of the Marlin Coast Swimming Complex.
- Poor understanding of how professionally managed leisure centres can provide a wide range of leisure programs and services for disparate markets.
- The current physical separation of the wet and dry facilities, which will be substantially

eliminated if or when an additional two court sports hall and health and fitness centre is constructed.

- Potential economies of scale and overhead cost savings by combining a single reception and kiosk/cafe to service the integrated complex.
- Possibility that capital funding for the indoor sports courts and/or the health and fitness centre will not be available in the immediate future.

Based on these factors the most appropriate management model for a multipurpose wet and dry leisure centre in Smithfield is one which the best elements of commercial and volunteer management are combined in a synergetic and complementary manner.

The recommended approach is to:

- 1 Retain separate contract management/lease arrangements for the Marlin Coast Recreation Centre and Marlin Coast Swimming Complex while the current facilities exist in their current configuration
- 2 Synchronise the two management contracts/leases so that they have common commencement and termination dates.
- 3 Advertise the two management contracts/leases simultaneously, and provide applicants with the option of tendering for either one or both contracts. Assess all tenders on a "best value" basis to Council and the local Smithfield community.
- 4 Reassess the terms and conditions of both management contracts/leases when additional facilities have been funded and are in the planning stage.
- 5 Integrate the management of wet and dry facilities when the facility is fully redeveloped and physically integrated.

#### **4.2.3 Management Contracts**

Once Council has determined an appropriate management model, the next step requires determination of responsibilities between the Manager and Council. Again there is no single "best" solution, however some principles of good practice have evolved from the management contracting industry.

#### **Capital Contributions**

Funding partnerships are attractive to local government, and can often assist in progressing a project. Many leisure centres are funded primarily using funds from a range of Government sources (Federal, State and Local). Where another party (sporting association, private not for profit or commercial entity) contributes to the capital cost, it is important that Council does not "give away" long term rights to manage and operate the facility.

In practice, the original funding cocktail is lost in archives, particularly when a sporting association is involved. In other words after a period of say 20 years, records are often archived and not able to be accessed easily. It becomes "fact" that the sporting association contributed \$X to the development, when in reality a large percentage of \$X may have been a grant from a State or Federal agency, to the project, not to the sporting association.

Consequently, only funds contributed directly by a Manager and excluding loans repaid from the operation of the facility, should be considered as a contribution to capital costs. In return for an upfront capital contribution, a fixed term management agreement can be negotiated. Once the term, including any rights of renewal, has expired, the Manager has

no residual rights to operate the facility. It should be noted that where a Manager has performed well over a period of time, Council may give them priority option to renegotiate a management agreement (subject to Council's tendering protocols and policies).

Another form of contribution is towards the purchase of equipment. This form of contribution is much easier to manage in the long term. The Manager will retain ownership of the equipment and it will be clearly itemised in an asset register. At the conclusion of the contract, and depending upon the terms of the contract, the equipment may be purchased by Council or retained by the Manager. It is reasonable for a Manager to fit out a facility in return for beneficial contract terms and/or an extended contract period.

The key point is to value the capital contribution and determine what is an appropriate return to the Manager and cost to Council for this contribution. In other words do not give away long term rights for a short term financial gain.

### **Maintenance Responsibilities**

It is very difficult to define maintenance responsibilities for Council and the Manager. No matter what definitions are used, areas of uncertainty will exist. Consequently, a good working relationship must exist between Council and the Manager to ensure a win-win solution is negotiated when a disagreement occurs.

Despite this uncertainty, one key principle should be upheld. Council is the owner of the asset and has a long term interest in it. Consequently, Council must retain responsibility for major asset maintenance items. This will include structural maintenance, cyclical or preventative maintenance such as external painting of the building and roof repairs etc., and major maintenance and repairs to major items of plant and equipment.

The Manager should be responsible for the day to day maintenance of the facility. This will include items such as minor repairs (eg broken windows and repairs to locks), routine preventative maintenance (eg cleaning exhaust fans, testing fire safety equipment, greasing and oiling mechanical equipment and routine servicing of machinery), and cleaning.

An effective solution is to include within the management contract an itemised list of all major and minor maintenance and allocate responsibility to either Council or the Manager.

### **Operating Expenses**

Under the current contract for swimming pools, a rental is paid by each Manager and Council is responsible for many (most/all) expenses, except wages and some insurance. This is an inefficient process and does not encourage the Manager to reduce operating costs.

It is common practice for Council's to provide a subsidy to the Manager, who retains all income and is responsible for all operating costs and consumables including:

- Staffing
- Administration
- Marketing and advertising
- Insurance (excluding building insurance which remains Council's responsibility)
- Utilities (water, gas and electricity)
- Maintenance (as defined in the contract) and cleaning
- Pool chemicals
- Management overheads (eg payroll, accounts processing, management supervision etc)

Under this approach, Council will negotiate a fixed price contract, and the Manager is responsible for controlling expenditures and use of utilities and pool chemicals.

### Share of Profit

Where a fixed price contract is negotiated, a profit share arrangement is often included. In other words an incentive is provided to the Manager to reduce the operating cost to Council and Council is rewarded for its investment in the asset.

A common profit share arrangement is a 50:50 profit split. Alternative include a variable profit share arrangement based on the level of profit. For example:

Profit	Council Share	Manager Share
Up to \$20,000	50%	50%
\$20001 - \$40,000	33%	67%
Over \$40,000	25%	75%

An integral part of such an arrangement is for the Manager to provide regular (monthly) reports on the operation of the facility and financial statements. Audited financial statements are also required to be submitted each year.

## 4.3 DESIGN BRIEF

### 4.3.1 Relationship of Components

Both Marlin Coast Recreation Centre and Marlin Coast Swimming Complex are autonomous leisure facilities managed independently. When all facilities proposed to be constructed, are built, the two facilities will be integrated with a single entry and reception area. Until this occurs, they will operate independently with two entrances and two distinct car parks.

### 4.3.2 Components

#### Sports Hall

- Two court sports hall, at least 36.6m x 40.25m x 7m (to accommodate netball which has the largest court size).
- Each court suitable of accommodating indoor sports including basketball, netball, volleyball, futsal.
- Spectator accommodation in tiered seating along one side of court with three tiers.
- Inclusion of basketball backboards, netball posts, nets for badminton and volleyball, and goals for futsal.
- Dividing net to be installed between each court.

#### Gymnastics Hall

- Dedicated gymnastics hall 840m<sup>2</sup> (24m x 35m), with training pit, minimum ceiling height 6m.

#### Health and Fitness Studio

- Gym of approximately 350m<sup>2</sup>.
- Group fitness studio of approximately 150m<sup>2</sup>.
- Personal training/multipurpose area of approximately 50m<sup>2</sup>.

## **Multipurpose Rooms**

Including the existing multipurpose room, which may be retained, spaces will include:

- Multipurpose room, approximately 660m<sup>2</sup>, with components as outlined in the Master Plan:
  - ▶ Large meeting room for up to 150 persons circa 300m<sup>2</sup>
  - ▶ Small break out spaces x 3 each circa 50m<sup>2</sup> (150m<sup>2</sup>)
  - ▶ 3 x kitchenettes each circa 6m<sup>2</sup> (20m<sup>2</sup>)
  - ▶ Multiple lockable storage spaces circa 120m<sup>2</sup>
  - ▶ Amenity block serving meeting rooms/ arts wet area circa 70m<sup>2</sup>
- Arts wet activities area (330m<sup>2</sup>) consisting of:
  - ▶ Multiple lockable storage spaces circa 80m<sup>2</sup>
  - ▶ Arts Craft Activity Floor Area circa 180m<sup>2</sup>
  - ▶ Kiln Room circa 20m<sup>2</sup>
  - ▶ External drying racks circa 50m<sup>2</sup>
- Youth space, approximately 210m<sup>2</sup>.

## **Aquatic Component**

- Hydrotherapy/program pool – approximately 65m<sup>2</sup>, with depth 1.0m.

## **Support Services and Administration**

- Crèche facility for up to 20 children, with capacity to expand to 40 children. Allow approximately 5m<sup>2</sup> per child including staff and child amenities plus 7m<sup>2</sup> per child for an outdoor play space.
- Offices for staff (2 x 10m<sup>2</sup>) – at least one office adjacent to the health and fitness studio.
- Reception and entry centrally located to service the total complex.
- Kiosk/café servicing all components and adjacent to and integrated with reception, to minimise staffing in low patronage periods. Approximately 100m<sup>2</sup> including areas for tables and chairs. Preferable for kiosk to directly serve the aquatic centre outdoor area, and provide visual supervision over aquatic components and multipurpose hall.
- Staff room approximately 30m<sup>2</sup>.
- Storage areas for gymnastics 50m<sup>2</sup>, sports courts 100m<sup>2</sup>, health and fitness 50m<sup>2</sup>, kiosk 10m<sup>2</sup>,

### **4.3.3 Staging**

It is proposed that development will occur in stages as funding becomes available and demand increases.

#### **Sports Courts**

Demand currently exists for an additional indoor two court sports stadium, to be used by basketball, netball, volleyball and possibly futsal.

#### **Gymnastics Hall**

Demand exists for a larger dedicated gymnastics hall to cater for the YMCA gymnastics program and potentially for the relocation of the Cairns Community Gym.



**Health and Fitness Studio** A health and fitness studio complements both the aquatic centre and the multipurpose indoor courts, and is expected to be a profitable operation.

The health and fitness studio should be developed as a lower priority, and hence once the sports courts and gymnastics halls have been constructed.

A review of demand for health and fitness should be completed before construction.

**Multipurpose Spaces** No current demand has been identified for multipurpose rooms, arts wet activity area and youth space. They have been identified in the Master Plan, and therefore provision should be made for these facilities in the concept plan.

It is expected they will be constructed as the final stage of redevelopment when demand has been proven.

**Hydrotherapy Pool** No current demand has been identified for a covered hydrotherapy and program pool. As with the multipurpose spaces it was identified in the Master Plan, and therefore provision should be made for it in the concept plan.

A hydrotherapy pool will complement the health and fitness studio, and should therefore be completed at the same time or after it is constructed – subject to adequate demand being proven.

**Support Services and Administration** Support and administration spaces will have to be provided in the at each stage of development. For example storage areas will be constructed as part of each stage of redevelopment, and the crèche should be constructed with the health and fitness studio.

A central reception/entry and cafe/kiosk will be constructed when the two facilities physically merge.

## APPENDIX A: KEY INFORMANTS

Organisation	Contact	Position
Cairns Regional Council	Sno Bonneau	Councillor
Cairns Regional Council	Margaret Cochrane	Councillor
Cairns Regional Council	Louise Jones	Officer
Cairns Regional Council	Tanya Rutherford	Officer
Cairns Regional Council	Brett Andrews	Officer
Cairns Regional Council	Gerard Rosse	Officer
Cairns Regional Council	Laree Verra	Officer
Cairns Basketball	Michael Scott	General Manager
Cairns Basketball	Denis Donaghy	President
Marlin Coast Swimming Complex	Ben Eales	Lessee
YMCA	Jacinda Tunney	Manager
Mulgrave Coastal Basketball Association	Graham Ross	President
Northern Australia Futsal Association	Tony Cifuentes	CEO
Marlin Cove Netball Association	Heather McLaren	Regional Convenor
Cairns Netball Association (CNA)	Kathy Hare	Immediate Past President and current Treasurer
Cairns Volleyball Association	Brian Geck	President
Ivanhoe's Football and Recreation Club	Stephen McCullough	President
Northern Beaches Scouts	Tony Fewtrell	Area Coordinator
Smithfield Library -	Carol Clifford	Library Officer
Smithfield Childcare Facility (SCF - Cairns & District Child Care Development Association Inc)	Kathy Lochlin	Director
Smithfield State High School	Barry Courtney	A/Principal
James Cook University	Dr Maree Dinan-Thompson	Health and PE Program Coordinator
FNQ Regional Swimming Association	Roxanne Wu	Secretary
Cairns Mudcrabs AUSSIE Masters Swimming Club	Cheryl Brodribb	Publicity Officer
Cairns Community Gym	Donna DeMaria	President
Barron Valley Gymnastics Club	Kerry Adams	Committee

## **APPENDIX B: FOCUS GROUP INVITATIONS AND ATTENDANCE**

### **Invitations**

Cairns Basketball Association  
Marlin Coast Netball  
Cairns Volleyball  
YMCA  
Marlin Coast Swimming Complex Lessee  
Smithfield Scouts  
Ivanhoe Football and Recreation Club  
Smithfield Library  
Smithfield Child Care Centre  
James Cook University  
Smithfield State High School  
Department of Communities Sport and Recreation

### **Attendances**

YMCA (Jacinda Tunney, John Davis)  
Marlin Coast Swimming Complex Lessee (Ben Eales)  
Smithfield Child Care Centre (Kathy Lochlin)  
Smithfield State High School (Barry Courtney)  
Junior Triathlon Club (Alex Witten)  
Royal Lifesaving Society (Peter Cox)  
Mid Coast Swim Squad member (Mungo Marstone – Graham)  
Marlin Coast Swim Club (Kristen Knight, Dean Vanderzant, Rob Laitinen)  
Palm Cove SLSC (Chris Haug)  
Far North Queensland Swimming (Ron Tong)  
Ellis Beach SLSC (Donna Kreuter)  
Marlin Coast Swimming Complex users (Jeff Cox, Heather McLaren)  
Other (Annabel Grant)  
Cairns Regional Council (Cr Margaret Cochrane)  
Marlin Coast Netball (did not register name)  
Smithfield Library (did not register name)

## **APPENDIX C: SCHOOLS MAILED A QUESTIONNAIRE**

Alexandra Bay State School  
Aloomba State School  
Babinda State School  
Balaclava State School  
Bartle Frere State School  
Bellenden Ker State School  
Bentley Park College  
Cairns Christian College  
Cairns Rudolf Steiner School  
Cairns Seventh Day Adventist School  
Cairns State High School  
Cairns West State School  
Caravonica State School  
Daintree State School  
Djarragun College  
Edge Hill State School  
Freshwater State School  
Gordonvale State High School  
Gordonvale State School  
Hambledon State School  
Holy Cross School (Smithfield)  
Isabella State School  
Machans Beach State School  
McDonnell Creek State School  
Miallo State School  
Miriwinni State School  
Mossman State High School  
Mossman State School  
Mother of Good Counsel School (Cairns North)  
Our Lady Help of Christians School (Earlville)  
Parramatta State School  
Peace Lutheran College  
Redlynch State College  
Smithfield State High School  
St Andrew's Catholic College Redlynch Valley  
St Augustine's College (Cairns)  
St Francis Xavier's School (Manunda)  
St Gerard Majella Primary School (Woree)  
St Joseph's School (Cairns)  
St Mary's Catholic College (Woree)  
St Michael's School (Gordonvale)  
St Monica's College (Cairns)  
St Therese's School (Edmonton)  
Trinity Anglican School (Marlin Coast Campus)  
Trinity Anglican School (White Rock Campus)  
Trinity Bay State High School  
Trinity Beach State School  
White Rock State School  
Whitfield State School  
Woree Primary School  
Woree State High School  
Yorkeys Knob State School



## **APPENDIX D: QUESTIONNAIRES**

Appendix D1: Telephone Questionnaire

Appendix D2: User Questionnaire

Appendix D3: Schools Questionnaire

CAIRNS REGIONAL COUNCIL  
SMITHFIELD SPORTING PRECINCT MARKET REVIEW  
HOUSEHOLD TELEPHONE SURVEY, 2009

October 2009

**INTRODUCTION**

Good am/pm. My name is \_\_\_\_\_ from \_\_\_\_\_. We are doing a brief survey on the proposed redevelopment of the Marlin Coast Recreation Centre and the Smithfield Aquatic Centre and would like to talk to you about use of public swimming pools, health and fitness, and sports centres in Cairns.

Could I please speak to a person 15 years or over (male or female)? **(Reintroduce to respondent if necessary and check respondent is 15 years of age or over.)**

We are interested in knowing about your current use and future needs for swimming pools, sports centres and health and fitness facilities. Your thoughts and opinions are important to the future development of recreation and sport facilities which are being planned in the Smithfield area and will be treated in the strictest of confidence.

Public swimming pools, sports centres and health and fitness centres include Council facilities, school and commercial/private facilities but not swimming pools/health and fitness facilities at home.

**SECTION A - USE OF RECREATION AND SPORT FACILITIES**

**Q1. Have you used or visited a public swimming pool in the last 12 months?**

Yes **(Go to Q3)** ..... 01 No **(Continue to Q2)** 02

**Q2. If you have not used or visited a public swimming pool in the past 12 months, can you tell me why? (Accept up to 3 responses)**

Activity not available .....	01	No indoor pools close by .....	17
Can't swim .....	02	No one to go with .....	18
Cannot afford it.....	03	Not a club member .....	19
Cultural beliefs restrict use .....	04	Not interested .....	20
Don't know what is available .....	05	Not value for money.....	21
Don't know.....	06	Only outdoor pools available .....	22
Don't like swimming.....	07	Opening times don't suit .....	23
Family commitments .....	08	Too busy.....	24
Go to the beach.....	09	Too old .....	25
Have and use own pool .....	10	Transport problems .....	26
Health problems .....	11	Unhygienic/public pools not clean .....	27
Lack of information.....	12	Use neighbours/friends pool .....	28
Language difficulties .....	13	Work commitments.....	29
No childcare available .....	14	Other <b>(specify)</b> .....	30
No disabled access .....	15	.....	31
No suitable facilities close by.....	16		

**(PLEASE NOW GO TO SECTION A Q7)**

**Q3. Which Swimming Pools have you used or visited in the last 12 months? (Accept multiple responses - clarify Centre name if needed)**

Babinda .....	1	Smithfield .....	14
Cairns State High School.....	2	Sportsworld.....	15
Coast Fitness Gym and Pool.....	3	St Augustine's School .....	16
C-Me Swim School.....	4	St Andrews School .....	17
Edge Hill School .....	5	Sugarworld Waterslides.....	18
Edmonton.....	6	Trinity Anglican School.....	19
Esplanade Lagoon .....	7	Trinity Bay School.....	20
Essential Skills Swim School.....	8	Tobruk.....	21
Gordonvale.....	9	Waterwise Aquatic Centre .....	22

**Attachment to Clause 3 - SACCS Committee 12/5/10**

Janet Evans Swim School .....	10	Windmill College .....	23
Mossman.....	11	Woree .....	24
Paradise Palms.....	12	Other Pool (please list) .....	25
Rydges Health & Fitness Club .....	13		

**Q4. Which swimming pool centres did you use or visit the most in the last 12 months (list?) \_\_\_\_\_ (Code .....)** (Use Code from Q3 for swimming pool used)

**Q5. Thinking about the centre you use or visit the most, why did you choose this swimming pool? (Accept only one response)**

Close to home .....	01	Only pool I'm aware of .....	09
Close to work/school.....	02	Range of pools available .....	10
Friends/Family use it .....	03	Take child to swim lessons .....	11
Good facilities.....	04	To attend aquatic program/class .....	12
It has an indoor pool .....	05	To attend Health and Fitness class/program .....	13
It has an outdoor pool .....	06	Too use outdoor areas .....	14
Low entry charges .....	07	Too use indoor sports courts.....	15
Leisure water/fun pools.....	08	Other ( <b>specify</b> ) .....	16

**Q6. What are the main activities you usually do at the swimming pool you use the most? (Accept up to three responses)**

Aerobics.....	01	Recreation swimming/fun .....	12
Aqua aerobics.....	02	Spectator.....	13
Competition activities .....	03	Spa/Sauna.....	14
Cool down from hot weather.....	04	Sunbathing .....	15
Health and Fitness Programs/Classes .....	05	Take child to pool .....	16
Health related activities (Massage, etc) .....	06	Take child to learn to swim class .....	17
Lap swim/fitness.....	07	Take part in aquatic program/class .....	18
Meet with friends.....	08	Take part in club activity .....	19
Other Recreation/Cultural activities.....	09	Water based fitness activities .....	20
Rehabilitation Programs.....	10	Use Gym/Weights area.....	21
Swim squad .....	11	Other ( <b>specify</b> ) .....	22

**Q7. Are you currently a member of a health and fitness club or use a local gym?**

Yes (PLEASE GO TO Q8).....	01	No (PLEASE GO TO QUESTION 9) .....	02
----------------------------	----	------------------------------------	----

**Q8. Which health and fitness club or local gym are you a member of or used in the last 12 months? (Accept all responses, Clarify Centre name if needed)**

Active Health Clubs - McLeod St .....	01	Curves Trinity Park .....	11
Active Health Clubs – Sheridan St .....	02	Essential Fitness .....	12
Active Health Clubs – Pease St.....	03	Genesis Fitness Cairns.....	13
Active Health Clubs – Smithfield.....	04	Gnesis Fitness Earlville .....	14
Bodyline Health Club.....	05	Rydges Esplanade Resort Cairns Health Club .....	15
Bwell Oasis Lifestyle & Wellbeing Centre .....	06	Sportsworld.....	16
Cairns City Health & Fitness .....	07	Your Fitness at the Pier .....	17
Coast Fitness .....	08	Other Centres (Please list) .....	18
Contours Smithfield.....	09	Other Centres (Please list) .....	19
Curves Gym .....	10		

**Q9. Have you played an indoor sport in the last 12 months?**

Yes (GO TO Q10)	01	No (GO TO Q11)	02
-----------------	----	----------------	----

**Q10. Which indoor sport have you played in the last 12 months?**

Basketball .....	01	Badminton.....	05
Netball.....	02	Hockey.....	06
Soccer/Futsal .....	03	Other (Specify) .....	07
Volleyball .....	04	Other (Specify) .....	08



**Section B – DEVELOPMENT OF NEW FACILITIES AT SMITHFIELD**

The Council is planning the redevelopment of Marlin Coast Recreation Centre and Smithfield Aquatic Centre. The facilities could two additional sports halls, and health and fitness facilities. These questions ask you about potential use of such facilities and activity areas that would encourage your use.

**Q11. What facilities/features would encourage you to make greater future use of swimming pools/health and fitness/sports centres? (Accept up to 5 responses)**

Crèche/childcare area .....	01	Membership Packages/discount offers .....	17
Cleaner more hygienic facilities.....	02	More car parking .....	18
Family Change rooms .....	03	More variety of activities/programs.....	19
Gym/Weights facilities.....	04	Outdoor sports courts i.e. Tennis/Netball.....	20
Health and Fitness Classes (Aerobics).....	05	Outdoor heated pools.....	21
Health related programs (masseur etc)	06	Outdoor grassed/shaded areas .....	22
Indoor learn to swim pool.....	07	Outdoor swimming pool .....	23
Indoor competition pool.....	08	Outdoor leisure/play pool.....	24
Indoor diving pool.....	09	Outdoor diving pool.....	25
Indoor Recreation/Leisure pools .....	10	Social and food areas (café) .....	26
Indoor Wave pool.....	11	Sports medicine clinic .....	27
Indoor Program/Hydrotherapy pool.....	12	Spa/saunas .....	28
Indoor sports courts.....	13	Training/meeting rooms.....	29
Indoor/outdoor waterslides.....	14	Transport service to Centre .....	30
Learn to Swim Programs.....	15	Other ( <b>specify</b> ) .....	31
Larger change rooms.....	16	.....	32

**Q12. Would you be interested in using the proposed new facilities at Smithfield if your priority improvements you nominated in Q11 were developed at this centre in the future?**

		Swimming Pool	Health & Fitness	Sports Centre
Yes, would definitely use it	<b>(GO TO Q13)</b>	01	01	01
No, would not use it	<b>(GO TO Q16)</b>	02	02	02
Yes, likely to use it	<b>(GO TO Q13)</b>	03	03	03

**Q13. If your response was yes you would definitely use or likely to use the proposed new facilities at Smithfield in the future, would use of these facilities replace your existing usage of the facility you currently use most (as nominated in Q4 and 7), or be additional to your current use?**

Replace Existing Usage .....	01	Additional Usage .....	02
------------------------------	----	------------------------	----

**Q14. How often would you be likely to use the proposed facilities at Smithfield in a 12 month period?**

		Swimming Pool	Health & Fitness	Sports Centre
Centre				
Daily.....	01	01	01	01
2-3 times per week.....	02	02	02	02
4-6 times per week.....	03	03	03	03
Weekly.....	04	04	04	04
Fortnightly .....	05	05	05	05
Monthly .....	06	06	06	06
Less frequently the monthly.....	07	07	07	07
Other (Specify) .....	08	08	08	08
Do not know.....	09	09	09	09

**Q15. On average how many people would you attend with when using the proposed facilities at Smithfield?**

		Swimming Pool	Health & Fitness	Sports Centre
Centre				
1 other person.....	01	01	01	01
2 other people.....	02	02	02	02
3 other people.....	03	03	03	03
4 other people.....	04	04	04	04
5 other people.....	05	05	05	05
Other .....	06	06	06	06

**Attachment to Clause 3 - SACCS Committee 12/5/10**

**Q16. Can you tell me why you do not wish to make future use of swimming pools or health and fitness or sports centres? (Accept up to 3 responses)**

Activity not available .....	01	No indoor pools close by .....	17
Can't swim .....	02	No one to go with .....	18
Cannot afford it.....	03	Not a club member .....	19
Cultural beliefs restrict use .....	04	Not interested .....	20
Don't know what is available .....	05	Not value for money.....	21
Don't know .....	06	Only outdoor pools available .....	22
Don't like swimming.....	07	Opening times don't suit .....	23
Family commitments .....	08	Too busy.....	24
Go to the beach.....	09	Too old .....	25
Have and use own pool .....	10	Transport problems .....	26
Health problems .....	11	Unhygienic/public pools not clean .....	27
Lack of information.....	12	Use neighbours/friends pool .....	28
Language difficulties .....	13	Work commitments.....	29
No childcare available .....	14	Other ( <b>specify</b> ) .....	30
No disabled access.....	15	.....	31
No suitable facilities close by.....	16		

**SECTION C - RESPONDENT PROFILE**

**Q17. Gender**  
**RECORD AUTOMATICALLY**

Male.....	01
Female .....	02

**Q18. Please tell me the suburb or area you live in?**  
**SINGLE RESPONSE (READ OUT IF NEED TO CLARIFY AREA)**

Aeroglen.....	01	Manoora.....	19
Bayview Heights .....	02	Manunda.....	20
Bentley Park.....	03	Mooroobool.....	21
Bungalow.....	04	Mount Sheridan.....	22
Cairns City .....	05	Palm Cove .....	23
Cairns North.....	06	Parramatta Park.....	24
Caravonica .....	07	Portsmith.....	25
Clifton Beach .....	08	Redlynch. ....	26
Earlville.....	09	Smithfield.....	27
Edge Hill .....	10	Stratford .....	28
Edmonton.....	11	Trinity Beach.....	29
Freshwater .....	12	Trinity Park .....	30
Gordonvale.....	13	Westcourt.....	31
Holloways Beach.....	14	White Rock .....	32
Kamerunga .....	15	Whitfield .....	33
Kanimbla.....	16	Woree.....	34
Kewarra Beach.....	17	Yorkeys Knob .....	35
Machans Beach.....	18	Other (Please specify).....	36

**Thank you! That was the last question.**

**I CERTIFY THAT THIS IS A TRUE AND ACCURATE INTERVIEW TAKEN IN FULL ACCORDANCE WITH ALL INSTRUCTIONS PROVIDED**

**BY** \_\_\_\_\_

Interviewer's Signature ..... Respondent Phone ..... Date

**Attachment to Clause 3 - SACCS Committee 12/5/10**

**CAIRNS REGIONAL COUNCIL  
SMITHFIELD SPORTING PRECINCT FEASIBILITY  
STUDY**



Cairns Regional Council has commissioned SGL to prepare a business case to assess the demand for, and feasibility of developing the Smithfield Sporting Precinct in line with the Master Plan adopted by Council in 2007. Proposed facilities include two additional air conditioned indoor sports courts, a new health and fitness club, a hydrotherapy pool and a new cafe to serve the whole complex. Your views and opinions as a customer of the facilities are very important. Can you please take a few minutes to complete the following questionnaire.

**1 Which facility did you visit today? [PLEASE CIRCLE ONE NUMBER]**

Marlin Coast Recreation Centre	1
Marlin Coast Swimming Centre	2

**2 In the last 12 months which facilities have you visited? ? [PLEASE CIRCLE ONE NUMBER]**

Marlin Coast Recreation Centre only	1
Marlin Coast Swimming Centre only	2
Both the Recreation Centre and Swimming Centre	3

**3 What is the MAIN activity you have undertaken during your visit today? [PLEASE CIRCLE ONE NUMBER]**

Lap/fitness swimming	1
Swim squad swimming	2
Recreational swimming with children	3
Taking children to swim lessons or swim squad	4
Training or competition in other aquatic sports	5
Indoor sport (basketball, netball etc)	6
Taking children to indoor sport or gymnastics	7
Fitness class at the Recreation Centre	8
Spectator	9
Other (specify)	10

**4 Which of the following activities would you like to participate in, or participate more frequently at the Marlin Coast Recreation Centre or Marlin Coast Swimming Centre? [PLEASE CIRCLE UP TO THREE NUMBERS]**

Do not want to participate in any activity	01	Health related activities (Massage, etc)	10
Aqua aerobics	02	Use Gym/Weights area	11
Lap swimming/swim squad	03	Netball	12
Recreation swimming/fun	04	Badminton	13
Competitive swimming	05	Basketball	14
Hydrotherapy	06	Futsal/Indoor soccer	15
Rehabilitation Program	07	Volleyball	16
Spa/Sauna	08	Gymnastics	17
Health and Fitness Program/Classes	09	Other (specify)	18

**5 Are you a currently member of a health and fitness club/centre? [PLEASE CIRCLE ONE NUMBER]**

Yes	1
No	2

**Attachment to Clause 3 - SACCS Committee 12/5/10**

6 If a health and fitness club is established at Marlin Coast Recreation Centre how likely are you to become a member of this health and fitness club? [PLEASE CIRCLE ONE NUMBER]

Highly likely	1
Likely	2
Not sure	3
Unlikely	4
Highly unlikely	5

7 Based on your personal needs or the needs of the community, please rate out of 10 – (where 1=Not important at all, and 10=Very important) – how important it is, that the following components are developed at the Marlin Coast Recreation Centre or Marlin Coast Swimming Pool. [PLEASE CIRCLE ONE NUMBER FOR EACH COMPONENT]

	Not important at all										Very important	Not sure
	1	2	3	4	5	6	7	8	9	10	11	
Additional indoor sports courts	1	2	3	4	5	6	7	8	9	10	11	
Air conditioned sports courts	1	2	3	4	5	6	7	8	9	10	11	
Health and fitness centre	1	2	3	4	5	6	7	8	9	10	11	
New cafe/kiosk serving the total complex	1	2	3	4	5	6	7	8	9	10	11	
Heated Olympic pool (in winter)	1	2	3	4	5	6	7	8	9	10	11	
Hydrotherapy pool	1	2	3	4	5	6	7	8	9	10	11	
Youth space/pulse cafe	1	2	3	4	5	6	7	8	9	10	11	
Increased shade in swimming pool	1	2	3	4	5	6	7	8	9	10	11	

8 What is your age? \_\_\_\_\_ Years

9 What is your gender? [PLEASE CIRCLE ONE NUMBER] Male 

1
---

 Female 

2
---

10 Where do you live?

Aeroglen	01	Manoora	19
Bayview Heights	02	Manunda	20
Bentley Park	03	Mooroobool	21
Bungalow	04	Mount Sheridan	22
Cairns City	05	Palm Cove	23
Cairns North	06	Parramatta Park	24
Caravonica	07	Portsmith.	25
Clifton Beach	08	Redlynch.	26
Earlville	09	Smithfield	27
Edge Hill	10	Stratford	28
Edmonton	11	Trinity Beach	29
Freshwater	12	Trinity Park	30
Gordonvale	13	Westcourt	31
Holloways Beach	14	White Rock	32
Kamerunga	15	Whitfield	33
Kanimbla	16	Woree	34
Kewarra Beach	17	Yorkeys Knob	35
Machans Beach	18	Other (Please specify)	36

**Attachment to Clause 3 - SACCS Committee 12/5/10**

11 If you have any comments about the future development, use or management of the Marlin Coast Recreation Centre or the Marlin Coast Swimming Centre, please use the space below.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

Thank you for completing this questionnaire  
Please return the completed questionnaire to reception or fax to 08 8353 1067  
by 28 February 2010

**Attachment to Clause 3 - SACCS Committee 12/5/10**

**CAIRNS REGIONAL COUNCIL  
AQUATIC AND SPORTS CENTRE FEASIBILITY  
STUDIES**



Cairns Regional Council has commissioned SGL Consulting Group to assess the demand for, and feasibility of developing sports and aquatic centres at Edmonton and Smithfield. An important aspect of the study is to identify which facilities are required in Cairns, and how often they may be used.

Can you please take a few minutes to complete the following questionnaire on behalf of your school.

**1 Name of School** \_\_\_\_\_

**2 Contact details of person completing this questionnaire:**

Name \_\_\_\_\_

Telephone \_\_\_\_\_ email \_\_\_\_\_

**3 Which swimming pool does your school use for its aquatic education programs?**

[PLEASE CIRCLE ONE NUMBER]

- |                                    |    |                                   |    |
|------------------------------------|----|-----------------------------------|----|
| Babinda .....                      | 1  | Rydges Health & Fitness Club..... | 13 |
| Cairns State High School .....     | 2  | Smithfield .....                  | 14 |
| Coast Fitness Gym and Pool.....    | 3  | Sportsworld.....                  | 15 |
| C-Me Swim School .....             | 4  | St Augustine's School.....        | 16 |
| Edge Hill School .....             | 5  | St Andrews School.....            | 17 |
| Edmonton .....                     | 6  | Sugarworld Waterslides.....       | 18 |
| Esplanade Lagoon.....              | 7  | Tobruk.....                       | 19 |
| Essential Skills Swim School ..... | 8  | Waterwise Aquatic Centre .....    | 20 |
| Gordonvale .....                   | 9  | Windmill College .....            | 21 |
| Janet Evans Swim School.....       | 10 | Woree .....                       | 22 |
| Mossman.....                       | 11 | Other Pool (please list) .....    | 23 |
| Paradise Palms.....                | 12 |                                   |    |

**4 Please list other swimming activities, such as carnivals which your school conducts either on a regular or occasional basis. [PLEASE DESCRIBE THE ACTIVITY, WHICH POOL YOU USE AND HOW OFTEN THE ACTIVITY OCCURS]**

Activity	Pool	Frequency
<i>Eg School Carnival</i>	<i>Tobruk Aquatic Centre</i>	<i>Once a year</i>

**5 Are the swimming facilities you use, adequate for the needs of your students? [PLEASE CIRCLE ONE NUMBER]**

Yes	1
No	2

If **NO**, what facilities are required to ensure your school's swimming needs are met?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Attachment to Clause 3 - SACCS Committee 12/5/10**

**6 Which indoor recreation and sport facilities (not at your school) do you use on a REGULAR AND FREQUENT basis? [PLEASE CIRCLE ONE NUMBER FOR EACH FACILITY USED]**

Cairns PCYC	1
Marlin Coast Recreation Centre	2
Cairns Basketball Centre	3
Fretwell Park	4
Cairns Recreation Centre	5
Cairns Indoor Sports	6
Other (SPECIFY):	7
Other (SPECIFY):	8

**7 Which indoor recreation and sport facilities (not at your school) have you used this year on an OCCASIONAL basis? [PLEASE CIRCLE ONE NUMBER FOR EACH FACILITY USED]**

Cairns PCYC	1
Marlin Coast Recreation Centre	2
Cairns Basketball Centre	3
Fretwell Park	4
Cairns Recreation Centre	5
Cairns Indoor Sports	6
Other (SPECIFY):	7
Other (SPECIFY):	8

**8 Do you currently have, or propose to build, any indoor sports facilities on your school grounds? [PLEASE CIRCLE ONE NUMBER]**

Yes	1
No	2

If **YES**, please describe your facilities?

---



---



---



---

**9 Are there any indoor sports activities you would like to offer to your students, which are not available either in your school facilities or in a nearby public facility? [PLEASE CIRCLE ONE NUMBER]**

Yes	1
No	2

If **NO**, what activities do you want to offer to your students?

---



---



---



---



**Attachment to Clause 3 - SACCS Committee 12/5/10**

10 If new facilities are built in Edmonton, what facilities would your school be likely to use?  
[PLEASE CIRCLE ONE NUMBER]

Unlikely to use any facilities	1
Sports hall	2
Weight gym	3
Swimming Pool	4
Other (SPECIFY):	5
Other (SPECIFY):	6

11 If additional sports halls are built at Marlin Coast Recreation Centre, is your school likely to commence using or increase your existing use of the facility? [PLEASE CIRCLE ONE NUMBER]

YES	1
NO	2

12 Do you have any other comments or suggestions regarding indoor recreation or aquatic facilities in Edmonton or Smithfield?

---

---

---

---

---

---

---

THANK YOU FOR YOUR ASSISTANCE  
PLEASE RETURN THE COMPLETED QUESTIONNAIRE TO:  
SGL, 2a MELLOR STREET, WEST BEACH SA 5024,  
OR SCAN AND EMAIL TO:  
[queensland@sglgroup.net](mailto:queensland@sglgroup.net)