

# Pines Customer Satisfaction Survey Results



Thank you to the 300 members and visitors who completed our recent Customer Satisfaction Survey

The feedback we received is so valuable in helping us to continue to deliver exceptional service and facilities. Here's some of the highlights and areas for us to focus our attention on.

## Respondents

**296**

completed the survey

**67%**

were casual visitors

**33%**

were PARC members

## Who visits Pines

**17%**

Of respondents visited Pines for the first time this season

**12%**

Of respondents attended for a specific event – water safety, swimming carnival or a free community access event

**6%**

Of users started using Pines due to the COVID-19 related closures at PARC

**61%**

Of respondents continued to use Pines once PARC re-opened

**58%**

Of respondents selected lap swimming as one of their main reasons for attending

**52%**

Of respondents usually attend with children

## You told us when you think Pines, you think:

Outdoor

Relaxed

Fun

Clean

Family

Friendly

Great

Community

## Your Comments

"I absolutely love swimming at the Pines! Thank you for making it a wonderful place to visit"

"A lovely place to swim. Hope it continues as is in the future"

"I love the Pines, am always recommending it to people I know!"

"I enjoy going to an outdoor pool because of fresh air and less noise "

"I travel from Mordialloc as it's my favourite lap pool! Well done!"

## Satisfaction

**8.4** /10

Overall satisfaction with Pines

**7.8** /10

Presentation and cleanliness of the facility

**9.1** /10

Likelihood to visit again next season

**8.8** /10

Knowledge and helpfulness of Pines staff

**8.3** /10

Maintenance of health and safety standards

**8.5** /10

Overall experience since reopening

## Areas for attention and consideration

We are focused on continuing to improve our service to the Pines community. Below is your feedback on ways we can enhance use of the facility.



Better promotion of the facility and its operating times



Improve presentation and maintenance of changerooms



Grow range of food/drink offered at the kiosk

**52%**

of respondents think that the opening dates are too short

**27%**

of respondents think opening hours for the centre should be longer