



# Strategy for Sawtell and Woolgoolga Swimming Pools

## Final Report



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# 1 INTRODUCTION

This chapter summarises the background to the study, the scope of the study and methodology.

## 1.1 Background

Coffs Harbour is located on the Mid North Coast of New South Wales about 540 km north of Sydney, and 390 km south of Brisbane. It is one of the largest urban centres in the North Coast region, with an estimated population at the 2016 census of 72,944. The Council has an aging population profile with an older median age than both NSW and Australia. Over the next two decades, the population is projected to increase to about 96,000.

Coffs Harbour City Council has four public swimming pools at Coffs Harbour, Sawtell, Woolgoolga and Nana Glen. Apart from the Coffs Harbour pool, all are outdoor, 25m pools which operate from September to April each year.

Sawtell and Woolgoolga pools are managed under contract by Lane 4, a commercial management contractor. Both pools were built around 1980, and include a 5 lane lap pool, wading pool, kiosk, a heated and enclosed teaching pool and amenities building.

Sawtell is located approximately 8 km south of Coffs Harbour, and has a population of 3,700 and a regional catchment of 19,500. Woolgoolga is 26km north of Coffs Harbour, and has a population of 5,300 and a regional catchment of 12,500.

## 1.2 Scope of the Study

The aim of this study is to prepare a strategy for the long term sustainable development and operation of the Sawtell and Woolgoolga swimming pools.

The scope of the study is to:

- Establish the condition of all existing plant/equipment and associated components and establish the life expectancy and capacity to meet current and future needs both from a water quality and user perspective.
- Establish shell condition and associated structures.
- Review operational practices.
- Review servicing and maintenance regime and provide improvement recommendations.
- Prepare capital and maintenance plans to address identified gaps and ensure continued service delivery.
- Maintenance and capital projects or outcomes scoped with sufficient detail to progress to more detailed design and/or procurement.
- Water and energy efficiency opportunities identified with particular focus on improving plant efficiency.
- Assess the two swimming pools against broader aquatic strategy outcomes.

- Determine compliance with current relevant standards associated with the operation of a public pool complex.

## 1.3 Methodology

The strategy was undertaken in three phases involving the following tasks:

### **Phase 1: Operational Review**

- Project Inception Meeting
- Document Review
- Operational Audit
- Data Analysis
- Review filtration plant and dosing equipment
- Population/Participation Analysis

### **Phase 2: Stakeholder Engagement**

- E survey using Council's Website and the "Have Your Say Coffs Harbour" platform
- Stakeholder Interviews

### **Phase 3: Reporting**

- Draft Report
- Presentation
- Community Consultation
- Final Report



## 2 OPERATIONAL REVIEW

This chapter provides a summary review of the operation of both the Sawtell and Woolgoolga swimming pools.

### 2.1 Influencing Factors

Coffs Harbour City Council provides operating subsidies to public swimming pools at Sawtell and Woolgoolga. Factors which impact on the operation and future development of Sawtell and Woolgoolga pools include:

- Lane 4 Aquatics was awarded the management contract by Coffs Harbour City Council for Sawtell, Woolgoolga and Coffs Harbour swimming pools in July 2017. The Coffs Harbour pool is a 10 + 10 year contract, whereas both Sawtell and Woolgoolga are 5 + 5 year contracts.
- Council has allocated a total of \$6m over the next four years to upgrade the Sawtell and Woolgoolga pools. This amount was determined in 2010, and has not been increased to account for inflation and increases in construction costs.
- Both pools have strong swimming clubs based at the venues, however they are restricted to hosting swim meets due to the size and configuration of the facilities.
- Access by people with disabilities into Woolgoolga pool is not available, and a hoist is provided at Sawtell. Hoists are not liked by customers, and not considered “best practice” or appropriate for a modern aquatic facility.
- Amenities at both pools are old and do not meet contemporary standards.
- Both pools are known to have leaks, resulting in a loss of water. The leak at Sawtell cannot be located, hence it cannot be repaired.
- The existing location of the Sawtell pool is not ideal, as it is not central to the major population concentration which is based in Toormina.

### 2.2 Current Operational Information

#### 2.2.1 Existing Facilities

Both the Sawtell and Woolgoolga swimming pools are similar facilities, in that they are both outdoor, heated 25m pools.

#### Sawtell Swimming Pool

Sawtell Swimming Pool was built by the public and opened in April 1979. It is located on Crown Land in the vicinity of Sawtell Beach Holiday Park and approximately 500m from the main shopping precinct in Sawtell. Hence it is a public swimming pool which is also used by the holiday park guests. It is also within a sporting precinct which includes a bowling club and tennis club (refer to Figure 2.1).



**Figure 2.1: Sawtell Swimming Pool**



Facilities include:

- 25m x 5 lane outdoor, heated pool with solar blankets and depth 1m – 1.3m
- Small round toddler pool with shade structure
- 10m pool (above ground style pool dug into the ground) used for swimming lessons
- The outdoor pools are heated to 27°C degrees and the program pool to 30°C
- Amenities building including male and female change rooms, showers and toilets, reception and office

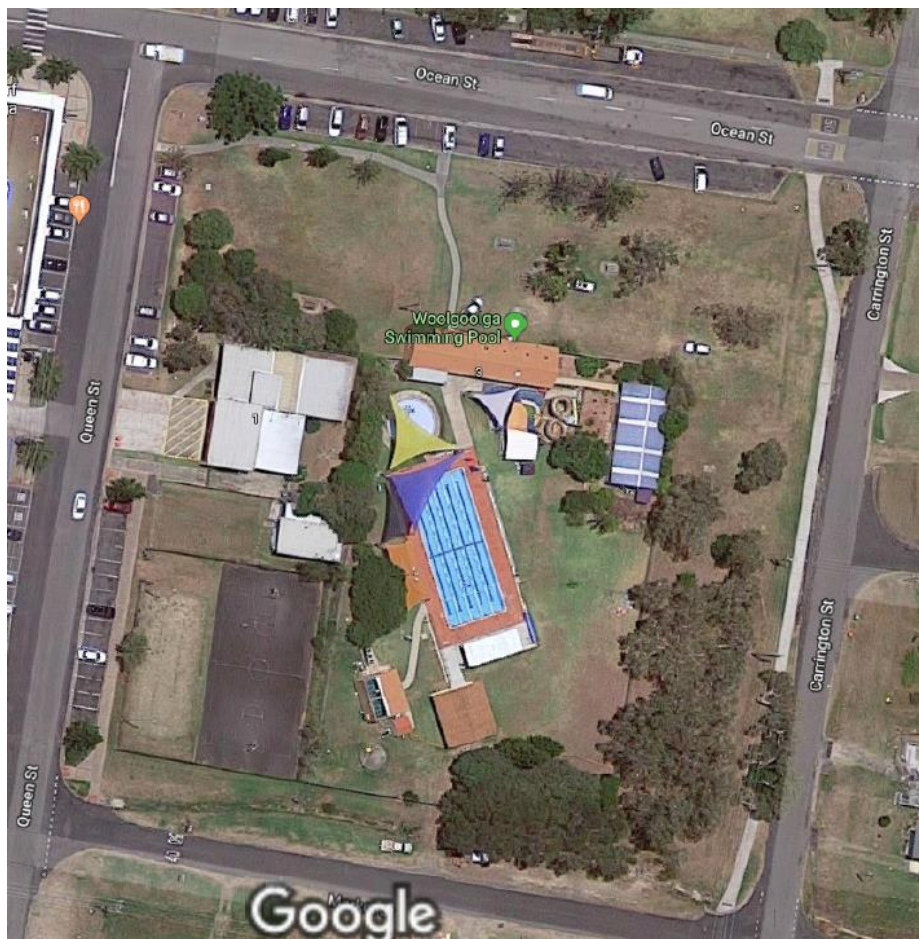
### **Woolgoolga Swimming Pool**

Woolgoolga Swimming Pool was opened in November 1981 and is located on Beach Street, Woolgoolga, it is on the opposite side of Beach Street to the beach reserve, within 200m of the Woolgoolga Holiday Park and at one end of the main shopping street in Woolgoolga (refer to Figure 2.2)

Facilities include:

- 25m x 5 lane outdoor, heated pool with solar blankets and depth 1m – 1.4m
- Small round toddler pool with mushroom sprays and shade structure
- 10m pool (above ground style pool dug into the ground) used for swimming lessons
- The outdoor pools are heated to 27°C degrees and the program pool to 30°C
- Small water slide suitable for very young children
- Amenities building including male and female change rooms, showers and toilets, reception and office

**Figure 2.2: Woolgoolga Swimming Pool**



### 2.2.2 Staffing

Staffing levels at the two pools are relatively consistent, with both pools employing at least two staff at all times - one on the pool deck and one responsible for point of sale and administration. During busier periods this number increases, however not excessively.

Peak periods can have three swimming teachers working in addition to the other two staff members.

### 2.2.3 Entry Fees and Charges

Both swimming pools have the same entry fees.

Adult Casual (over 16 years):	\$4.00
Child Casual (2 - 16 years):	\$3.00
Spectator:	\$2.00
Child Casual (under 2 years):	FREE
Child Casual (Swim and Slide):	\$6.00
Pensioner Casual:	\$3.50
Senior Casual :	\$3.00
School Admission:	\$3.00
10 Visit Casual Adult:	\$37.00
10 Visit Child Casual:	\$27.00
20 Visit Adult Casual:	\$64.00
20 Visit Child Casual:	\$50.00



## 2.2.4 Opening Times

Both pools are open from September to the end of April every year:

Weekdays	6:00am-6:00pm
Saturday	9:00am-6:00pm
Sunday	10:00am-6:00pm

## 2.3 Financial Performance

Limited financial information is available for both Sawtell or Woolgoolga swimming pools. The current pool contractor had not completed a full financial year when this report was prepared and at Sawtell Swimming Pool it is understood that the previous contractor did not provide financial and operational information. The previous contractor at Woolgoolga did provide limited financial information for the 2015 and 2016 financial years (refer Table 2.1).

Interpreting the data is difficult as the total income from all sources is not clearly specified. For example three revenue sources are noted but are in excess of the "Annual Receipts". Similarly with expenditure, whilst each line item may be correct, it is not clear what each item includes such as "labour expenditure" and "salaries and wages".

**Table 2.1: Financial Data for Woolgoolga Swimming Pool**

	2015	2016
Annual receipts	\$165,65	\$171,759
Operating subsidy	\$85,497	\$85,008
Door takings (fees received)	\$89,945	\$95,021
Secondary takings	\$34,667	\$33,585
Operating expenditure	\$205,97	\$171,343
Labour expenditure	\$109,55	\$95,852
Staff training expenditure	\$2,810	\$2,855
Salaries and wages expenditure	\$99,324	\$90,407
Energy expenditure	\$19,157	\$18,313
Water expenditure	\$2,643	\$2,146
Cleaning and maintenance expenditure	\$13,219	\$16,329
Promotion expenditure	\$1,105	\$1,925

Information provided by the current contractor (Lane 4), is also incomplete. This partly due to having not completed a full financial year and the inability of the Regional Manager to provide comprehensive data. He advised:

- The Woolgoolga Pool generated \$120,000 in revenue through the point of sale between October and April 2017/18.
- The Sawtell Pool generated \$125,000 in revenue through the point of sale between October and April 2017/18. In addition to this revenue was a \$15,000 annual fee paid by the Caravan Park to the Swimming Pool for use of the pool. Due to the peak season of the caravan park in December/January, there are also fewer visitations during this period as the pool is heavily used by patrons of the Caravan park.
- Revenue at both Sawtell and Woolgoolga does not include entries for users of the "fitness passport" and other membership levels across the pools in Coffs Harbour. It also does not include event entry revenue for group events, and regular bookings which are arranged and invoiced by the Head office of Lane 4 – the program manager.
- The main bills for the facilities; energy, water etc are all directly paid and recorded by

Lane 4 head office, which has limited the ability to review these numbers.

## 2.4 Operational Performance

### 2.4.1 Programs

Both Sawtell and Woolgoolga swimming pools offer similar programs:

Adult Swimming	Infants Aquatics Program
Learn to Swim	Master Swimming
Swim Squads	Swimming Club
Birthday Parties	Recreational Swimming
Aqua Fit	Tri Fit

Both pools also have regular groups including:

- Vacation Care during Holidays
- Department of Education swim lessons
- School Swimming Carnivals in February – 4 - 5 schools at each centre.

The programming schedule at Sawtell includes:

Senior Squad	5:30am - 7:00am, Monday to Friday
Junior Squad	7:00am - 8:00am, Monday to Friday
Aqua Fit	8:15am - 9:00am, Monday and Thursday 9.00am - 10.00am Saturday
Adult Swim Fit	6:00pm - 7:00pm Tuesday and Thursday

### 2.4.2 Attendances

Table 2.2 summarises available data on attendances at the Woolgoolga and Sawtell Swimming Pools. It includes both general attendances and swim school visits. However, it should be noted that these figures are distorted somewhat as:

- Point of Sale was not installed at the swimming pools until mid October which has effected accurate record keeping for the month.
- These attendances exclude visits for major events, such as school swimming carnivals that occur in February each year, nor do the figure reflect the attendances at the Sawtell swimming pool associated with the caravan park.
- December and January have substantially higher attendances at Sawtell than shown in the table, due to the higher visitation at the Caravan Park.
- Memberships are available for the individual pools, and as a regional pass for Coffs Harbour, and there is a separate Fitness Passport which are not accounted for at these facilities.

**Table 2.2: 2017/18 Attendances**

Month	Woolgoolga Swim School	Woolgoolga Attendances	Sawtell Swim School	Sawtell Attendances
October	N/A	259	N/A	349
November	311	809	181	615
December	195	718	131	499
January	210	812	191	765
February	470	990	308	860
March	557	1,116	442	994

Month	Woolgoolga Swim School	Woolgoolga Attendances	Sawtell Swim School	Sawtell Attendances
April	71	497	281	406
<b>Total</b>	<b>1,814</b>	<b>5,201</b>	<b>1,534</b>	<b>4,488</b>

The previous contractor at Woolgoolga did provide limited attendance data for the 2015 and 2016 financial years. Attendances and swim school enrolments increased between 2015 and 2016 to 33,392 and 405, respectively.

Criteria	2015	2016
Annual visits	31,313	33,392
Number of learn to swim enrolments	360	405

### 2.4.3 Membership Levels

The Woolgoolga and Sawtell pools have a variety of memberships that provide entry to the swimming pools:

- Regional membership of is more expensive and allows all members access to the three pools.
- Both swimming pools have memberships that are specific to their pools, and the opening months of October to April. The membership numbers are:
  - ✓ Sawtell: 154 members
  - ✓ Woolgoolga: 299 members
- The Fitness Pass includes use of the swimming pools and may be residents of Coffs Harbour or travelling on holiday.



## 3 PHYSICAL AUDIT

This chapter summarises the key findings of an detailed engineering assessment by Geoff Ninnis Fong & Partners of both the Sawtell and Woolgoolga swimming pools.

### 3.1 25m and Children's Pools

#### 3.1.1 General

The 25m pools at Sawtell and Woolgoolga are in reasonable condition with no significant structural cracking and reasonable quality of pool finishes. The concourse slabs are in reasonable condition, but numerous shrinkage cracks have occurred between the expansion joints that will present foot hazards as the cracks extend and the consequently separated slabs settle differentially.

The circular children's pools at both centres are also in reasonable condition structurally, although the pool floor slab at Woolgoolga has significant structural cracks that will extend in the relatively short term and become injury hazards to the children using the pool. The finishes are again in reasonable condition.

Numerous of the now compulsory additional safety features required, such as Depth marking tiles, Do Not Dive tiles and change in depth indicators are either minimal, in poor condition or non-existent in all pools. These must be installed or replaced as required.

The most significant problems for each of the 25m/children's reinforced concrete pool combinations at each centre are the following two issues of non-compliance with the NSW Ministry of Health Public Swimming Pool and Spa Pool Advisory Document.

#### 3.1.2 Review of the Major Issues

The first of the two major issues is the non-separation of the pool water and filtration and water treatment for pools of significantly different use, i.e. a 25m relatively deep lap pool with lap swimmers and swim school bathers and a very shallow children's pool with very young children of obviously significantly more water soiling capability.

The second major issue is the inadequacy of the pool turnover rates and periods as compared with the Advisory Document's requirements. The pools' filtration systems must be upgraded to enable the rates nominated in the Advisory Document to be consistently achieved.

The above non-compliance issues have major significance in acceptability terms of the existing pools and plant.

In terms of pool structures, the pools will need major structural changes to the soiled water removal systems and the filtered water return systems, i.e. the soiled water removal gutters in the 25m pools and the minimal filtered water return systems in the floor. New balance tanks and a backwash tank of adequate capacity for each centre will also be required for the pools. The replacement of these elements, with associated changes to plumbing and

pipework, will cost almost as much as the replacement of the pool structures, remembering that the existing base structures have only a relatively short life span remaining.

In consideration of the major non-compliance of the turnover periods and rates, the existing filtration systems will need to be replaced for the two 25m pools, and new filtration and water treatment systems provided for each of the separated children's pools. The total new filtration and water treatment systems may also require new or extended plant rooms, an additional cost in the upgrade process.

### 3.1.3 Cost Estimates

Estimates for Repair/Upgrade and Total Replacement Options

#### 25m pool

Repairs and compliant upgrades to existing 25m x 10m pool	\$945,000 plus GST
Replacement with similar sized pool	\$975,000 plus GST
Replacement with 25m x 15m (6 Fédération Internationale de Natation Amateur lanes of 2.5m width) pool	\$1,425,000 plus GST

#### Children's Pool

Repairs and compliant upgrades to existing 8m diam. circular pool	\$270,000 plus GST
Replacement with similar sized pool	\$250,000 plus GST
Replacement with 150m <sup>2</sup> zero depth splash with numerous features	\$650,000 plus GST

## 3.2 Learn-To-Swim Pools

The enclosed Learn-To-Swim pools at both centres are temporary in terms of the structure of the pools and at Sawtell in terms of the enclosure structure as well.

The existing pools and filtration and water treatment systems do not comply with the Advisory Document, have extremely limited filtered water supply and soiled water removal systems and should not be retained as pools for public use.

## 3.3 Water Slide Pool at Woolgoolga

The reinforced concrete pool structure for this pool has some significant structural defects. The pool plant is publicly accessible and unacceptably located adjacent to the base slide exit. The fibreglass water slide tube has significantly aged in material aspects and in the short term future will require replacement.

## 3.4 Recommendations

The existing 25m and circular children's pools must be upgraded to achieve compliance with the Advisory Document or replaced by new compliant pools.

Upgrading of the existing 25m pools would require construction of new current concrete works with a life span of 40 to 50 years on existing remaining concrete structures with a remaining maximum viable life span of perhaps 10 to 15 years. The cost of upgrading is also very close to the cost of replacement of the pools and is not really justifiable on a long term economic basis.

Geoff Ninnis Fong & Partners recommends replacement of the 25m pools with new



compliant pools, either of the same size or of slightly larger Fédération Internationale de Natation Amateur compliant pools. This new pool could also be designed to accommodate LTS activities.

Upgrading of the circular children's pools is also estimated to be of similar cost to replacement of the pools and associated separate filtration and water treatment plant. Although more expensive, Geoff Ninnis Fong & Partners would however recommend construction of a new splash pad in place of the dated children's wading pools. Splash pads in current times have proved to be very popular in terms of children's preference, public appeal and easier life-saving management.

The Learn-To-Swim pools do not comply with the NSW Ministry of Health Public Swimming Pool and Spa Pool Advisory Document and should be removed from the centres. Geoff Ninnis Fong & Partners recommends that either new learn to swim pools be constructed or the 25m pools be designed to accommodate learn to swim lessons.



## 4 DOCUMENT REVIEW

This chapter summarises reports and documents as they relate to the review of the operation of both the Sawtell and Woolgoolga swimming pools.

### 4.1 Community Strategic Plan for Coffs Harbour Local Government Area

The MyCoffs Community plan is a vision and a plan for the local areas around Coffs Harbour. It is a whole of Community Strategic plan that establishes the aspirations across the community in the long term. The Plan was prepared by Council on behalf of the Coffs Harbour LGA's residents, business and land owners, Councillors and community groups, and with regard to State and Regional policy direction. The 4-year Delivery Program is the Council document that outlines how Council will address the objectives in the Plan that are within its area of responsibility. The plan outlines the strategically important objectives that relate to for Council to pursue including:

- Supporting the community to lead a healthy active lives, which includes ensuring there are facilities that support affordable options for people to be active through a wide range of sport and recreation activities.
- To ensure the community is supported to make healthy lifestyle choices
- Creating active physical and social environments that support health and wellbeing and social inclusion for all.

The plan also identifies a range of demographics about the community including:

- 25% of the community are couples with children, 28% couples (no children), 13% single parent families, 25% single person, and 3% group households
- 92% of the community are employed, with 15,444 people (51%) in full time, and 11,970 (39%) in part time employment. The unemployment rate is estimated to be 2537 (8%) people, with a further 2810 community members with unknown status.
- Weekly income in Coffs Harbour Local Government Area is \$902, which is below Regional NSW (\$961), and NSW (\$1237).
- 39% of the population is over 50 as of 2011, and is forecast to rise to 43% of the population by 2036.
- The table below summarises the number and proportion of the population in each age cohort at the 2011 and 2036 Census. [Note: Updated 2016 Census information is included in Section 5.1.

Age Profile	2011		2036	
0-9 years	8,733	12%	11,872	13%
10-19	9,748	14%	11,887	13%
20-29	7,748	11%	8,933	9%
30-39	7,591	11%	10,051	11%
40-49	9,542	13%	11,610	12%
50-65	15,249	21%	17,660	19%
65+	12,629	18%	22,645	24%
<b>Total</b>	<b>70,970</b>		<b>94,657</b>	

Note: Percentages have been rounded to whole numbers

## 4.2 Coffs Harbour City Council 2017-2021 Delivery Program

In June 2017 the Coffs Harbour City Council 2017-2021 delivery plan was released which reflects the renewed direction for the local government area into the future. The Delivery Program sets out Council's proposed response to the MyCoffs Community Strategic Plan over the four-year period from 2017/18 to 2021/22. It details the broad goals and principal activities that Council will pursue in addressing the MyCoffs objectives and strategies, and includes budgetary information and performance indicators

The delivery plan outlines a range of new projects that will be developed over the four years of the plan including:

- Jetty Foreshores Upgrade, City Centre Revitalisation, Implementation of the Woolgoolga WOW town Centre masterplan, Upgrade of Diamond Head Drive at Sandy Beach, Airport Upgrade Works, Extension of Public Amenities Program, International Stadium Grandstand expansion project

The plan also identifies:

- Continuing focus upon ensuring there are adequate provision of public swimming pool facilities for the community
- Need to review swimming pool facilities in the local area.

## 4.3 Sawtell Reserve Plan of Management

The Sawtell Reserve Plan of Management was developed in 2009 and sets out a management direction for Sawtell Reserve for the 10 years to 2019. This Plan of Management does not recommend any significant changes in permitted uses or management direction for the Reserve. It does, however, recommend management actions aimed at meeting the demands of Reserve users, and highlighting the Reserve's significance in both a local and regional context. Sawtell Reserve incorporates:

- natural habitats and cleared areas, the estuary intertidal foreshore with sandy beaches, and littoral rainforest and forest habitat.
- Sawtell Caravan Park, including the Village Green.
- heath and windswept native grassland on Bonville Headland.
- active recreation settings including a heated outdoor swimming pool, two croquet lawns, 12 tennis courts, and Sawtell Oval.

The Plan of management identifies the following key issues:

- A range of commercial activities operate in Sawtell Reserve, including operation of the swimming pool and the caravan park and its associated shop.
- Income from use of Sawtell Reserve is derived from the holiday park, and lease fees for use of various caravan park and sporting facilities in the Reserve (tennis complex, croquet complex, swimming pool, and the fishing club storage shed).
- The Reserve provides a major focus for the recreational activities of local residents and tourists. Key facilities include swimming pool, tennis courts, croquet lawns, sporting oval, walking paths and cycleways, caravan park, picnic and barbecue facilities, play equipment, and commercial hire operations.

#### 4.4 Woolgoolga Town Centre Masterplan

The Woolgoolga Town Centre masterplan captures the vision for Woolgoolga's town centre and sets a long term plan to guide future growth and development. It is both a framework for decision-making and an 'ideas map' to be embraced by community, local traders, business and government to enhance and grow the heart of our town. The Masterplan aims to:

- Establish a planning and urban design framework to guide growth and capture economic prosperity;
- Deliver growth in a manner that responds to community values and existing township qualities;
- Build a first class public realm with a transport system that supports a prosperous and vibrant town centre, and a healthy, happy, and connected community;
- Capitalise on key opportunities and catalytic projects; and
- Deliver a sustainable future;

The masterplan identifies the following key issues:

- Woolgoolga is uniquely placed to take advantage of its regional location, natural assets and township character to build a prosperous future balanced against lifestyle expectations
- Forecast for housing growth in Coffs Harbour is likely to see the Northern Beaches District (Sandy Beach, Corindi, Woolgoolga West, Emerald Beach and Safety Beach) become the major population hot spot in the region with a predicted 40% increase in residents.
- Over 90 per cent of the region's population growth to 2036 will comprise people aged over 65 years. Currently, 20 per cent of residents are aged over 65 years, but this will rise to 31 per cent by 2036.
- The proportion of young people (aged up to 19 years) and working-age people (20–64 years) is expected to decline.
- Residents place high levels of value on the beach and open spaces and the sense of place it bestows on the town.
- Woolgoolga is expected to see a 40% increase in population by 2036 which is equivalent of requiring 1096 additional dwellings by 2036
- Woolgoolga's shift to a stronger sub-regional provider, increases in local population size and visitors will drive local commercial and community service demand

Some of the key recommendations related to the swimming pool from the masterplan include:

- Consider relocating the art gallery to a new recreation/cultural precinct near the existing pool
- Integration with the Beach Street Village Precinct and swimming pool block;
- Investigate the transformation of the current public swimming pool block as a cultural precinct catering for a wide range of temporary and permanent cultural and entertainment activities, and including;
  - ✓ improved pool and recreation facilities;
  - ✓ additional shade tree planting;

#### **4.5 Coffs Harbour City Council Open Space Research Report 2010: Precinct Analysis**

This report outlined the findings undertaken in the preparation of an open space plan for the Coffs Harbour Local Government area, the influences of the local demographic profile, and demand projections for activities likely to be conducted in Open Space. Some of the key identified issues from this report include:

- Woolgoolga has a smaller proportion of young adults (10%) and a significantly larger population of older adults aged 65 years and over (23%) compared to Coffs Harbours LGA (12% and 16% respectively)
- Woolgoolga (23%) and Coffs Harbour Urban (20%) have a higher percentage of older adults, while Far West Hinterland (68%) and South Rural (668%) have a higher concentration of people aged 15 to 54 years
- The greatest concentration of people aged 65+ years are in the precincts of Woolgoolga (22.8%), Far Northern Beaches (19.6%) and Coffs Harbour Urban (19.3%). It was estimated that by 2021 25% of the population would be over 65 in this region
- Population projections were predicting significant increases through to 2021 with overall population increases to 21%
- An increasing trend for older adults to remain active later into life. Which leads to an increasing demand for warm water at pools for hydro therapy and aqua aerobics
- Young men were identifying as preferring investment in included sports fields, swimming pools and skate parks, younger women for playgrounds and neighbourhood parks
- Residents identified Swimming pools including providing greater access to a 50m indoor heated pool and extending pool opening hours as a key factor in encouraging activities in the region





## 5 MARKET ANALYSIS

This chapter reviews the markets in which the Sawtell and Woolgoolga swimming pools operate, including the current and future catchment population and swimming and health and fitness facilities which directly compete for customers.

### 5.1 Population Analysis

This population analysis has been extracted from the Community Needs Assessment (2016) The Coffs Harbour City Community Profile provides demographic analysis for the City and its suburbs based on results from the 2016, 2011, 2006, 2001, 1996 and 1991 Censuses of Population and Housing. The profile is updated with population estimates when the Australian Bureau of Statistics (ABS) releases new figures.

Tables 5.1, 5.2 and 5.3 summarise this data. Key points to note are:

- Coffs Harbour has an estimated residential population in June 2017 was 75,484 people.
- Woolgoolga and the Norther Beaches are have a population of approximately 5,500 and 4850, respectively. Sawtell (population of 3,792), Toormina (6,388), Boambee East (5,316), Bonville, Bundagen and Boambee (4,505) have a combined population of approximately 20,000.
- 25% of the community are couples with children, 28% Couples (no children), 13% single parent families, 25% single person, and 3% group households
- 92% of the community are employed, with 15,444 people (51%) in full time, and 11,970 (39%) in part time employment. The unemployment rate is estimated to be 2,537 (8%) people, with a further 2,810 community members with unknown status.
- Weekly income in Coffs Harbour Local Government Area is \$902, which is below Regional NSW (\$961), and NSW (\$1237).
- 39% of the population is over 50 as of 2011, and is forecast to rise to 43% of the population by 2036. The below table has more demographic data.
- The demographic age spread across the City shows a strong level of population between 0 – 19, which then falls away between 20 – 49 before increasing again between 50 – 69 years of age. The trend over the past 20 years has been towards an ageing population
- Compared to the Regional NSW as a whole, Coffs Harbour has:
  - ✓ a slightly larger proportion of older people aged over 50 years,
  - ✓ a similar proportion of people aged between 20 and 39 years, and
  - ✓ a lower proportion of people aged under 24 years.
- Given the population growth, the aging process will not result in a decrease in the number of people in any of the 5 year age cohorts. There will, however, be a substantial increase in older adults.
- Between 2011 and 2016, the number of people employed in Coffs Harbour City showed an increase of 1,626, and the number unemployed showed a decrease of 195. In the same period, the number of people in the labour force showed an increase of 1,431 or 4.7%.

- Analysis of individual income levels in Coffs Harbour City in 2016 compared to Regional NSW shows that there was a lower proportion of people earning a high income (those earning \$1,750 per week or more) and a higher proportion of low income people (those earning less than \$500 per week). Overall, 6.3% of the population earned a high income, and 40.7% earned a low income, compared with 8.3% and 40.0% respectively for Regional NSW.
- Compared to the Regional NSW as a whole, Coffs Harbour has:
  - ✓ A larger percentage of persons who earned \$650 - \$799 per week (9.3% vs 8.3%)
  - ✓ A larger percentage of persons who earned \$800 - \$999 per week (8.9% vs 8.2%)
  - ✓ A smaller percentage of persons who earned \$2,000 - \$2,999 per week (2.7% vs 3.7%)
- Analysis of the employment status (as a percentage of the labour force) in Coffs Harbour City in 2016 compared to Regional NSW shows that there was a lower proportion in employment, and a higher proportion unemployed. Overall, 92.7% of the labour force was employed (0.0% of the population aged 15+), and 7.3% unemployed (0.0% of the population aged 15+), compared with 93.4% and 6.6% respectively for Regional NSW.
- Coffs Harbour City SEIFA Index of Disadvantage measures the relative level of socio-economic disadvantage based on a range of Census characteristics. In 2016, Korora - Sapphire Beach had the lowest level of Disadvantage in Coffs Harbour City, with a SEIFA index score of 1,058.6, while Woolgoolga and Sawtell had higher levels of disadvantage at 933.9 and 993.3 below the NSW level of 1001.00.

The population data suggests that demand will continue for facilities and programs for children and young people, combined with growing demand for services to meet an aging population. Overall demand for aquatic facilities and programs is likely to increase in proportion to population growth.

**Table 5.1: Population Profile of Coffs Harbour City**

Coffs Harbour City Population group	2016			2011			Change 2011 to 2016
	Number	%	Regional NSW %	Number	%	Regional NSW %	
Males	35,319	48.4	49.2	33,204	48.5	49.3	+2,115
Females	37,629	51.6	50.8	35,214	51.5	50.7	+2,415
Aboriginal and Torres Strait Islander population	3,642	5.0	5.5	2,820	4.1	4.7	+822
Australian citizens	63,436	87.0	88.7	61,612	90.1	90.8	+1,824
Eligible voters (citizens aged 18+)	48,998	67.2	68.3	46,990	68.7	69.1	+2,008
Population over 15	59,593	81.7	81.6	55,307	80.8	80.6	+4,286
Employed Population	29,620	92.7	93.4	27,994	91.7	93.9	+1,626
Overseas visitors (enumerated)	692			500			+192

**Table 5.2: Age Profile of Coffs Harbour**

Coffs Harbour City Five year age groups (years)	2016			2011			Change 2011 to 2016
	Number	%	Regional NSW %	Number	%	Regional NSW %	
0 to 4	4,055	5.6	5.8	4,149	6.1	6.3	-94
5 to 9	4,762	6.5	6.4	4,279	6.3	6.3	+483
10 to 14	4,538	6.2	6.1	4,687	6.9	6.7	-149
15 to 19	4,331	5.9	6.0	4,712	6.9	6.6	-381

Coffs Harbour City Five year age groups (years)	2016			2011			Change 2011 to 2016
	Number	%	Regional NSW %	Number	%	Regional NSW %	
20 to 24	3,688	5.1	5.6	3,493	5.1	5.6	+195
25 to 29	3,759	5.2	5.5	3,293	4.8	5.2	+466
30 to 34	3,888	5.3	5.5	3,296	4.8	5.2	+592
35 to 39	3,789	5.2	5.4	3,952	5.8	6.1	-163
40 to 44	4,426	6.1	6.1	4,441	6.5	6.5	-15
45 to 49	4,701	6.4	6.4	4,829	7.1	6.9	-128
50 to 54	4,935	6.8	6.8	5,165	7.5	7.2	-230
55 to 59	5,394	7.4	7.1	5,014	7.3	6.7	+380
60 to 64	5,301	7.3	6.7	4,763	7.0	6.5	+538
65 to 69	4,922	6.7	6.4	3,654	5.3	5.4	+1,268
70 to 74	3,591	4.9	5.0	2,925	4.3	4.3	+666
75 to 79	2,840	3.9	3.7	2,268	3.3	3.4	+572
80 to 84	1,951	2.7	2.6	1,794	2.6	2.7	+157
85 and over	2,070	2.8	2.7	1,704	2.5	2.3	+366
<b>Total population</b>	<b>72,941</b>	<b>100.0</b>	<b>100.0</b>	<b>68,418</b>	<b>100.0</b>	<b>100.0</b>	<b>+4,523</b>

Note: Percentages have been rounded to one decimal place

**Table 5.3: Index of Relative Socio-economic Disadvantage profile of Coffs Harbour**

Area	2016 index <sup>(1)</sup>
Korora - Sapphire Beach	1,058.60
Moonee Beach	1,050.00
Bonville - Bundagen - Boambee	1,047.40
North Boambee Valley	1,028.70
<b>Australia</b>	<b>1,001.90</b>
<b>New South Wales</b>	<b>1,001.00</b>
Coffs Harbour (West)	1,000.40
Sandy Beach - Emerald Beach	995.20
Sawtell	993.30
Northern Beaches	985.70
Rural West	983.80
Coffs Harbour (South East)	980.50
Boambee East	978.20
<b>Regional NSW</b>	<b>970.00</b>
<b>Coffs Harbour City</b>	<b>967.00</b>
<b>Mid-Coast NSW</b>	<b>947.60</b>
Coffs Harbour urban area	941.90
Woolgoolga	933.90
Coffs Harbour (Central North)	924.60
Coffs Harbour (Central)	900.30
Coffs Harbour (North East)	897.70
Toormina	884.00

(1) The SEIFA Index scores are the average scores for the area, that is for the suburb/locality (eg Northern Beaches) or for the larger area (eg Regional NSW)

## 5.2 Competing Facilities

Aquatic facilities and health and fitness in the Coffs Harbour City Council area and adjacent areas have been mapped to identify facilities which may directly compete with the Sawtell and Woolgoolga swimming pools.

## 5.2.1 Swimming Pools

Map 5.1 shows the location of all swimming pools in the Coffs Harbour City Council area and adjacent areas. In addition to the three Council owned facilities operated by Lane 4, 19 facilities have been identified including Nana Glen swimming pool which is financially supported with an operating subsidy from Council. It is likely that many of the swimming pools in the urban area of Coffs Harbour will be used by residents of Sawtell/Toormina and Woolgoolga. The main competitor for swimmers is likely to be the Coffs Harbour War Memorial Swimming Pool, which is also managed by Lane 4.

Aquatic facilities in the primary catchment of Sawtell and Woolgoolga swimming pools are described below.

### Sawtell Swimming Pool

Five swimming pools have been identified in the Sawtell primary catchment:

- Sawtell Memorial Rock Pool is an ocean pool, approximately 40m x 10m 1m and 2m deep.
- Toormina Swim School has an enclosed learn to swim pool. It is open six days per week and is a dedicated teaching facility.
- Kristy's School of Fish has a heated and enclosed 11.5m multi-level pool, which offers learn to swim lessons.
- Swim Care Swim School is open six days per week and offers a range of learn to swim lessons.
- Coffs Harbour Health Campus offers hydrotherapy facilities

### Woolgoolga Swimming Pool

Two swimming pools have been identified in the Woolgoolga Swimming Pool primary catchment:

- Mid North Coast Physiotherapy & Sports Injury Clinic – Woolgoolga
- Woolgoolga Swim School which includes a 12 metre indoor pool and 25 metre indoor lap pool. It is open six days per week and offers learn to swim lessons from babies to adults, and swim squads.

## 5.2.2 Fitness Centres

Map 5.2 shows the location of fitness centres in the Woolgoolga and Sawtell/Coffs Harbour areas. A total of 25 facilities have been identified.

Two health and fitness facilities are within the Sawtell primary catchment – a full service and a 24/7 facility. Similarly, two gyms are located in Woolgoolga – a 24/7 and a specialist health and fitness facility.

The close proximity of these facilities to the Sawtell and Woolgoolga swimming pools, the population of the local catchment and the six month operating season suggests that developing a significant gym at either pool may not be financially prudent. However, a small scale, specialist gym, such as a personal training style gym may be commercially viable.

-  **Council Run**
- 1 Coffs Harbour War Memorial Olympic Pool
- 2 Nana Glen Public School
- 3 Sawtell Swimming Pool
- 4 Woolgoolga Swimming Pool
-  **Commercial and Public Pools**
- 5 Bellingen Shire Swim Centre
- 6 Coffs Harbour Aquatic Centre
- 7 Coffs Harbour Squash & Swim Centre
- 8 Dorrigo Swim Centre
- 9 Glenreagh Community Pool
- 10 Harbour Swim School
- 11 Kristy's School Of Fish
- 12 Swim Care Moonee – Swim School
- 13 Swim Care Swim School
- 14 Toormina Swim School
- 15 Woolgoolga Swim School
- 16 Zeeswim Aquademy
-  **Water Park**
- 17 The Big Banana Fun Park
-  **Hydrotherapy**
- 18 Baringa Physiotherapy Services
- 19 Coffs Harbour Health Campus
- 20 Mid North Coast Physiotherapy & Sports Injury Clinic - Woolgoolga
-  **Tidal Pools**
- 21 Sawtell Memorial Rock Pool
- 22 Tidal Swimming Pool

**Map 5.1: Swimming Pools**



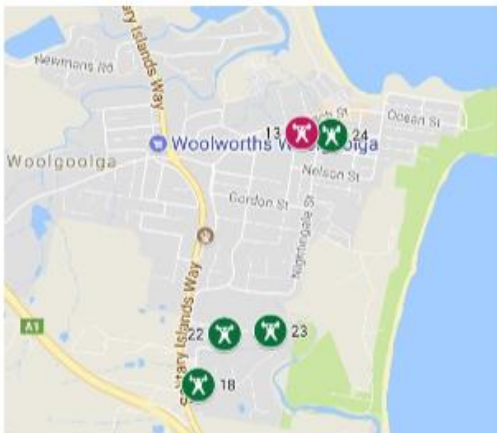


## Map 5.2: Fitness Centres

### Coffs Harbour and Sawtell Region



### Woolgoolga Region



#### Full Service Gym

- 1 Beachbodies Health Club
- 2 Coaching Zone
- 3 Coffs Coast Health Club
- 4 MyGym Women's Fitness
- 5 New Breed Movement & Nutrition
- 6 PCYC Coffs Harbour
- 7 Powerhouse Gym
- 8 Training for Warriors - Coffs Coast (TFW)



#### 24/7 Gym

- 9 Genesis Fitness
- 10 Anytime Fitness
- 11 Genesis Fitness
- 12 Marquee Fitness 24/7
- 13 Nexus Gym



#### Specialist

- 14 Curves Coffs Harbour
- 15 Athletic Performance Academy – Crossfit APA
- 16 Brand New Me
- 17 Coffs Coast Crossfit
- 18 Crossfit Park Beach
- 19 CrossFit Woolgoolga
- 20 Exceed and Excel Fitness and Wellness Coaching
- 21 F45 Training Coffs Harbour
- 22 King Tide Crossfit
- 23 Strong Fast Fit Woolgoolga
- 24 StudioMove



## 6 COMMUNITY ENGAGEMENT

This chapter presents the findings of a web based survey of residents of Coffs Harbour City Council area and an email questionnaire of schools and clubs in the Sawtell and Woolgoolga catchment.

### 6.1 E Survey

A web based questionnaire was prepared and made available to the Coffs Harbour Community, via Council's Website and the "Have Your Say Coffs Harbour " platform, for self-completion.

#### 6.1.1 Respondent Sample

312 people completed the questionnaire. The demographic profile of respondents is summarised in the tables below. Key points to note are:

- The sample is under represented in the younger adult age cohorts and the oldest age cohorts, and over represented by residents aged 36 – 45 years
- The sample is over represented by females
- Almost 60% of the sample of respondents lived in either Sawtell/Toormina or Woolgoolga - 36% lived in Sawtell/Toormina and 21% in Woolgoolga.

Overall the sample provides a representative sample of opinions of the Sawtell/Toormina and Woolgoolga communities.

Age	%	Female	Male
Aged 25 years and Under	9%	9%	9%
26 – 35 years	9%	10%	7%
36 - 45 years	34%	35%	31%
46 - 55 years	18%	16%	23%
56 - 65 years	16%	16%	16%
66 + years	14%	14%	14%
	<b>100%</b>	<b>69%</b>	<b>31%</b>

Place of Residence	%
Sawtell	28%
Woolgoolga	21%
Toormina	8%
Boambee East	11%
Bonville-Bundagen-Boambee	10%
Northern Beaches area	8%
Coffs Harbour	7%
Korora Sapphire Beach	2%

Place of Residence	%
Outside Coffs Harbour Council area	2%
Moonee Beach	1%
Rural West area	1%

### 6.1.2 Existing use of swimming pools

Respondents were asked, had they visited a swimming pool locally in the last 12 months, 95% had visited a local swimming pool. 33% had visited Sawtell Swimming Pool, 18% the Woolgoolga Swimming Pool and 32% Coffs Harbour Olympic Pool. These visitation numbers indicate the popularity of the two regional pools, particularly given where respondents lived. It also shows the relative importance of the Coffs Harbour pool to all residents.

Swimming Pool Visited	%
Sawtell Swimming Pool	33%
Coffs Harbour Olympic Pool	32%
Woolgoolga Swimming Pool	18%
Coffs Harbour Aquatic Centre	8%
Other swimming pool locally	7%
Orara Valley Community Pool	1%
Coffs Harbour Squash and Swim Centre	1%
Zeeswim Aquademy	0%

The Respondents were asked how often did they visit a swimming pool during this past summer. 47% had visited a swimming pool more than three times a week. Clearly indicating the popularity of swimming pools to the Coffs Harbour community.

Frequency of visits - Summer	%
More than three times a week	47%
Once a week	36%
More than once a month, but less than once per week	9%
Less than once a month	7%
Once	1%

The Respondents were asked how often did they visited a swimming pool during this past winter. 26% visited once a week and 23% more than three times a week. However, 21% never visited a swimming pool in the winter. This once again reflects the relative popularity of swimming pools to the Coffs Harbour community.

Frequency of visits – Winter	%
Once a week	26%
More than three times a week	23%
Never	21%
Less than once a month	15%
More than once a month, but less than once per week	11%
Once	4%

Respondents were asked what activities they participated in on their last visit to a pool. 27% participated in lap swimming, 20% recreational swimming with family and 11% were at the pool taking a child to Learn to Swim lessons.

Activity	%
Lap swimming	27%
Recreational swimming with family	20%
Learn to swim lessons (as a parent/caregiver)	11%
Competition swimming/squad training	10%
Spectator	10%
Recreational swimming with friends	9%
Aqua aerobics	6%
Aqua fitness activity (eg water walking)	4%
Hydrotherapy or rehabilitation	2%
Learn to swim lessons (as a participant)	1%

Respondents were then asked when they visited a pool which activity do they most frequently participate in. The top three activities were lap swimming (33%) recreational swimming with family (20%) and competition swimming/squad training (13%).

Activity	%
Lap swimming	33%
Recreational swimming with family	20%
Competition swimming/squad training	13%
Aqua aerobics	8%
Learn to swim lessons (as a parent/caregiver)	8%
Aqua fitness activity (eg water walking)	6%
Other (specify)	5%
Hydrotherapy or rehabilitation	2%
Recreational swimming with friends	2%
Spectator	2%

### 6.1.3 Satisfaction with Sawtell Swimming Pool

Respondents were asked to rate their satisfaction with Sawtell Swimming Pool on a scale of 1 to 5 (1 = very satisfied and 5=very dissatisfied, 0 = Don't know).

Feature	Satisfaction
Location of the facility	1.92
Water quality	2.13
Aquatic programs	2.28
Water temperature	2.30
Access into the pools	2.44
Length of the pool (25m)	2.49
Depth of the pool (1m -1.3m)	2.51
Facilities for children	2.58
Shade	2.58
Kiosk	2.66
Change rooms and amenities	2.79

Overall, the pool received a reasonable satisfaction rating, with all features receiving a positive satisfaction rating (ie <3.0). Location of the facility and water quality received the highest satisfaction rating.

Respondents were asked to provide a reason if they had rated any of the features a 4 or 5. Main reasons given were:

- Change Rooms were very tired and in need of a renovation / investment
- Pool is too small and shallow
- Better accessibility for the elderly and disabled
- Kiosk needs better choice.

#### 6.1.4 Satisfaction with Woolgoolga Swimming Pool

Respondents were asked to rate their satisfaction with Woolgoolga Swimming Pool on a scale of 1 to 5 (1 = very satisfied and 5=very dissatisfied, 0 = Don't know). Overall, the pool received a reasonable satisfaction rating, with all features receiving a positive satisfaction rating (ie >3.0). Location of the facility and water quality received the highest satisfaction rating.

Feature	Satisfaction
Location of the facility	1.92
Water quality	2.16
Water temperature	2.26
Access into the pools	2.40
Facilities for children	2.41
Aquatic programs	2.43
Depth of the pool (1m - 1.4m)	2.46
Length of the pool (25m)	2.59
Shade	2.63
Kiosk	2.67
Change rooms and amenities	2.83

Respondents were asked to provide a reason if they had rated any of the features a 4 or 5. Main reasons given were:

- Change Rooms were very tired and in need of a renovation / investment
- Main pool is too small. Invest in 50m pool upgrade
- A new learn to swim pool and lessons all year round
- Kiosk needs better choice.

#### 6.1.5 Future Development of Sawtell Swimming Pool

Respondents were given number of options regarding swimming facilities in the Sawtell/Toormina region and asked to place them in priority order (1 = highest priority and 8 = lowest priority). Upgrade existing Sawtell Swimming Pool and upgrade existing amenities at Sawtell Swimming Pool were ranked the highest priority.



Option - Sawtell/Toormina Region	Ranking
Upgrade existing Sawtell Swimming Pool	1
Upgrade existing amenities at Sawtell Swimming Pool	2
Demolish existing facility and construct a new outdoor pool at existing site in Sawtell	3
Aquatic play features for young children (eg sprays, water cannons and tipping buckets)	4
Aquatic play facilities for teenagers (eg water slide)	5
Demolish existing facility and construct a new outdoor pool at a new site in Sawtell	6
Demolish existing facility and construct a new outdoor pool at a new site in Toormina	7
Do nothing	8

Other comments made by respondents as possible options for upgrade in Sawtell/Toormina region were:

- 50m pool
- Indoor pool
- Heated outdoor pool for winter months and all year lap swimming
- Better access for disabled and aged
- Sports complex – sports halls, indoor pool, gym, crèche.

Respondents were asked if their preferred option was constructed, how would their use of the pool change. Over two thirds (68%) indicated an increase in use with 51% suggesting a large increase in the use of Sawtell Swimming Pool.

Use of pool - Sawtell	%
Large increase in use	51%
Small increase in use	17%
No change	19%
Don't know	13%

Respondents were asked to indicate their level of support for the cost of developing their priority option at Sawtell, under the following (5 = high level of support and 1 = do not support, 0 = Don't know). A moderate budget of up to \$5M received the highest acceptance by respondents.

Development Option	Level of Support
Development cost \$2M to \$5M	3.14
Development cost up to \$2M	2.97
Development cost \$5M to \$10M	2.79
Development cost over \$10M	2.34

### 6.1.6 Future Development of Woolgoolga Swimming Pool

Respondents were given number of options regarding swimming facilities in the Woolgoolga region and asked to place them in priority order (1 = highest priority and 8 = lowest priority). Upgrade existing Woolgoolga Swimming Pool and Upgrade existing amenities at Woolgoolga Swimming Pool were ranked the highest priority.

Option - Woolgoolga region	Ranking
Upgrade existing Woolgoolga Swimming Pool	1
Upgrade existing amenities at Woolgoolga Swimming Pool	2
Demolish existing facility and construct a new outdoor pool at Woolgoolga	3
Aquatic play features for young children (eg sprays, water canons and tipping buckets)	4
Aquatic play facilities for teenagers (eg water slide)	5
Do nothing	6

Other comments made by respondents as possible options for upgrade in Woolgoolga region were:

- 50m pool
- Indoor pool
- Heated outdoor pool for winter months and all year lap swimming
- Learn to swim heated pool
- Sports complex – sports halls, indoor pool, gym, crèche.

Respondents were asked if their preferred option was constructed, how would their use of the pool change. Almost two thirds (94%) indicated an increase in use, with 33% suggesting a large increase in the use of Woolgoolga Swimming Pool.

Use of pool – Woolgoolga	%
Large increase in use	33%
No change	31%
Don't know	22%
Small increase in use	13%

Respondents were asked to indicate their level of support for developing their priority option at Woolgoolga, under the following (5 = high level of support and 1 = do not support, 0 = Don't know). A moderate budget of up to \$5M received the highest acceptance by respondents.

Development Option	Level of Support
Development cost \$2M to \$5M	3.61
Development cost up to \$2M	3.58
Development cost \$5M to \$10M	3.31
Development cost over \$10M	2.87

### 6.1.7 General Comments

Respondents were offered the opportunity to make any comments regarding swimming facilities in Coffs Harbour. The most common comments were:

- Having access to an all season pool – indoor or heated
- 50m pool, more lanes to lap swim
- Sports complex – sports hall, pool, gym
- The cost to go to a pool in the area is high, families struggle to afford it.
- Schools find learn to swim lessons expensive
- Pools need to have adequate accessibility for older persons in the community and the disabled

- Major upgrades are need to both pools

## 6.2 Schools and Community Organisations

An email survey was sent to all schools and community groups within the Sawtell and Woolgoolga catchment areas to enquire about their use of the swimming pools and to recruit other feedback. The questions asked included:

- 1 Does your organisation currently use the Sawtell or Woolgoolga Swimming Pools?
  - a If so which pool do you use?
  - b Do you intend to use the pools into the future? And if so are there any factors that might encourage greater use of the swimming pool
- 2 Does your organisation hold any events or competitions at the Sawtell or Woolgoolga Swimming pools?
- 3 How would you assess the functionality of the swimming pools?
  - a Does it meet the needs of your organisation?
  - b Are their facilities that could be improved or enhanced?
- 4 Are there any factors that would increase your organisations use of the swimming pool?
- 5 Are there any other key issues you think are relevant that we should know about in relation to the Sawtell or Woolgoolga swimming pools?

Responses were received from eight schools within the catchment area. Four of the respondents confirmed that they used the Sawtell Swimming Pool and two schools used Woolgoolga Swimming Pool. While two respondents confirmed they did not use either pools and instead booked the Nana Glen Pool. Specific feedback from the four schools who use the Sawtell Pool included:

- Intend to use for school sport, PE lessons, intensive school swimming program, picnic rewards day and swimming carnival.
- Do not see the need to pay for "non-essential lifeguards" during school carnivals when schools already have our own staff acting in that capacity.
- Our school uses Sawtell pool and we have always been well looked after there.
- The new manager is especially helpful to us.
- One major negative - the pool does not have a public phone.
- It is suitable for younger students due to the length and depth of the pool.
- More lanes and an upgrade to the pool and facilities is needed, particularly the pump house area and change rooms.

Woolgoolga Swimming Pool is used for similar programs as Sawtell pool. Comments regarding upgrades were:

- More shading on the "hill" side.
- Lane allocation is limited – need a bigger pool.
- Clear and working sound system is required.
- Cheaper transport to and from venue.
- Streamline booking system.



# 7 FUTURE DIRECTIONS

This chapter summarises important and relevant findings relating to the future of both the Sawtell and Woolgoolga swimming pools, and recommends a strategy to ensure the future provision of swimming pools to these communities.

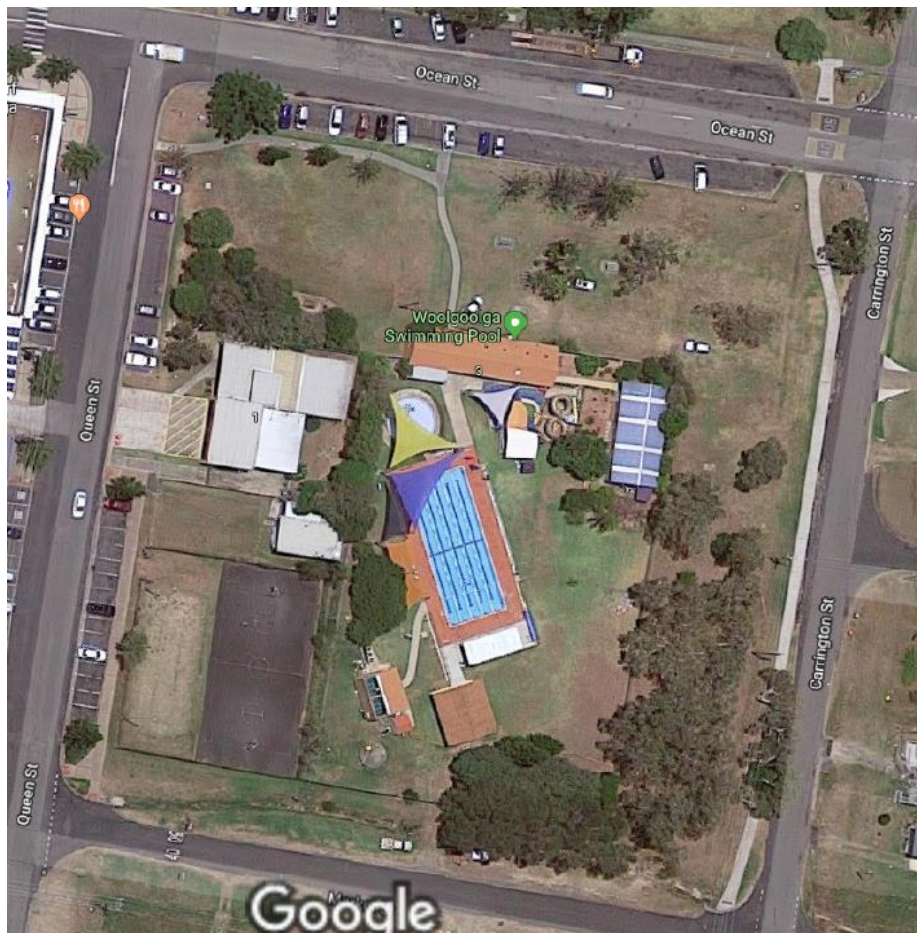
## 7.1 Woolgoolga Swimming Pool

### 7.1.1 Key Findings

In determining a strategy to provide swimming facilities for the Woolgoolga community, a number of salient factors have to be considered.

- 1 Woolgoolga is 26km north of Coffs Harbour, and has a population of 5,300 and a regional catchment of 12,500. Woolgoolga Swimming Pool was opened in November 1981 and is located on Beach Street, Woolgoolga, it is on the opposite side of Beach Street to the beach reserve, within 200m of the Woolgoolga Holiday Park and at one end of the main shopping street in Woolgoolga (refer to Figure 7.1)

**Figure 7.1: Woolgoolga Swimming Pool**



- 2 Existing facilities include:
- ✓ 25m x 5 lane outdoor, heated pool with solar blankets and depth 1m – 1.4m
  - ✓ Small round toddler pool with mushroom sprays and shade structure
  - ✓ 10m pool (above ground style pool dug into the ground) used for swimming lessons
  - ✓ Small water slide suitable for very young children
  - ✓ Amenities building including male and female change room, showers and toilets, reception and office
  - ✓ Access for people with disabilities is inadequate – facilities do not meet contemporary standards

- 3 Total attendances to the pool in 2016 was 33,400. Programs and activities available at the pool are:

Adult Swimming	Infants Aquatics Program
Learn to Swim	Master Swimming
Swim Squads	Swimming Club
Birthday Parties	Recreational Swimming
Aqua Fit	Tri Fit

Regular user groups include:

- ✓ Vacation Care during Holidays
  - ✓ Department of Education swim lessons
  - ✓ School Swimming Carnivals in February – 4 - 5 schools.
- 4 The existing 25m and circular children's pools must be upgraded to achieve compliance with the Advisory Document or replaced by new compliant pools. The cost of upgrading the 25m pool is very close to the cost of replacement of the pools and is not really justifiable on a long term economic basis. Upgrading of the circular children's pool is also estimated to be of similar cost to replacement. Construction of a new splash pad in place of the dated children's wading pools are very popular with children, public appeal and easier life-saving management. The Learn-To-Swim pool does not comply with the Advisory Document and should be removed from the centres.
- 5 Coffs Harbour City Council 2017-2021 Delivery Program notes the need to ensure there are adequate provision of public swimming pool facilities for the community.
- 6 Coffs Harbour City Council Open Space Research Report identified an increasing trend for older adults to remain active later into life, hence increasing demand for warm water at pools for hydro therapy and aqua aerobics
- 7 Woolgoolga Town Centre masterplan captures the vision for Woolgoolga's town centre and sets a long term plan to guide future growth and development:
- ✓ Over 90 per cent of the region's population growth to 2036 will comprise people aged over 65 years. Currently, 20 per cent of residents are aged over 65 years, but this will rise to 31 per cent by 2036.
  - ✓ The proportion of young people (aged up to 19 years) and working-age people (20–64 years) is expected to decline.
  - ✓ Woolgoolga is expected to see a 40% increase in population by 2036

Recommendations related to the swimming pool from the masterplan include:

- ✓ Consider relocating the art gallery to a new recreation/cultural precinct near the existing pool
- ✓ Integration with the Beach Street Village Precinct and swimming pool block;
- ✓ Investigate the transformation of the current public swimming pool block as a cultural precinct catering for a wide range of temporary and permanent cultural and entertainment activities, and including improved pool and recreation facilities



The block surrounded by Queen Street, Ocean Street, Carrington Street and Market Street comprising the swimming pool and ambulance station has the potential to play a significant role in the future of the Beach Street Village, creating an extension of the foreshore beach park and an area for dedicated community facilities.

The concept is predicated on the redevelopment of the swimming pool and basketball courts and re-location of the ambulance station. If this was to be achieved, a development site could be created for public sale to fund re-development of the northern section of the block for community uses.

Designed as an integrated extension to both the Village and Beach Reserve parkland, the reconfigured site could potentially accommodate:

- ✓ Multifunctional open spaces (including event activation) fronting Ocean Street;
- ✓ Mid-block connectivity through the site connecting the Foreshore and Market Street to long term parking;
- ✓ Community uses such as sport and recreation; art gallery, library, youth centre, and pool; and
- ✓ Mixed use development such as commercial, residential and/ or seniors housing.

- 8 Two swimming pools have been identified in the Woolgoolga Swimming Pool primary catchment. Woolgoolga Swim School which includes a 12 metre indoor pool and 25 metre indoor lap pool, and Mid North Coast Physiotherapy & Sports Injury Clinic has a hydrotherapy pool
- 9 An E-survey of residents found:
  - ✓ 47% had visited a swimming pool more than three times a week during this past summer.
  - ✓ 21% never visited a swimming pool in the winter
  - ✓ The most popular activities were lap swimming, recreational swimming with family and Learn to Swim lessons.
  - ✓ Overall, the pool received a reasonable satisfaction rating, with all features receiving a positive satisfaction rating. Location of the facility and water quality received the highest satisfaction rating.
  - ✓ Areas of dissatisfaction were:
    - Change Rooms were very tired and in need of a renovation / investment
    - Main pool is too small. Invest in 50m pool upgrade
    - A new learn to swim pool and lessons all year round
    - Kiosk needs better choice.
  - ✓ Respondents were given number of options regarding swimming facilities in the Woolgoolga region and asked to place them in priority order. Upgrade existing Woolgoolga Swimming Pool and upgrade existing amenities were ranked the highest priority, followed by demolition and rebuild the existing pool.

### 7.1.2 Strategic Direction

Key factors which influence the strategic direction for the Woolgoolga Swimming Pool are the condition of the existing facilities, the Town Centre Master Plan and general consensus that the existing location is the best site for a swimming pool. The result is that the existing facilities should be demolished and replaced on the northern portion of the existing swimming pool block. Given the future population growth, a larger main lap pool is justified. Hence an eight lane, 25m pool, with a small teaching pool is required. To complement the pools, a zero depth splash pad targeted to young children can be constructed.



### 7.1.3 Design Brief

#### Components

- Main pool comprising:
  - ✓ 25m x 8 lanes (20m), depth ranging from approximately 1.3m to 1.6m,
  - ✓ freeform shape, beach entry area on one long side of the main pool at the shallow end, approximately 100m<sup>2</sup>, ranging in depth from beach entry to 1.35m. [This option ensures compliance with disability access, consequently, no need for ramp or hoist.]
- Splash pad of approximately 600m<sup>2</sup> including at least six play items to be located near the beach entry part of the main pool.
- Main pool to be partially covered with shade structure, including retractable sails. Covering to the freeform part and the shallow end of the main pool.
- Concourse area of 3m around the pool
- Grass area around the aquatic components for spectators and families of approximately 500m<sup>2</sup>.
- Shade shelters to be provided on grass area – either permanent or with retractable sails.
- Amenities building comprising:
  - ✓ Entry and reception including kiosk (20m<sup>2</sup>), office (10m<sup>2</sup>), kiosk store (10m<sup>2</sup>).
  - ✓ Change rooms and toilets approximately 2 x 100m<sup>2</sup>.
  - ✓ First aid room of approximately 8m<sup>2</sup>, with easy access by ambulance.
  - ✓ Storage areas 20m<sup>2</sup>. for
- Plant room and storage area for pool chemicals, approximately 120m<sup>2</sup>, with external access for delivery of chemicals and supplies.
- Car parking and bicycle parking.

#### Spatial Relationships

- Entrance to the pool should be as close as possible to the car park.
- Reception and kiosk to be one space to enable one person to manage entry and kiosk.
- Kiosk to overlook the pool and splash pad to provide extra supervision.
- Shallow end of pool to be close to splash pad, the entry and change rooms.

### 7.1.4 Concept Plans

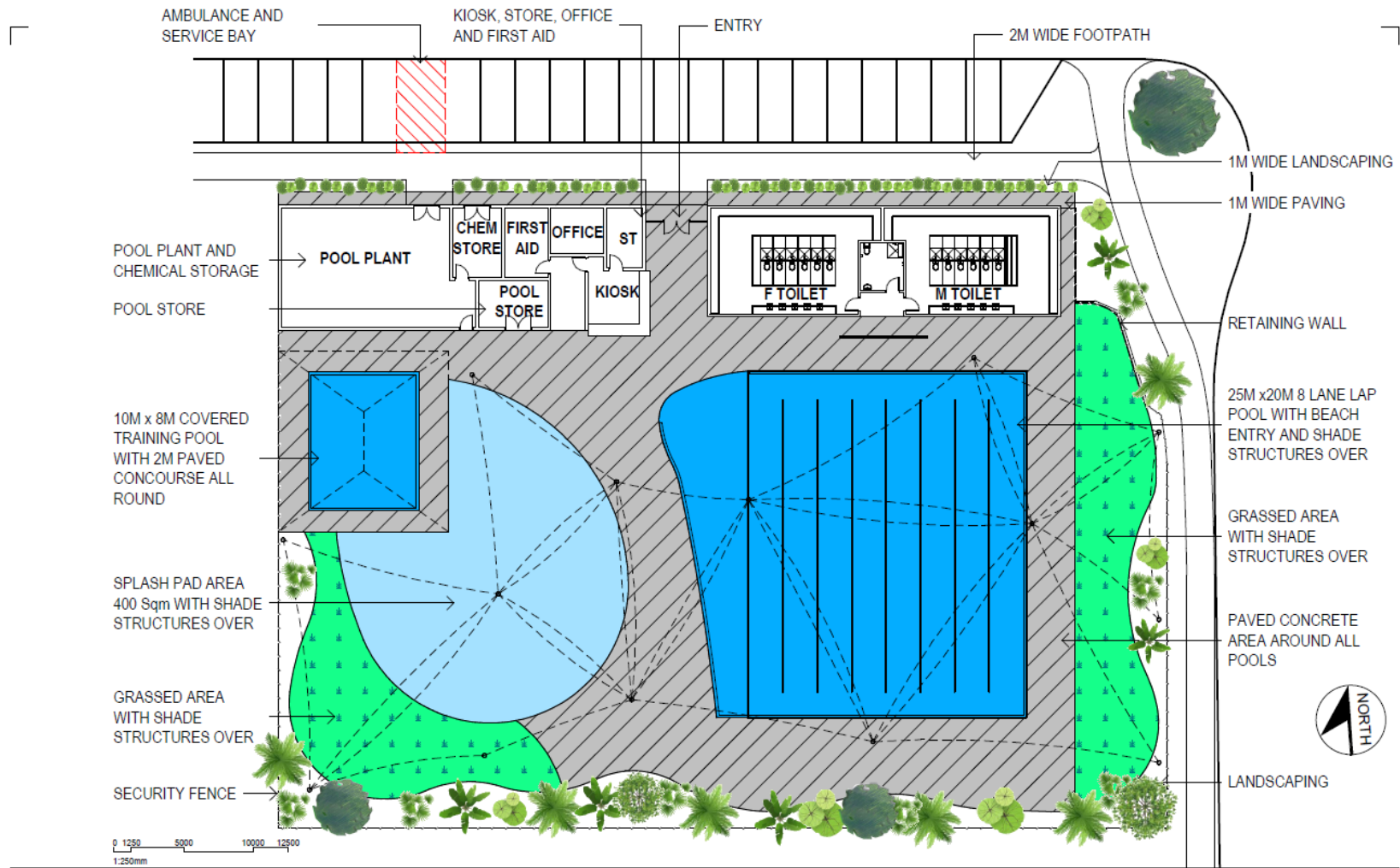
Based on the design brief summarised above, concept plans were prepared (refer to Concept Plan 7.1).

### 7.1.5 Capital Cost Estimates

Capital development costs have been prepared based on estimates provided by GNFP (refer to Chapter 3) and using construction estimates in Rider Levett Bucknall publication "Riders Digest 2018 - Sydney Edition" and recent cost estimates prepared for similar outdoor swimming pools in country NSW and interstate.

Total construction cost is estimated to be in the order of \$4,143,000, plus on costs of \$1,076,217 for a total project cost of \$5,219,217 (refer to Table 7.1). [Note: These order of costs must be regarded as indicative and generic for an outdoor 25m pool complex.]

### Concept Plan 7.1: Woolgoolga Swimming Pool



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**DKJ** Projects. Architecture

DRAWING TITLE: WOOLGOOLGA POOL				
PROJECT NAME: STRATEGY FOR SAWTELL AND WOOLGOOLGA			CLIENT NAME: COFFS HARBOUR CITY COUNCIL	
PROJECT NUMBER: 183015	SCALE: 1: 250	DRAWING NUMBER: SK1	DATE: 17/08/18	REVISION NUMBER

**Table 7.1: Order of Cost Estimates Woolgoolga Swimming Pool**

ITEM	BUDGET
Demolition of existing facilities	
Buildings	\$26,000
Swimming pools	\$14,000
Underground services	\$5,000
Other items	\$10,000
<b>Sub Total</b>	<b>\$55,000</b>
Pools and Amenities Building	
25m x 8 lane lap pool	\$1,900,000
Splash pad (150m <sup>2</sup> )	\$650,000
Teaching pool (80m <sup>2</sup> )	\$180,000
Amenities and Plant Room	\$1,220,000
<b>Sub Total</b>	<b>\$3,950,000</b>
Grounds and landscaping	
Shade structures	\$30,000
Paving (640m <sup>2</sup> )	\$96,000
Lawn areas (240m <sup>2</sup> )	\$12,000
<b>Sub Total</b>	<b>\$138,000</b>
<b>Total Construction Cost</b>	<b>\$4,143,000</b>
Oncosts	
Builder's Preliminaries and Supervision (10%)	\$414,300
Builder's Margin and Overheads (5%)	\$207,150
Professional Fees (9%)	\$428,801
Allowance for Statutory Fees and Charges (0.5%)	\$25,966
<b>Sub Total</b>	<b>\$1,076,217</b>
<b>Total Project Cost</b>	<b>\$5,219,217</b>

This order of cost estimate excludes:

- Carparking and access road
- GST
- Escalation beyond 2018
- Building and design contingency costs

## 7.2 Sawtell Swimming Pool

### 7.2.1 Key Findings

In determining a strategy to provide swimming facilities for the Sawtell and Toormina community, a number of salient factors have to be considered.

- 1 Sawtell is located approximately 8 km south of Coffs harbour, and has a population of 3,700 and a regional catchment of 19,500. Sawtell Swimming Pool was built by the public and opened in April 1979. It is located on Crown Land in the vicinity of Sawtell Beach Holiday Park and approximately 500m from the main shopping precinct in Sawtell. Hence it is a public swimming pool which is also used by the holiday park guests. It is also within a sporting precinct which includes a bowling club and tennis club (refer to Figure 7.1).

Figure 7.1: Sawtell Swimming Pool



- 2 Existing facilities include:
  - ✓ 25m x 5 lane outdoor, heated pool with solar blankets and depth 1m – 1.3m
  - ✓ Small round toddler pool with shade structure
  - ✓ 10m pool (above ground style pool dug into the ground) used for swimming lessons
  - ✓ Amenities building including male and female change room, showers and toilets, reception and office
  - ✓ Access for people with disabilities is inadequate – facilities do not meet contemporary standards
  
- 3 Total attendances not known but likely to be in excess of 30,000, based on Woolgoolga data. Programs and activities available:

Adult Swimming	Infants Aquatics Program
Learn to Swim	Master Swimming
Swim Squads	Swimming Club
Birthday Parties	Recreational Swimming
Aqua Fit	Tri Fit
  
- Regular user groups include:
  - ✓ Vacation Care during Holidays
  - ✓ Department of Education swim lessons
  - ✓ School Swimming Carnivals in February – 4 - 5 schools.
  
- 4 The existing 25m and circular children's pools must be upgraded to achieve compliance with the Advisory Document or replaced by new compliant pools. The cost of upgrading the 25m pool is very close to the cost of replacement of the pools and is not really justifiable on a long term economic basis. Upgrading of the circular children's pool is also estimated to be of similar cost to replacement. Construction of a new splash pad in place of the dated children's wading pools are very popular with children, public appeal and easier life-saving management. The Learn-To-Swim pool does not comply with the Advisory Document and should be removed from the centres.
  
- 5 Coffs Harbour City Council 2017-2021 Delivery Program notes the need to ensure there

- are adequate provision of public swimming pool facilities for the community
- 6 Coffs Harbour City Council Open Space Research Report identified an increasing trend for older adults to remain active later into life, hence increasing demand for warm water at pools for hydro therapy and aqua aerobics
  - 7 Sawtell Reserve Plan of Management notes the Reserve provides a major focus for the recreational activities of local residents and tourists. Key facilities include swimming pool, tennis courts, croquet lawns, sporting oval, walking paths and cycleways, caravan park, picnic and barbecue facilities, play equipment, and commercial hire operations.
  - 8 Five swimming pools have been identified in the Sawtell primary catchment - Sawtell Memorial Rock Pool, Toormina Swim School, Kristy's School of Fish, Swim Care Swim School and Coffs Harbour Health Campus. None of these facilities offer a 25m lap pool, their focus is on learn to swim and hydrotherapy, plus leisure swimming in the rock pool.
  - 9 An E-survey of residents found:
    - ✓ 47% had visited a swimming pool more than three times a week during this past summer.
    - ✓ 21% never visited a swimming pool in the winter
    - ✓ The most popular activities were lap swimming, recreational swimming with family and Learn to Swim lessons.
    - ✓ Overall, the pool received a reasonable satisfaction rating, with all features receiving a positive satisfaction rating. Location of the facility and water quality received the highest satisfaction rating.
    - ✓ Areas of dissatisfaction were:
      - Change Rooms were very tired and in need of a renovation / investment
      - Pool is too small and shallow
      - Better accessibility for the elderly and disabled
      - Kiosk needs better choice.
    - ✓ Respondents were given number of options regarding swimming facilities in the Sawtell/Toormina region and asked to place them in priority order. Upgrade existing Sawtell Swimming Pool and upgrade existing amenities at Sawtell Swimming Pool were ranked the highest priority. Constructing a new pool at another site in Sawtell or Toormina and do nothing received the lowest priority ratings.

### 7.2.2 Strategic Direction

Key factors which influence the strategic direction for the Sawtell Swimming Pool are:

- 1 Condition of the existing facilities, which are poor and need replacing.
- 2 Market expectation that the adjacent caravan park will have a swimming pool for its customers.
- 3 General consensus that the existing site is the preferred location for a swimming pool in the Sawtell/Toormina area.
- 4 Overall the precinct is the main recreation and sporting hub for the local community.

The result is that the existing facilities should be replaced and sited on the existing swimming pool site. Given the future population growth, a larger main lap pool is justified. Hence an eight lane, 25m pool, with a small teaching pool is required. To complement the pools, a zero depth splash pad targeted to young children can be constructed.



### 7.2.3 Design Brief

#### Components

- Main pool comprising:
  - ✓ 25m x 8 lanes (20m), depth ranging from approximately 1.3m to 1.6m,
  - ✓ freeform shape, beach entry area on one long side of the main pool at the shallow end, approximately 100m<sup>2</sup>, ranging in depth from beach entry to 1.35m. [This option ensures compliance with disability access, consequently, no need for ramp or hoist.]
- Splash pad of approximately 600m<sup>2</sup> including at least six play items to be located near the beach entry part of the main pool.
- Main pool to be partially covered with shade structure, including retractable sails. Covering to the freeform part and the shallow end of the main pool.
- Concourse area of 3m around the pool
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- Shade shelters to be provided on grass area – either permanent or with retractable sails.
- Amenities building comprising:
  - ✓ Entry and reception including kiosk (20m<sup>2</sup>), office (10m<sup>2</sup>), kiosk store (10m<sup>2</sup>).
  - ✓ Change rooms and toilets approximately 2 x 100m<sup>2</sup>.
  - ✓ First aid room of approximately 8m<sup>2</sup>, with easy access by ambulance.
  - ✓ Storage areas 20m<sup>2</sup>.
- Plant room and storage area for pool chemicals, approximately 120m<sup>2</sup>, with external access for delivery of chemicals and supplies.
- Car parking and bicycle parking.

#### Spatial Relationships

- Entrance to the pool should be as close as possible to the car park and easily accessible to caravan park customers.
- Reception and kiosk to be one space to enable one person to manage entry and kiosk.
- Kiosk to overlook the pool and splash pad to provide extra supervision.
- Shallow end of pool to be close to splash pad, the entry and change rooms.

### 7.2.4 Concept Plans

Based on the design brief summarised above, concept plans were prepared (refer to Concept Plan 7.2).

### 7.2.5 Capital Cost Estimates

Capital development costs have been prepared based on estimates provided by GNFP (refer to Chapter 3) and using construction estimates in Rider Levett Bucknall publication "Riders Digest 2018 - Sydney Edition" and recent cost estimates prepared for similar outdoor swimming pools in country NSW and interstate.

Total construction cost is estimated to be in the order of \$4,142,500, plus on costs of \$1,076,087 for a total project cost of \$5,218,587 (refer to Table 7.1). [Note: These order of



costs must be regarded as indicative and generic for an outdoor 25m pool complex.]

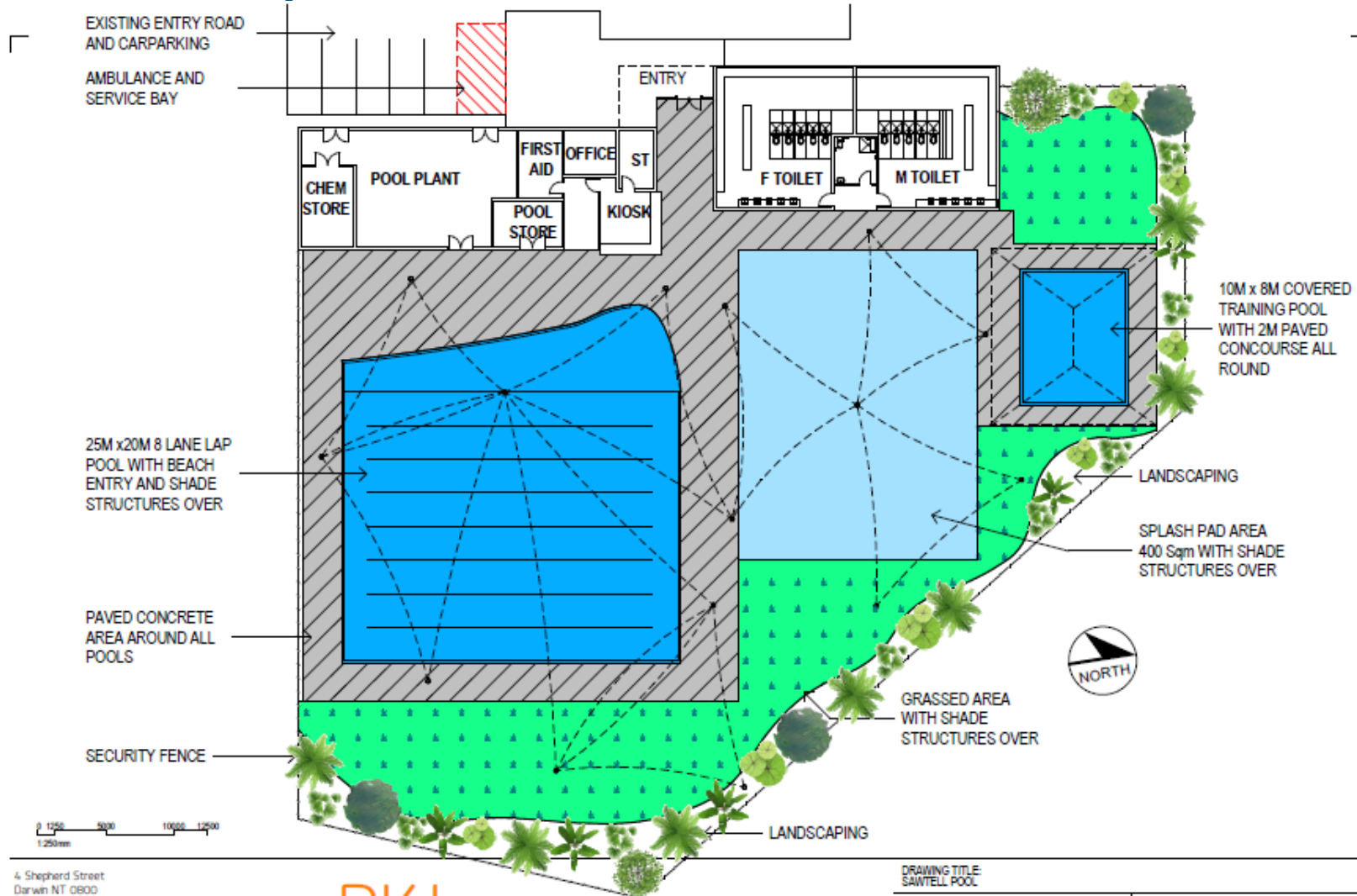
**Table 7.2: Order of Cost Estimates Sawtell Swimming Pool**

ITEM	BUDGET
Demolition of existing facilities	
Buildings	\$26,000
Swimming pools	\$14,000
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<b>Sub Total</b>	<b>\$55,000</b>
Pools and Amenities Building	
25m x 8 lane lap pool	\$1,900,000
Splash pad (150m <sup>2</sup> )	\$650,000
Teaching pool (80m <sup>2</sup> )	\$180,000
Amenities and Plant Room	\$1,220,000
<b>Sub Total</b>	<b>\$3,950,000</b>
Grounds and landscaping	
Shade structures	\$30,000
Paving (500m <sup>2</sup> )	\$75,000
Lawn areas (650m <sup>2</sup> )	\$32,500
<b>Sub Total</b>	<b>\$137,500</b>
<b>Total Construction Cost</b>	<b>\$4,142,500</b>
Oncosts	
Builder's Preliminaries and Supervision (10%)	\$414,250
Builder's Margin and Overheads (5%)	\$207,125
Professional Fees (9%)	\$428,749
Allowance for Statutory Fees and Charges (0.5%)	\$25,963
<b>Sub Total</b>	<b>\$1,076,087</b>
<b>Total Project Cost</b>	<b>\$5,218,587</b>

This order of cost estimate excludes:

- Carparking and access road
- GST
- Escalation beyond 2018
- Building and design contingency costs

### Concept Plan 7.2: Sawtell Swimming Pool



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