

# Celebrating Positive Results

## 2016 Customer Service Quality Survey

On behalf of Aquamoves I would like to thank the 463 people who took the time to complete our Customer Service Quality Survey (CSQS) for 2016. The number of respondents was significantly higher than in previous years, providing us with extremely valuable data and information that will form the basis of our service delivery and planning for the future.

Aquamoves is striving to improve the health and wellbeing of our community and we are really proud of this year's survey results. It was encouraging to see that 66 per cent of respondents have been members of the centre for two or more years, indicating we are achieving strong retention and engagement. 93 per cent of respondents said they were satisfied with the centre, whilst importantly, 94 per cent stated they would recommend Aquamoves to others. These results really support the recent work our team has been undertaking and indicate we are heading in the right direction.

The Aquamoves Leadership Team believes that people are our biggest asset and are very pleased that 'staff friendliness' and 'instructor experience and knowledge' were listed as our key strengths. We feel this is reflective of our commitment to employ and develop staff that are dedicated and deliver a high standard of customer service at all times.

Over the next 12 months we will continue to invest significantly in training to ensure our team continues providing knowledge and support that is at the forefront of the fitness, health and aquatic industries.

It is important to note that survey respondents identified two key areas for improvement, these being the Aquamoves car park and the centre's trading hours.

We are very fortunate the centre is located in a picturesque natural setting between a river and a lake; however this does restrict the creation of additional carparks to cater for our growing user base. Aquamoves is about to undertake development of a 10 year master plan and thanks to the feedback received through the CSQS, suitable parking will be a high priority in this process.

We are also working on increasing our trading hours and recently commenced a trial extension, opening at the earlier time of 7am on Saturdays. We anticipate this will be a success and once evaluated, it will allow us to further extend our hours of operation.

We are looking forward to a massive summer enjoying all things health, wellbeing and aquatic and thank you for being part of the Aquamoves community.

**Marcus Cook**  
Aquamoves Centre Manger

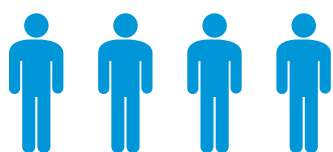


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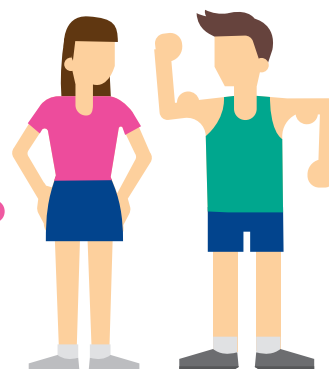
## RESULTS HIGHLIGHTS

TOTAL **NUMBER** OF RESPONDENTS

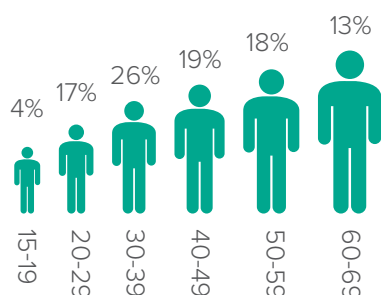
**463**



**GENDER** OF RESPONDENTS



**AGE** OF RESPONDENTS



HOW **LONG** HAVE RESPONDENTS BEEN WITH US?



**66%** have been an Aquamoves member for more than two years

HOW ARE WE **PERFORMING?**



**93%** of respondents indicated they were satisfied customers of the centre.



**94%** of respondents said they would recommend Aquamoves to others.

OUR **STATS** AS OF 1 SEPTEMBER 2016



Total Members (Gym, Group Fitness and Aquatic): **2550**

Swim School Participants: **1447**



AQUAMOVES' KEY **STRENGTHS**

- Staff friendliness
- Instructor experience and knowledge
- Facilities



RESPONDENTS' REPORTED **BENEFITS**

- Improved physical fitness
- Improved health and wellbeing
- Reduced stress levels



AQUAMOVES' KEY **ISSUES**

- Parking suitability
- Trading hours