

# Warm water pool and wellness centre

Community engagement  
summary report

May 2022

This report has been prepared by independent consultants, Activate Consulting and Cochrane Research Solutions.

Activate Consulting and its partners were engaged by Bayside City Council to deliver the community engagement program on the proposed Warm Water Pool and the proposed Wellness Centre at Brighton Golf Course. This included the provision of advice on the engagement approach and materials, design and delivery of engagement activities and full independent analysis and reporting of community and stakeholder feedback.



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## Executive summary

This report presents the findings of community engagement undertaken with the Bayside community between 21 February and 3 April 2022 regarding two separate proposals for the Brighton Golf Course:

- A proposed Warm Water Pool; and
- A proposed Wellness Centre.

The consultation findings are intended to inform Bayside City Council's decision about whether either proposal should proceed. If Council decides that one or both proposals should proceed, the findings will also inform the next stage of design, and further community engagement would be undertaken.

## Background

Bayside City Council is proposing to build a new public Warm Water Pool (WWP) at Brighton Golf Course. Warm water exercise (32 to 34°C) has many proven benefits including: pain management, recovery and rehabilitation, treatment of chronic conditions and improved mobility and wellbeing.

The proposed WWP would be designed, built and funded by Council and cost approximately \$18M. It would be a public facility with two pools, allied services, café and incorporate accessible design and features for people with high and complex needs.

To complement the WWP, Leisure Management Services (LMS), which currently leases and operates the Brighton Golf Course, is proposing to develop a Wellness Centre (WC). This facility would offer relaxation and rejuvenation opportunities for locals and visitors.

The proposed WC would be designed, built and funded by LMS. It would initially be a private facility, leased and operated by LMS, and ownership will revert to Council at the end of the lease period. It would include hot springs and plunge pools, spa and sauna, other wellness facilities, café and associated amenities.

Both proposals would be in complementary positions on the Golf Course. The proposed WC also includes a careful golf course realignment, a bore to underwater mineral springs, and would include broader golf course improvements and a new training facility.

Further information about each proposal is outlined in **Section 1** of this report.

## Community engagement approach

Community engagement was conducted from 21 February to 3 April 2022 and was open to City of Bayside residents, ratepayers, business operators and visitors. The purpose of the engagement was to gather feedback on:

- Potential usage of the WWP and WC;
- Preferred programs, services and facilities for each proposal;
- Perceived benefits and challenges or concerns about each of the proposals; and
- Level of support for each proposal.

This feedback will be used to inform Council's decision about whether either proposal should proceed.

The engagement program was designed to seek the views of key stakeholders that would be directly impacted by the proposals, including neighbouring residents and existing Brighton Golf Course members and users. It also sought to engage targeted potential user groups for the WWP including older adults, people with a disability, people with a chronic illness or medical condition, and parents or carers of child/ren aged 12 years and younger.

Consultation activities included:

- A survey, available online through *Have Your Say Bayside* and in hard copy format;
- A short survey undertaken with Council's Home and Community Care clients;
- Four online information and Q&A sessions (general community, golfers, neighbouring residents);

- Four place-based pop-up engagements at locations around Bayside;
- Two drop-in sessions (golfers and neighbouring residents, general community); and
- Meetings with the Bayside Healthy Ageing Reference Group and Disability Access and Inclusion Advisory Committee.

The engagement was supported by broad communications including: an animated explainer video, interactive diagrams, and information on Have Your Say Bayside, targeted mailouts, golf club member notifications, on-site signage and promotion through Council's digital and print communications channels.

Further information about the engagement program is outlined in **Appendix B** of this report.

## Participation profile

A total of **1,371 participants** were engaged through the consultation activities, including:

- 916 survey participants
- 44 short survey participants
- 30 participants at online information and Q&A sessions
- 290 participants at place-based pop-ups
- 65 participants at drop-in sessions
- 26 petition signatories

\* Some respondents may have participated in more than one engagement activity.

Demographic information was not recorded or provided by all participants, however based on the 960 survey and short survey participants:

- All age groups were represented and the consultation was particularly successful in reaching people aged 60 years and over (57.7% of survey respondents).
- Approximately three times more females (74.1%) participated than males (24.8%). There were no participants that self-identified as another gender.
- Participants lived in all Bayside suburbs, with the highest participation from suburbs closest to Brighton Golf Course: Brighton (28.3%), Brighton East (23.3%), and Hampton (13.4%).

This profile is considered a reasonable indication of the overall participation profile across all 1,371 participants. However, it should be noted that this description does not include demographic details for the 290 pop-up participants. Typically, the nature of place-based pop-up engagement activities achieves a more balanced participation by gender and age.

The survey and short survey data (960 responses) also confirms that the consultation was successful in reaching at least:

- 217 concession card holders or pensioners
- 204 people with a chronic illness or health condition (or their carer)
- 190 parents or carers of a child 12 years or younger
- 61 people with a disability (or their carer)
- 122 people that live in streets surrounding the Brighton Golf Course
- 112 Brighton Golf Club members/ users

To enable fair consideration of the views of different groups and cohorts, this report presents overall findings as well as segmented findings by age, gender, suburb, key stakeholders and targeted potential user groups for the WWP.

Further information about the participation profile is outlined in **Appendix A** of this report.

## Engagement findings

The engagement findings draw from three key data sets: survey participants, short survey participants and pop-up participants. Not all participants answered every question, so the counts and percentages reported should be considered in the context of the sample size.

The intention of the online information and Q&A sessions and drop-ins was to assist participants to understand the proposals through discussions with Council staff, LMS staff and the engagement consultants. Attendees were encouraged to provide formal feedback through surveys and pop-ups. Insights from these discussions are reflected in this report as consultant observations.

### Proposed Warm Water Pool – likely use and preferred programs and services

#### Likely use

More than three-quarters of respondents (77.4% of 1,060) said they were *Likely* (23.8%) or *Very Likely* (53.6%) to use the proposed Warm Water Pool (WWP) at Brighton Golf Course, compared to 13.8% who were *Unlikely* (4.7%) or *Very Unlikely* (9.1%).

Of the 100 survey respondents that explained why they were *Unlikely* to use the WWP, the main reasons were *Not interested in using a pool; This facility is not required; Already using another facility* and *Prefer a 50 metre pool*.

Segmented analysis showed that:

- Females were more likely to use the proposed WWP than Males (78.1% compared to 70.2%);
- Use was generally consistent across all age groups, only slightly lower for those aged 50 to 69 years (73.3%);
- The majority of respondents across all Bayside suburbs are *Likely* or *Very likely* to use the WWP;
- The majority of respondents in Brighton (58.6%), Brighton East (53.2%), Cheltenham (58.8%), Hampton East (69.7%), Highett (53.1%) and Sandringham (55.6%) are *Very Likely* to use the WWP; and
- The largest proportion of respondents that reported being *Unlikely* or *Very Unlikely* to use the WWP were from Hampton (18.9%), Brighton East (17.2%), Brighton (35 or 13.1%) and Beaumaris (9 or 13.0%). In addition to the main reasons provided, Brighton residents cited *Concerns about hygiene and health issues*, and Beaumaris residents said the *Location is not convenient*.

Likely use was consistently high across the four key potential user groups of the WWP (553 respondents), including:

- Concession card holder or pensioners (80.2%)
- Parents or carers of a child aged 12 years or younger (82.1%)
- People with a disability or their carers (83.6%)
- People with a chronic illness or medical condition (90.6%)

For the small number of people that reported being *Unlikely* to use the WWP, in addition to the main reasons provided, People with a disability or their carers cited *Concerns about hygiene and health issues*, and Concession card holders and pensioners said the *Location is not convenient*.

#### Preferred programs and services

Most participants (72.6% of 920 respondents) said they are likely to use *General water exercise and relaxation*, followed by:

- Café (47.1%)
- Spa (40.6%)
- Clinical pool programs and therapeutic activities (40.6%)
- Physiotherapy and occupational therapy (36.7%)
- Sports rehabilitation and recovery (27.1%)
- Pain management services (25.3%)
- Learn to swim (15.6%)



Pop-up participants reported being likely to use *Sports rehabilitation and recovery* and *Pain management services* more frequently, compared to survey respondents.

Segmentation analysis showed that:

- A *Spa* was a top four priority for those Under 60 years, whereas *Clinical pool programs and therapeutic activities* was a top four priority for those 60 years and over.
- Those Under 60 years were more likely to use *Sports rehabilitation and recovery* and *Learn to swim*, and those 60 years and over were more likely to use *Pain management services*.
- A *Spa* and *Learn to Swim* were in the top four priorities for Parents or carers of a child aged 12 years or younger.
- A *Spa* was less of a priority for People with a disability or chronic illness, instead *Physiotherapy and occupational therapy* was in their top four priorities.

Refer to **Section 2** of this report for more detailed findings.

## Proposed Wellness Centre – likely use and preferred programs and services

### Likely use

Over two-thirds of respondents (67.5% of 1,012) said they were *Likely* or *Very Likely* to use the proposed Wellness Centre (WC) at Brighton Golf Course, compared to 18.6% who were *Unlikely* or *Very Unlikely* and 14.0% who were *Neutral* or *Unsure*.

Of the 134 survey respondents that explained why they were *Unlikely* to use the WC, the main reasons were *Not interested in attending a wellness centre*; *This facility is not required*; *Cost of services is likely to be expensive* and *Object to this facility being built on Council public land*.

Segmented analysis showed that:

- Females were noticeably more likely to use the WC than males (69.4% compared to 57.7%). For those that were unlikely to use the WC, in addition to the main reasons provided Females said *Prefer the golf course to remain as is*; and *Prefer a larger pool and other services*;
- The likelihood of using the WC appears to decline with age, with 57.3% of those 35 to 49 years *Very Likely* to use the WC, decreasing to 28.6% of those 70+ years. Respondents over 50 years were more likely to cite *Object to this facility being built on Council public land* and *Cost of services is likely to be expensive* as reasons why they are *Unlikely* to use the WC;
- The majority of respondents across all Bayside suburbs are *Likely* or *Very Likely* to use the WC;
- The majority of respondents in Cheltenham (50.0%), and many respondents in Hampton East (46.7%) and Brighton East (44.6%) are *Very likely* to use the WC;
- The largest proportion of respondents that reported being *Unlikely* or *Very unlikely* to use the WC were from Hampton (24.6%), Brighton East (21.1%), Highett (19%) and Brighton (18.9%). Respondents from these suburbs cited similar reasons for being *Unlikely* to use the WC, with Highett respondents more likely to cite *Cost is likely to be expensive*, Brighton respondents more likely to cite *Prefer golf course to stay the way it is* and *Prefer a larger pool and other services*.

### Preferred services and facilities

The majority of participants (74.1% of 756) said they are likely to use *Hot springs*, followed by:

- Wellness Centre café (64.9%)
- Plunge pools – warm (61.0%)
- Day spa (56.6%)
- Pilates/yoga (53.8%)
- Spa (49.1%)
- Sauna (38.9%)
- Reflexology walk (37.6%)
- Plunge pools (cold) (37.2%)
- Wet juice bar (34.3%)

- Snow room (25.0%)

Refer to **Section 3** of this report for more detailed findings.

### Key stakeholder and user group feedback on the proposals

The overall the level of support for, and feedback received on, the public Warm Water Pool (WWP) and the private Wellness Centre (WC) proposals at Brighton Golf Course were segmented to give visibility to the views of key stakeholders and targeted potential user groups of the WWP.

As summarised in this section:

- Neighbouring residents expressed polarised views about both proposals;
- Neighbouring residents who reported a street name within the immediate vicinity/directly abutting the Brighton Golf Course (Comer Street, Creswick Street, Garden Street, Glencairn Avenue and Were Street) expressed even greater polarised views about both proposals, and overall less support than the broader neighbouring residents group. They were the least supportive stakeholder group of all those segmented in this report.
- Brighton Golf Club member/users expressed mixed views about both proposals;
- People with a disability (or their carer) or chronic illness/ medical condition were very supportive of both proposals;
- Older adults (60+ years) were supportive of both proposals, but to a lesser degree the WC; and
- Parents or carers of a child aged 12 years or under were very supportive of both proposals.

### Neighbouring residents

The 122 respondents that identified as a 'Neighbouring resident' expressed polarised views about both proposals:

- The majority (64.8%) were *Very supportive* of the WWP, but the next largest group were *Very unsupportive* (18.9%); and
- The majority (62%) were *Very supportive* of the WC, but the next largest group were *Very unsupportive* (20.7%).

Overall, neighbouring residents supported both proposals, the WWP slightly more than the WC. However, there was also strong feedback against the proposals, just under a quarter did not support the Warm Water Pool (23.0% *Unsupportive* or *Very Unsupportive*) or the Wellness Centre (24.8% *Unsupportive* or *Very Unsupportive*), of which most were *Very unsupportive*.

Moving to the views of the 22 neighbouring residents who reported living in the immediate vicinity/directly abutting the Brighton Golf Course, polarised views were expressed about both proposals:

- 50.0% were *Very supportive* of the WWP, but the next largest group were *Very unsupportive* (31.8%); and
- 45.5% were *Very supportive* of the WC, but the next largest group were *Very unsupportive* (40.9%).

Through the survey feedback and discussions with neighbouring residents at pop-ups, information sessions and drop-in sessions some benefits were identified, and several concerns were expressed.

Neighbouring residents saw the community health and wellbeing benefits of the two proposals and cited the WWP as being in a convenient location and a good way to open the golf course to other uses.

However, serious concerns were raised by many participants about whether there will be sufficient on-site parking to accommodate the extra patrons and the impact of the increased use of the site on traffic congestion (particularly at peak and school periods) and neighbourhood amenity. Many residents reported being extremely frustrated with traffic and parking in the local area, especially at school times, which has been exacerbated over the last two years by the Brighton Golf Course being used as a COVID testing site. Concerns were expressed regarding the reliability of traffic management studies conducted to date.



Concerns were also raised about the environmental impacts of the WWP and potential flooding impacts, citing previous issues with the water harvesting at the Golf Course. Many participants raised concerns about the loss of open space if the two facilities were built, in addition to the telecommunications tower recently approved at the site.

In relation to the WC, neighbouring residents raised concerns about the affordability of the facility, and some participants raised concerns about the commercial partnership arrangements between LMS and Council. Some questioned the aquatic management credentials of LMS and felt that the existing maintenance of the golf course needed improvement, particularly watering.

Several neighbouring residents raised strong concerns about the transparency of the proposed LMS and Council partnership and the consultation process that led to Brighton Golf Course being selected as the preferred site for the WWP.

### **Brighton Golf Club members and users**

The 112 respondents that identified as a 'Brighton Golf Club member/user' expressed mixed views about both proposals:

- The majority (58.1%) were *Supportive* or *Very Supportive* of the WWP, but around a third (33.9%) were *Unsupportive* or *Very unsupportive*; and
- A lesser majority (51.8%) were *Supportive* or *Very Supportive* of the WC, but around a third (33.9%) were *Unsupportive* or *Very unsupportive*, and 14.3% were *Neutral*.

While there was slightly more support for the WWP than the WC, there was also strong feedback against the proposals, with a third of all respondents unsupportive of both proposals.

Through the survey feedback and discussions with neighbouring residents at pop-ups, information sessions and drop-ins some benefits were identified and a number of concerns were expressed.

Some Brighton Golf Club members and users felt that the WWP was in a convenient location, supported positive ageing and opened the golf course to other users. They thought the café would be a great benefit. Participants saw the benefits of an improved golf course and services, and the improved community facilities, particularly the training facility, as part of the WC proposal. Club members were keen to have input into the detailed design of the facilities and leverage opportunities to improve their own facilities.

Participants raised concerns about whether there would be enough parking to accommodate the increased users, and the negative impacts on the course, particularly in relation to the bore for the WC and the realignment of golf course holes.

Brighton Golf Club members and users were generally less supportive of the WC, questioning the value it would provide to golfers and whether it was needed given the availability of similar services nearby. Concerns were also raised around the commercial partnership arrangements for the WC between LMS and Council, and the capability of LMS to operate the WC.

### **Persons with disability (or their carer) or chronic illness**

The 249 respondents that identified as a 'Person and/or carer of a person with a disability' and/or 'Person with a chronic illness or medical condition' were supportive of both proposals:

- A large majority (86.8%) were *Supportive* or *Very Supportive* of the WWP, with 71.9% *Very supportive*; and
- A reasonable majority (75.2%) were *Supportive* or *Very Supportive* of the WC, with a further 13.4% *Neutral*.

Through the survey data, this group identified the community health benefits of both proposals and positive comments were provided about the WC proposal. Strong benefits were identified for the WWP including the convenient location, support for positive ageing, support for pain management and recovery, and its accessibility for people of all abilities.

User affordability was raised as a concern in relation to both proposals, and ensuring all-abilities access, appropriate programming times and sufficient on-site car parking were raised in relation to the WWP. Some respondents also cited concerns about the commercial partnership arrangements between LMS and Council for the WC.

### Older adults

The 527 respondents that indicated they were 'aged 60 years or over' (or a carer of an older person) were supportive of both proposals, but to a lesser degree the WC:

- A reasonable majority (78.0%) were *Supportive* or *Very Supportive* of the WWP, with 59.4% *Very supportive*; and
- A majority (64.7%) were *Supportive* or *Very Supportive* of the WC, but almost one in five (19.4%) were *Unsupportive* or *Very unsupportive*, and further 15.9% were *Neutral*.

Through the survey feedback, Older adults noted strong benefits of the WWP in particular, convenient location, support for positive ageing and support for pain management. Both proposals were seen to provide community health benefits, and the WC proposal was praised by some.

The availability of on-site parking and user affordability were raised as some the strongest concerns for both proposals. Other concerns raised about the WWP proposal included programming times, impacts on traffic congestion, the golf course and the environment, and loss of green, open space. This group also raised concerns about the commercial partnership arrangements between LMS and Council around the WC.

### Parents or carers of a child aged 12 years or under

The 190 respondents that identified as a 'Parent or carer a child aged 12 years or younger' were very supportive of both proposals:

- A large majority (88.1%) were *Supportive* or *Very Supportive* of the WWP, with 69.5% *Very supportive*; and
- A reasonable majority (78.4%) were *Supportive* or *Very Supportive* of the WC, with 62.1% *Very Supportive*.

Through the survey feedback, Parents or carers of child/ren aged 12 years or younger expressed a similar number of benefits and concerns about the two proposals.

There were some strong benefits cited around the WWP, including convenient location, learn to swim opportunities, support for positive ageing and expansion of the use of the golf course. Both proposals were seen to provide community health benefits, and the WC proposal was seen as providing better community facilities.

Car parking was cited as a concern for both proposals. Other concerns raised about the WWP proposal included programming times and impacts on traffic congestion, and concern was raised around whether the WC would appeal to all ages and abilities.

Refer to **Section 4** of this report for more detailed findings.

## Overall support and feedback on the proposals

### Proposed Warm Water Pool

Almost four in five respondents (79.5% of 1,020) were *Supportive* or *Very Supportive* of the proposed WWP at Brighton Golf Course, with 60.8% *Very Supportive*. A total of 15.6% were *Very unsupportive* or *Unsupportive*.

Slightly more participants provided benefits (441 respondents) than concerns or challenges (423 respondents).

The benefits most frequently raised (by theme) include:

- *This is a great initiative and will provide lots of benefits (35.4%);*
- *The location is convenient (18.7%);*
- *Enhances community health and wellbeing (13.6%); and*
- *Supports positive ageing for seniors and an ageing population (12.7%).*

Some of the other key benefits raised include those related to warm water exercise, pain management and recovery and sports rehabilitation, as well as the accessibility of the facility for people of all abilities, opening up the golf course to other users, social benefits and learn to swim opportunities.

The concerns most frequently raised (by theme) include:

- *Need for sufficient on-site car parking (21.3%);*
- *Local traffic congestion (11.8%);*
- *User affordability (10.2%); and*
- *Time allocations that satisfy the demands of various users (9.9%).*

Other key concerns raised include the impact on the local natural environment and the golf course, the limited public transport to the site and loss of open space. Many respondents also questioned the need for the facility, or its location at Brighton Golf Course and the financial costs. Ensuring all-abilities access and appropriate hygiene and quality controls was also raised.

Segmented analysis showed that:

- Females were slightly more supportive of the proposed WWP than Males (80.8% compared to 72.1%);
- The responses across the age groupings are generally consistent, with the majority (over 60%) *Very supportive*.
- The majority of respondents across all Bayside suburbs with the exception of Cheltenham were *Very supportive*, however the majority of Cheltenham respondents were *Supportive* or *Very Supportive* (87%); and
- The largest proportion of respondents that were *Unsupportive* or *Very unsupportive* were from Brighton East (20.8%), Beaumaris (18.8%) and Hampton (18.0%), and respondents from Highett and Black Rock reported comparatively higher *Neutral* responses (11.9% and 11.1% respectively)

## **Proposed Wellness Centre**

The level of support for the WC at Brighton Golf Course was not as strong as the WWP. The majority of respondents (70.3% of 998) were *Supportive* or *Very Supportive*, however 17.8% were *Unsupportive* or *Very Unsupportive*.

Exactly the same number of participants (258) provided benefits and concerns or challenges.

The most frequently reported theme emerging from the feedback relating to benefits was *There are very few benefits (19.0%)*, which highlights the conflicting views in the community.

The benefits most frequently raised (by theme) include:

- *Enhances community health and wellbeing (17.8%);*
- *Provides much needed community facilities and better community facilities (12.0%);*
- *Proposal looks well covered, great facility and services (12.0%); and*
- *Many overall benefits associated with a wellness centre (9.7%).*

Some of the other key benefits raised were that the location is convenient, the golf course improvements and better services for golfers, and support for positive ageing. Many participant indicated the proposal would provide opportunities to socialise and connect, open up the golf course to other users and create local business and tourism opportunities.

The second most frequently reported theme emerging in relation to challenges or concerns was *No or very few challenges (14.7%)* which again highlights the conflicting views in the community.

The concerns most frequently raised (by theme) include:

- *Need for sufficient on-site car parking (15.5%);*
- *User affordability (14.3%);*
- *Do not support this proposal (14.0%); and*
- *Comments relating to the LMS-Council collaboration (12.0%).*

Other key concerns were raised about the impact on local traffic congestion and neighbourhood amenity, negative impact to the golf course and loss of green, open space. Participants also raised challenges around ensuring the facility appeals to the broad community and programming times to avoid overcrowding at the site.

Segmented analysis showed that:

- Females were slightly more supportive of the proposed WC than Males (70.8% compared to 63.0%), and one in five males were *Very Unsupportive* (21.9%);
- The level of support appears to decline with age from 65.1% of 18-34 years being *Very Supportive* to 41.2% of 60-84 years *Very supportive*;
- The majority of respondents across all Bayside suburbs were *Supportive* or *Very supportive*;
- A small majority of respondents in Brighton East (52.4%) and Brighton (51.1%) were *Very supportive*; and
- The largest proportion of respondents that were *Unsupportive* or *Very unsupportive* were from Hampton (24.6%), Brighton East (23.1%) and Beaumaris (20.3%). These results highlight the mixed views reported by Brighton East residents.

Refer to **Section 5** of this report for more detailed findings.

## Evaluation and recommendations

Overall it is estimated that over 53,000 people were aware of the consultation and the opportunity to participate, with which resulted in feedback from **1,371** participants.

A broad cross section of the Bayside community participated in relation to gender, age, and suburb, and the consultation was successful in hearing from identified key stakeholder groups and potential future facility users.

Most survey respondents (88% of 772) indicated the consultation information was *Very easy* or *Easy to find and understand*. Opportunities to discuss the proposals with Council staff, LMS staff and the engagement consultants at pop-ups, drop-ins and online information sessions proved extremely useful for addressing any misinformation and supporting a clearer understanding of the proposals in the community.

Overall, the community were generally more favourable of the Warm Water Pool proposal than the Wellness Centre proposal, because it was an accessible and affordable public facility for the purposes of community health and wellbeing. People were more likely to question the need for a private Wellness Centre given the availability of 'days spa' type services in the area and that this facility would be run as a private enterprise.

While smaller in number, the feedback from Neighbouring residents and Brighton golf club members and users is less supportive of both proposals than the broader community. Stakeholder feedback should be carefully considered, in addition to overall findings, in the decision-making process. It will also be important for Council to close the loop with these stakeholders, and the broader community, on the outcomes of the consultation and its decision.

Should Council decide that one or both proposals should proceed, key stakeholders and potential future user groups should be given the opportunity to work with Council/LMS to influence the:

- Detailed design and fee structure of the WWP;
- Operational times and scheduling of activities of the facility/s; and

- Plans to manage traffic, parking and amenity issues raised.

Further, should either proposal progress it is recommended that:

- More detailed information is provided about the LMS/Council lease arrangements, and LMS's credentials in aquatic facility management;
- Detailed traffic modelling and parking requirements should be undertaken and made available as part of future stages of engagement; and
- Key stakeholders and the broader community are provided with clear information about the future stages of consultation, what can and can't be influenced and their ability to participate.

Refer to **Section 6** for more detailed evaluation, consultant observations and recommendations.



## 1 Overview of the two proposals at Brighton Golf Course

This section provides an overview of the two separate proposals for the Brighton Golf Course that were consulted on:

- A public Warm Water Pool; and
- A private (initially) Wellness Centre.

After a detailed site assessment process, Council selected the north-east corner of the Brighton Golf Course as the preferred site for the Warm Water Pool. This is due to its central location, access via road and bus, lesser environmental impact, ability to meet expected parking requirements and proximity to a large proportion of people aged over 60 years.

Each proposal is being considered separately by Council and are not reliant on the other.



### 1.1 Proposed Warm Water Pool

The proposed Warm Water Pool (WWP) would be designed, built and funded by Council at a cost of approximately \$18 million. It would be leased and operated by Leisure Management Services, the current lessee and operator of the Brighton Golf Course.

The proposed WWP seeks to provide opportunities for all in the community to benefit from warm water exercise for movement, rehabilitation, pain management and general wellbeing, including toddler learn to swim.

The facility aims to improve quality of life for Bayside's growing older population, people with a disability and people with chronic illness and health conditions. It would also provide opportunities for sports rehabilitation.

It would be a public facility and include:

- Main warm water pool with moveable floor
- Second warm water (Clinical) pool
- Allied services such as physiotherapy
- A café; and
- Accessible design and changerooms for people with high or complex needs.

Warm water pools are small pools heated between 32 - 34°C, a traditional lap swimming pool is heated between 27 - 29°C.

As a public facility, the fee structure would be set by Council to ensure it is affordable for people on pensions and with low incomes. The facility would also be carefully designed to be accessible for people of all abilities, including changerooms and other features for people with high and complex needs.

## 1.2 Proposed Wellness Centre

The proposed Wellness Centre (WC) would be designed, built and funded by Leisure Management Services (LMS), the current lessee and operator of the Brighton Golf Course. LMS would initially lease and operate the facility, and at the end of the lease period, the facility would be owned by Council.

The proposed WC seeks to provide relaxation, rejuvenation and wellness services for the local community and tourists.

It would be a private facility (initially) and include:

- Indoor and outdoor mineral hot springs and plunge pools
- Spa and sauna
- Snow room
- Reflexology walk
- Pilates/Yoga studio
- Café and retail
- Associated changerooms and amenities

As a private facility, fees would be set by Leisure Management Services. The facility will meet all contemporary accessibility standards.

To accommodate the Wellness Centre next to the proposed Warm Water Pool, LMS has proposed a careful realignment of the golf course (holes 9 and 12), maintaining its par 67, and other course upgrades including a new indoor specialist golf training and coaching facility.

It would use a bore to extract the mineral water for the hot springs from below the Golf Course site.

## 2 Proposed Warm Water Pool – likely use and preferred features

This section focuses on community engagement specific to Council's proposal to build a public Warm Water Pool (WWP) at the Brighton Golf Course.

It examines how likely the community would be to use the WWP at the Brighton Golf Course, and for those who are unlikely, the reasons why. It also looks at which of the proposed programs and services the community would be most likely to use.

To help gain a deeper understanding of the community's feedback, this section also explores:

- Any gender differences in likelihood to use the WWP;
- Whether the WWP is likely to be used by all age groups, and if some age groups are likely to use it more than others;
- To what extent people are likely to travel to use the WWP;
- How likely key user groups (whom the WWP is designed to cater for) are to use the facility; and
- If there are programs and services that appeal more to different potential user groups.

These insights have been gained through segmentation of the data as outlined in Sections 2.3 and 2.5.

More detailed community feedback on the design, specialised supports and fee structure would be sought in future rounds of engagement should the proposal progress to the next stage.

### 2.1 Likely use of proposed Warm Water Pool

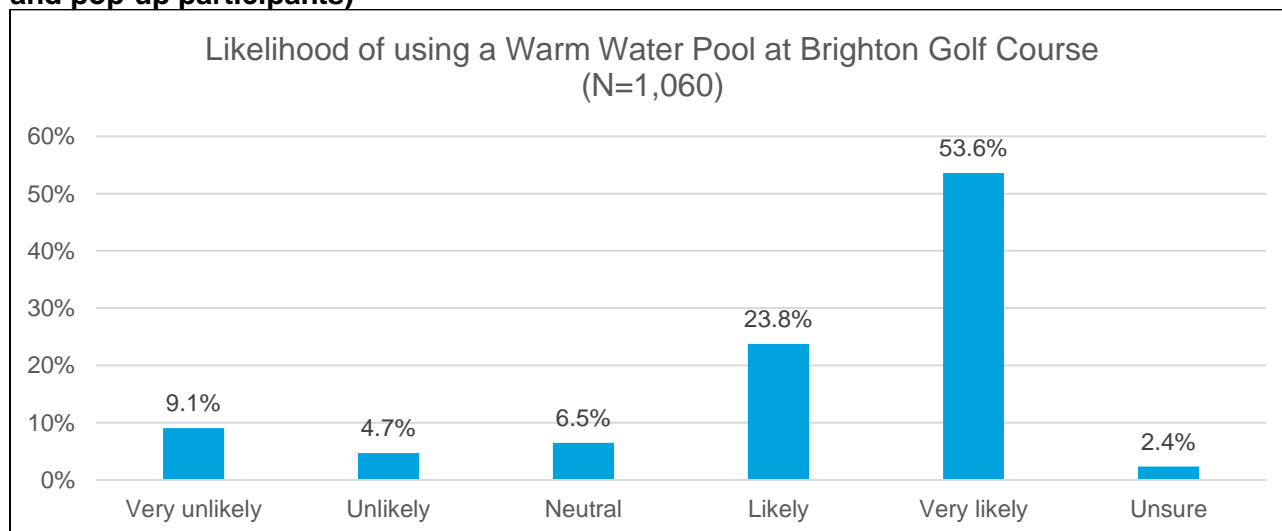
**Survey, short survey and pop-up (voting pod) participants** were asked "How likely are you to use a Warm Water Pool at Brighton Golf Course?" and presented with five response options (1 = Very unlikely, 2 = Unlikely, 3 = Neutral, 4 = Likely, 5 = Very likely) and "Unsure".

#### 2.1.1 Overall results

Figure 1 shows the combined results for 960 survey respondents and 100 pop-up participants. While mixed views were reported, the majority (568 or 53.6%) indicated *Very Likely* and 252 (or 23.8% of) indicated *Likely*. Overall, 820 (or 77.4% of respondents indicated they were *Likely* or *Very Likely* to use the proposed Warm Water Pool.

A total of 146 (or 13.8%) indicated *Unlikely* or *Very Unlikely* and 94 (or 8.9% of) respondents *were Neutral or Unsure*.

**Figure 1. Likelihood of use of a Warm Water Pool at Brighton Golf Course (Survey, short survey and pop-up participants)**

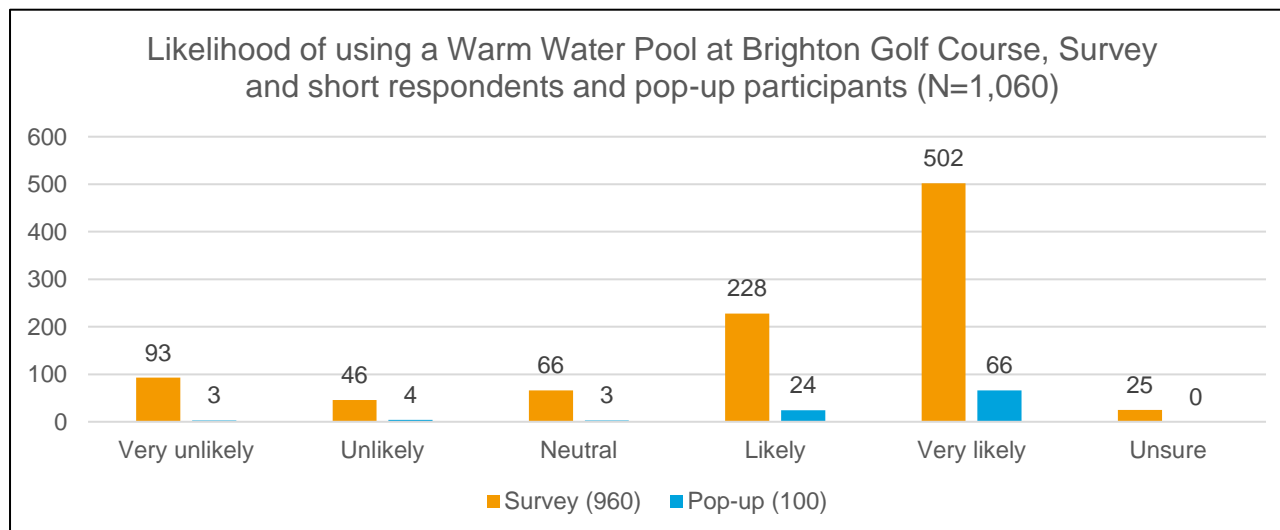


## 2.1.2 Overall results – all survey respondents compared with pop-up participants

Figure 2 shows a comparison between responses from more engaged participants (those that were motivated to proactively seek out information and complete a survey or short survey) and those that were intercepted (at community pop-ups).

As shown, overall the majority of survey and short survey respondents (502 or 52.3%) and pop-up participants (66 or 66.0%) indicated *Very Likely* to use the Warm Water Pool. However, proportionally more survey and short survey respondents (139 or 14.5%) reported *Unlikely or Very Unlikely* than pop-up participants (7 or 7.0%).

**Figure 2. Likelihood of use of a Warm Water Pool at Brighton Golf Course (Survey and short survey respondents compared with pop-up participants)**



## 2.2 Reasons for being unlikely to use proposed Warm Water Pool

**Survey respondents** were asked “If you responded unsure or unlikely, tell us why...” and invited to provide a personalised response. A total of 100 survey respondents provided a response which referred to one or more topics.

As shown in Table 1, respondents provided a variety of explanations. The most frequently reported themes were: *Not interested in using a pool*; *This facility is not required*; *Already using another facility* and *Prefer a 50 metre pool*.

**Table 1. Reasons participants are unlikely or unsure to use the Warm Water Pool (Survey respondents)**

Themes referenced in responses	No. of surveys referencing Theme (N=100)
<b>Not interested in using a pool:</b> I have no need for a pool or I don't like using pools	26
<b>This facility is not required:</b> The facility is unnecessary and a waste of money	19
<b>Already using another facility:</b> Already a member or using GESAC, Sandringham Family Leisure Centre (Tulip Street), Waves, Danny Frawley Centre or the beach	17
<b>Prefer a 50 metre pool:</b> Prefer a 50 metre pool or larger pool for lap swimming or an outdoor pool	14

Themes referenced in responses	No. of surveys referencing Theme (N=100)
<b>Location is not convenient:</b> The location proposed is not convenient, too far to travel or is not easily accessible by public transport (train)	8
<b>Concerns about hygiene and health issues:</b> Concerned about hygiene, water quality and cleanliness of a public pool	8
<b>Alternative facilities nearby:</b> There are other facilities available locally or within close proximity	6
<b>Concerns about a shortened golf course and parking congestion</b>	5
<b>Have my own pool</b>	4
<b>Concerns about traffic and congestion disturbing the local neighbourhood</b>	4
<b>Prefer using a cooler or cold water pool</b>	4
<b>Other (one-off comments):</b> Concerns it may be expensive; Proposal appears to be targeted at a small demographic within Bayside; Concerns about adequate water support; Unclear about costs, high risk project	4

## 2.3 Likely use of proposed Warm Water Pool – segmentation insights

This section breaks down the overall data gathered through the community engagement to explore how likely different potential user groups or community cohorts are to use the proposed Warm Water Pool (WWP).

Not all engagement methods were able to capture this level of detail. This section presents the feedback received through surveys and short surveys and the total number of respondents is indicated in each sub-section.

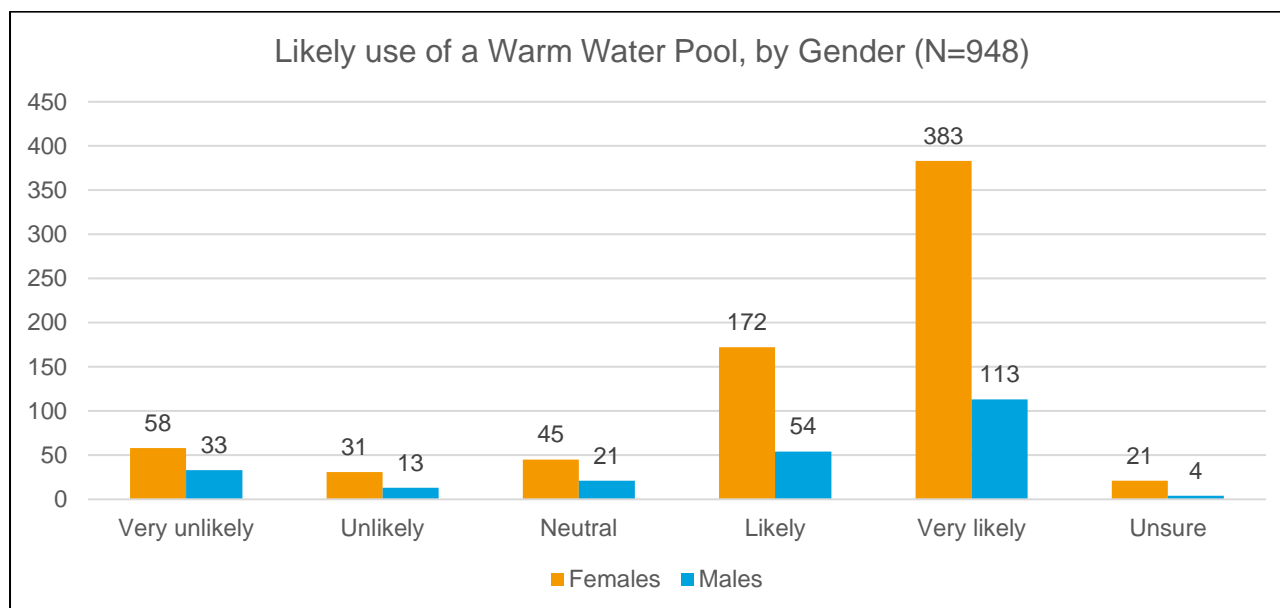
### 2.3.1 Segmentation insights - Gender

Gender was captured for survey and short survey respondents (N=948). Figure 3 and Table 2 shows a gendered breakdown of the likelihood of using a Warm Water Pool at Brighton Golf Course. While an option was provided for other genders to be recorded, respondents selected Female or Male only.

The majority of Female respondents (555 or 78.1%) and Male respondents 167 (or 70.2%) indicated *Likely* or *Very Likely*. However a slightly larger proportion of Female respondents 383 (or 53.9%) reported *Very Likely* than Male respondents 113 (or 47.5%). In line with these results, a slightly larger proportion of Male respondents 46 (or 19.4%) indicated *Unlikely* or *Very Unlikely* than Female respondents 89 (or 12.6%).



**Figure 3. Likely use of a Warm Water Pool at Brighton Golf Course (Survey and short survey respondents, by Gender)**



**Table 2. Likely use of a Warm Water Pool at Brighton Golf Course (Survey and short survey respondents, by Gender)**

	Females		Males	
	No.	%	No.	%
Very unlikely	58	8.2%	33	13.9%
Unlikely	31	4.4%	13	5.5%
Neutral	45	6.3%	21	8.8%
Likely	172	24.2%	54	22.7%
Very likely	383	53.9%	113	47.5%
Unsure	21	3.0%	4	1.7%
<b>TOTAL</b>	<b>710</b>	<b>100.0%</b>	<b>238</b>	<b>100.0%</b>

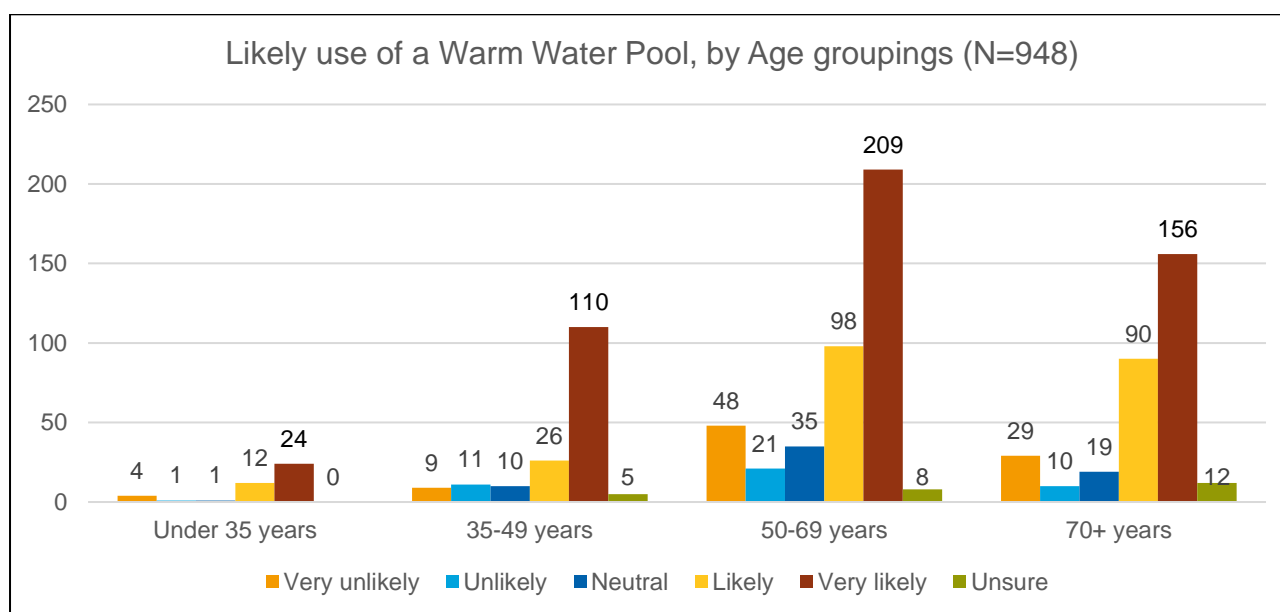
Of respondents that provided a reason why they were *Unlikely* or *Very unlikely* to use a Warm Water Pool, Females and Males reported generally consistent views. Both genders emphasised *Not interested in using a pool* and *Already using another facility*. In addition, Females emphasised *Prefer a 50 metre pool* while Males emphasised *This facility is not required*.

### 2.3.2 Segmentation insights – Age groupings

Age was captured for survey and short survey respondents (N=948). Figure 4 and Table 3 shows an age breakdown of the likelihood of using a Warm Water Pool at Brighton Golf Course, combined into four groupings for ease of reading: Under 35 years, 35 to 49 years, 50 to 69 years and 70+ years.

The responses across the age groupings are generally consistent. The majority of respondents aged Under 35 years (24 or 57.1%) and 35-49 years (110 or 64.3%) indicated *Very likely*. Many respondents aged 50 to 69 years (209 or 49.9%) and 70+ years also reported *Very likely*. A slightly larger proportion of those aged 50 to 69 years reported *Unlikely* or *Very unlikely* (69 or 16.5%).

**Figure 4. Likely use of a Warm Water Pool at Brighton Golf Course (Survey and short survey respondents, by Age groupings)**



**Table 3. Likely use of a Warm Water Pool at Brighton Golf Course (Survey and short survey respondents, by Age groupings)**

	Under 35 years		35-49 years		50-69 years		70+ years	
	No.	%	No.	%	No.	%	No.	%
Very unlikely	4	9.5%	9	5.3%	48	11.5%	29	9.2%
Unlikely	1	2.4%	11	6.4%	21	5.0%	10	3.2%
Neutral	1	2.4%	10	5.8%	35	8.4%	19	6.0%
Likely	12	28.6%	26	15.2%	98	23.4%	90	28.5%
Very likely	24	57.1%	110	64.3%	209	49.9%	156	49.4%
Unsure	0	0.0%	5	2.9%	8	1.9%	12	3.8%
<b>TOTAL</b>	<b>42</b>	<b>100.0%</b>	<b>171</b>	<b>100.0%</b>	<b>419</b>	<b>100.0%</b>	<b>316</b>	<b>100.0%</b>

Of respondents that provided a reason why they were *Unlikely* or *Very unlikely* to use a Warm Water Pool, many respondents aged under 35 years reported *Prefer a 50 metre pool* or *Already using another facility* or *Alternative facilities nearby*. Many respondents aged 35 to 49 years reported *Prefer a 50 metre pool* or *I'm not interested, no need for a pool, don't like using pools*. In contrast, many respondents aged 50 to 69 years reported *This facility is not required* or *Not interested in using a pool* or *Already using another facility*. Similarly, respondents aged 70 years and over reported *Not interested in using a pool* or *Already using another facility*.

### 2.3.3 Segmentation insights – Suburb

Residential suburb was captured for survey and short survey respondents (N=905). Tables 4 and 5 show a suburb breakdown of the likelihood of using a Warm Water Pool at Brighton Golf Course.

The majority of respondents across all Bayside suburbs are *Likely* or *Very likely* to use a Warm Water Pool at Brighton Golf Course. Further, the majority of respondents residing in Brighton (157 or 58.6%), Brighton East (117 or 53.2%), Cheltenham (10 or 58.8%), Hampton East (23 or 69.7%), Highett (26 or 53.1%) and Sandringham (40 or 55.6%) indicated *Very likely*.

Respondents in the suburbs of Hampton (24 or 18.9%) and Brighton East (38 or 17.2%) reported the highest proportion of *Unlikely* or *Very unlikely* responses, followed by Brighton (35 or 13.1%) and Beaumaris (9 or 13.0%).

**Table 4. Likely use of a Warm Water Pool at Brighton Golf Course (Survey and short survey respondents, by Suburb - numbers)**

	Beaumaris	Black Rock	Brighton	Brighton East	Cheltenham	Hampton	Hampton East	Highett	Sandringham	TOTAL
Very unlikely	4	3	27	21	0	17	1	4	4	81
Unlikely	5	2	8	17	0	7	0	1	2	42
Neutral	10	4	16	14	3	5	1	5	6	64
Likely	18	17	57	46	2	36	7	11	19	213
Very likely	30	23	157	117	10	60	23	26	40	486
Unsure	2	1	3	5	2	2	1	2	1	19
TOTAL	69	50	268	220	17	127	33	49	72	905

**Table 5. Likely use of a Warm Water Pool at Brighton Golf Course (Survey and short survey respondents, by Suburb - percentages)**

	Beaumaris	Black Rock	Brighton	Brighton East	Cheltenham	Hampton	Hampton East	Highett	Sandringham	TOTAL
Very unlikely	5.8%	6.0%	10.1%	9.5%	0.0%	13.4%	3.0%	8.2%	5.6%	9.0%
Unlikely	7.2%	4.0%	3.0%	7.7%	0.0%	5.5%	0.0%	2.0%	2.8%	4.6%
Neutral	14.5%	8.0%	6.0%	6.4%	17.6%	3.9%	3.0%	10.2%	8.3%	7.1%
Likely	26.1%	34.0%	21.3%	20.9%	11.8%	28.3%	21.2%	22.4%	26.4%	23.5%
Very likely	43.5%	46.0%	58.6%	53.2%	58.8%	47.2%	69.7%	53.1%	55.6%	53.7%
Unsure	2.9%	2.0%	1.1%	2.3%	11.8%	1.6%	3.0%	4.1%	1.4%	2.1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100.0%

Respondents in Hampton, Brighton East, Brighton and Beaumaris reported the highest levels of *Unlikely* or *Very unlikely* responses, so the insights from the personalised feedback about why focus on these suburbs.

- Many Hampton respondents reported *Not interested in using a pool* or *This facility is not required*.
- Many Brighton East respondents reported *Not interested in using a pool* or *This facility is not required* or *Already using another facility*.
- Many Brighton respondents reported *Already using another facility* or *Not interested in using a pool* or *Concerns about hygiene and health issues*.
- Many Beaumaris respondents reported *Not interested in using a pool* or *This facility is not required* or *Location is not convenient*.

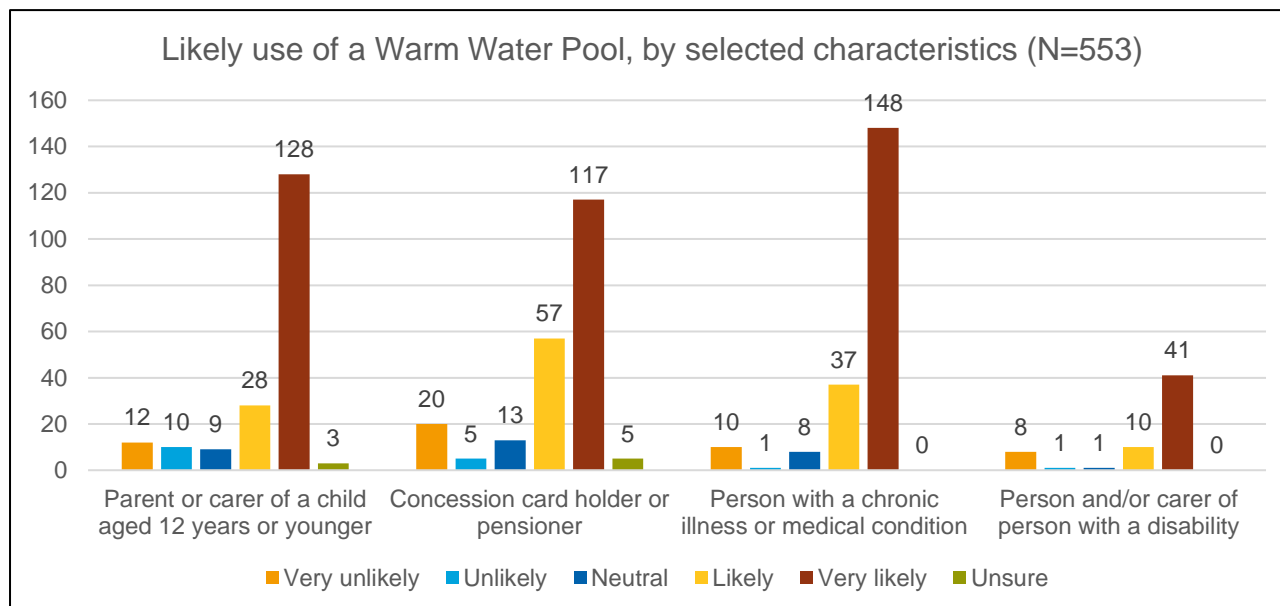
### 2.3.4 Segmentation insights – Selected characteristics

Other personal characteristics were captured for survey respondents (N=553). Respondents were permitted to select one or more characteristics. Figure 5 and Table 6 show a breakdown of the likelihood of using a Warm Water Pool at Brighton Golf Course for four selected characteristics.

The majority of each sub-group indicated *Very likely*, ranging from 53.9% by concession card holder or pensioners to 72.5% by Person with a chronic illness or medical condition. While the majority of

respondents in all sub-groups reported *Very likely* or *Likely*, concession card holder or pensioners had a noticeably lower *Very Likely* (53.9%) response and higher *Likely* (26.3%) response than the other sub-groups. Also of note, a larger proportion of Person and/or carer with a disability reported *Very unlikely* (8 or 13.1%).

**Figure 5. Likely use of a Warm Water Pool at Brighton Golf Course (Survey respondents, by selected characteristics)**



**Table 6. Likely use of a Warm Water Pool at Brighton Golf Course (Survey respondents, by selected characteristics)**

	Parent or carer of a child aged 12 years or younger		Concession card holder or pensioner		Person with a chronic illness or medical condition		Person and/or carer of person with a disability	
	No.	%	No.	%	No.	%	No.	%
Very unlikely	12	6.3%	20	9.2%	10	4.9%	8	13.1%
Unlikely	10	5.3%	5	2.3%	1	0.5%	1	1.6%
Neutral	9	4.7%	13	6.0%	8	3.9%	1	1.6%
Likely	28	14.7%	57	26.3%	37	18.1%	10	16.4%
Very likely	128	67.4%	117	53.9%	148	72.5%	41	67.2%
Unsure	3	1.6%	5	2.3%	0	0.0%	0	0.0%
<b>TOTAL</b>	<b>190</b>	<b>100.0%</b>	<b>217</b>	<b>100.0%</b>	<b>204</b>	<b>100.0%</b>	<b>61</b>	<b>100.0%</b>

Of respondents that provided a reason why they were *Unlikely* or *Very unlikely* to use a Warm Water Pool, many identifying as a Parent or carer of a child aged 12 years or younger reported *Prefer a 50 metre pool* or *Not interested in using a pool*. Many identifying as a Concession card holder or pensioner reported *Not interested in using a pool* or *Location is not convenient*. Respondents identifying as a Person with a chronic illness or medical condition reported *Location is not convenient* or *Have my own pool*. In contrast, many respondents identifying as a Person and/or carer of person with a disability reported *Concerns about hygiene and health issues*.

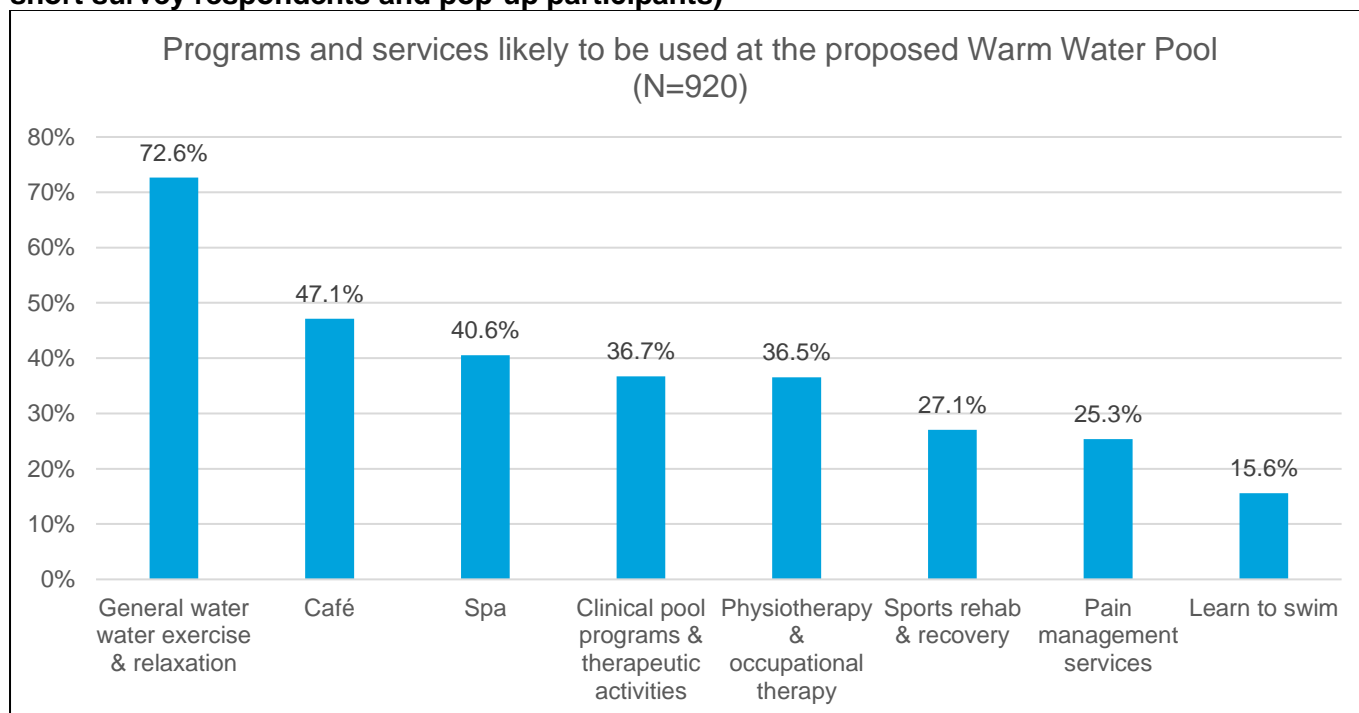
## 2.4 Programs and services likely to be used at the proposed Warm Water Pool

**Survey, short survey and place-based pop-up (dotmocracy) participants** were asked “Which of the following programs and services are you likely to use at the proposed warm water pool?”, presented with eight options and invited to select all that apply. Of the 960 survey and short survey respondents, 120 did not provide a response, and 80 pop-up participants allocated 198 dots.

### 2.4.1 Overall results

Figure 6 shows the combined results for 840 survey and short survey respondents and 80 pop-up participants. The majority of participants (754 or 72.6%) indicated they are likely to use *General water exercise and relaxation* and 489 (or 47.1% of) respondents indicated *Café*.

**Figure 6. Programs and services likely to be used at the proposed Warm Water Pool (Survey and short survey respondents and pop-up participants)**



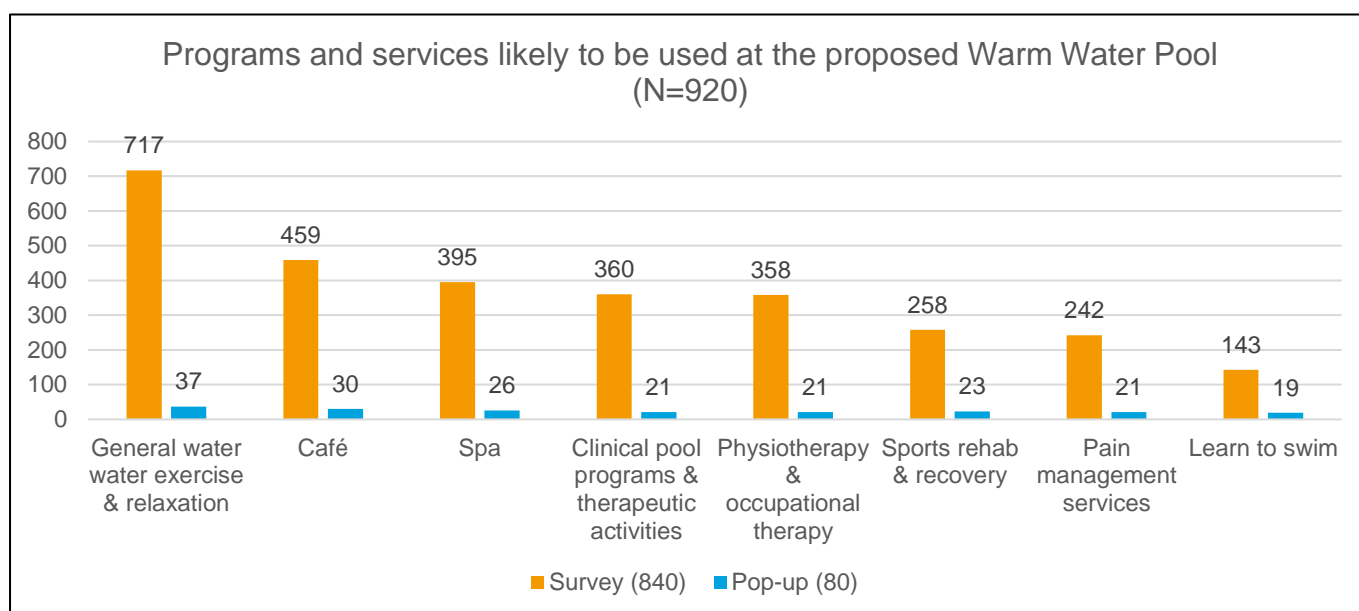
### 2.4.2 Overall results – all survey respondents compared with pop-up participants

Figure 7 shows a comparison between responses from more engaged participants (those that were motivated to proactively seek out information and complete a survey or short survey) and those that were intercepted (at community pop-ups).

As shown, survey respondents and pop-up participants reported mostly consistent views. Of all eight programs and services, pop-up participants reported being likely to use *Sports rehab and recovery* and *Pain management services* more frequently, compared to survey respondents.



**Figure 7: Programs and services likely to be used at the proposed Warm Water Pool (Survey and short survey respondents compared with pop-up participants)**



## 2.5 Programs and services likely to be used at the proposed Warm Water Pool – segmentation insights

This section breaks down the overall data gathered through the community engagement to explore the programs and services that are most likely to be used at the proposed Warm Water Pool (WWP) by different potential user groups or community cohorts.

Not all engagement methods were able to capture the same level of detail about participants. For example, at the community pop-ups it was possible to capture the age of respondents for this question, but not the gender or other segments reported here. The data used for each of the segments, and the total number of respondents, is indicated in each sub-section.

### Segmentation insights – Age

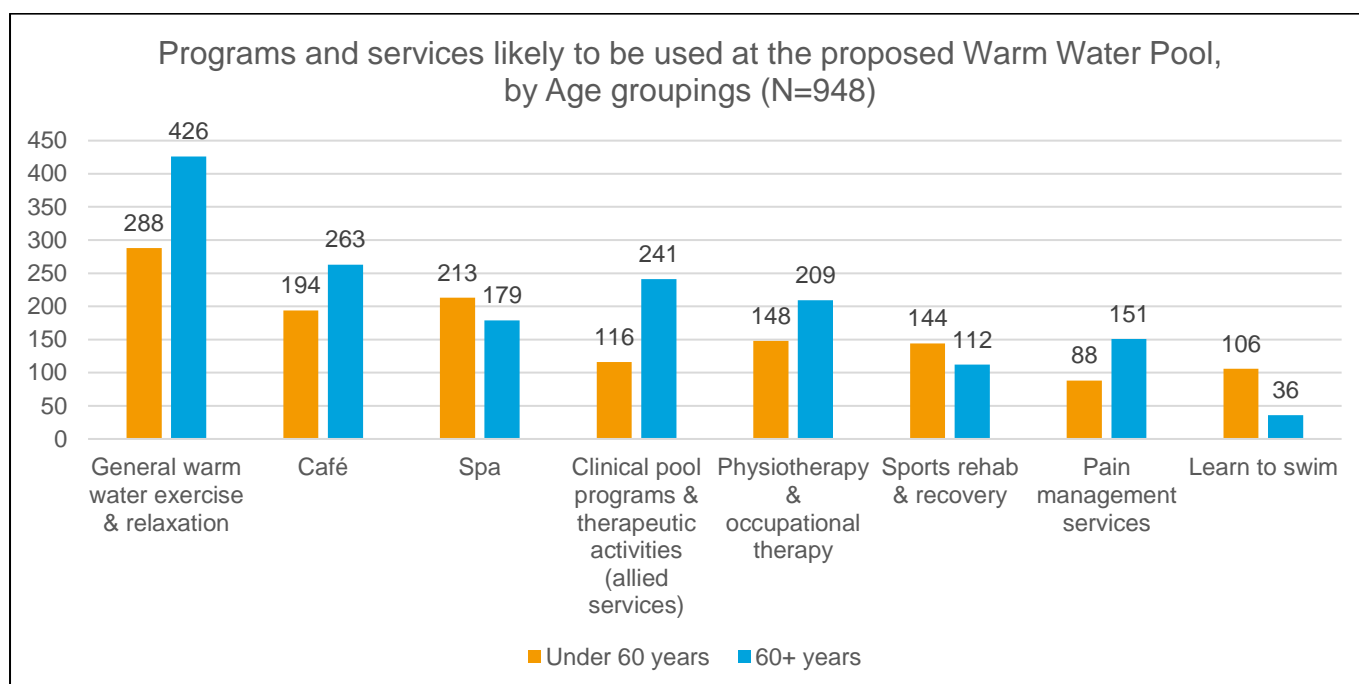
Age was captured for survey and short survey respondents only (N=948). As Bayside has a growing older population, and this cohort is a key target user group for the Warm Water Pool, age responses have been combined into two broad groupings: Under 60 years (n=401) and 60 years and over (n=547). Figure 8 and Table 7 shows the programs and services at the proposed Warm Water Pool that are likely to be used by each age grouping.

The majority of respondents across both age groupings selected *General warm water exercise and relaxation* (Under 60 years = 288/71.8%, 60+ years = 426/77.9%). Across both age cohorts, *Café* (Under 60 years = 194/48.4%, 60+ years = 263/48.1%) and *Physiotherapy and occupational therapy* (Under 60 years = 148/36.9%, 60+ years = 209/38.2%) were also in the top four programs and services likely to be used.

However, *Spa* (213 or 53.1%) was in the top four for the Under 60 years group, whereas *Clinical pool programs and therapeutic activities* (241 or 44.1%) was in the top four for the 60 years and over group.

More respondents aged Under 60 years reported likely to use *Sports rehabilitation and recovery* (144 or 35.9%) and *Learn to swim* (106 or 26.4%) than those aged 60 years and over. In contrast more respondents aged 60 years and over reported likely to use *Pain management services* (151 or 27.6%).

**Figure 8. Programs and services likely to be used at the proposed Warm Water Pool (Survey and short survey respondents, by Age)**



**Table 7. Programs and services likely to be used at the proposed Warm Water Pool (Survey and short survey respondents, by Age)**

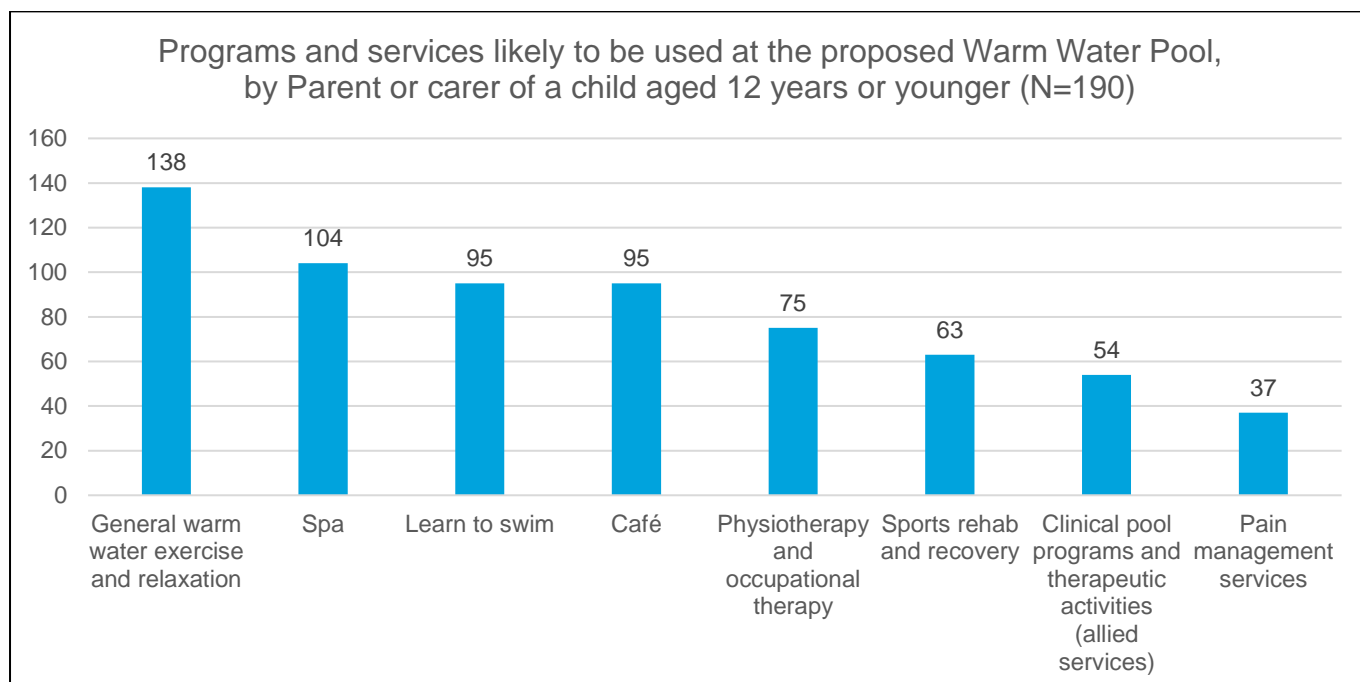
	Under 60 years (n=401)		60+ years (n=547)	
	No.	%	No.	%
General warm water exercise and relaxation	288	71.8%	426	77.9%
Café	194	48.4%	263	48.1%
Spa	213	53.1%	179	32.7%
Clinic pool programs and therapeutic activities (allied services)	116	28.9%	241	44.1%
Physiotherapy and occupational therapy	148	36.9%	209	38.2%
Sports rehabilitation and recovery	144	35.9%	112	20.5%
Pain management services	88	21.9%	151	27.6%
Learn to swim	106	26.4%	36	6.6%

### 2.5.1 Segmentation insights – Parent/carer of a child aged 12 years or younger

Parent/carer status was captured for survey respondents only (N=190). Figure 9 shows the programs and services most likely to be used by those who were a parent or carer of a child aged 12 years or younger.

The majority of respondents indicated *General warm water exercise and relaxation* (138 or 72.6%), *Spa* (104 or 54.7%), *Learn to swim* (95 or 50.0%) and *Café* (95 or 50.0%).

**Figure 9. Programs and services likely to be used at the proposed Warm Water Pool (Survey respondents, Parent/carer of a child aged 12 years or younger)**

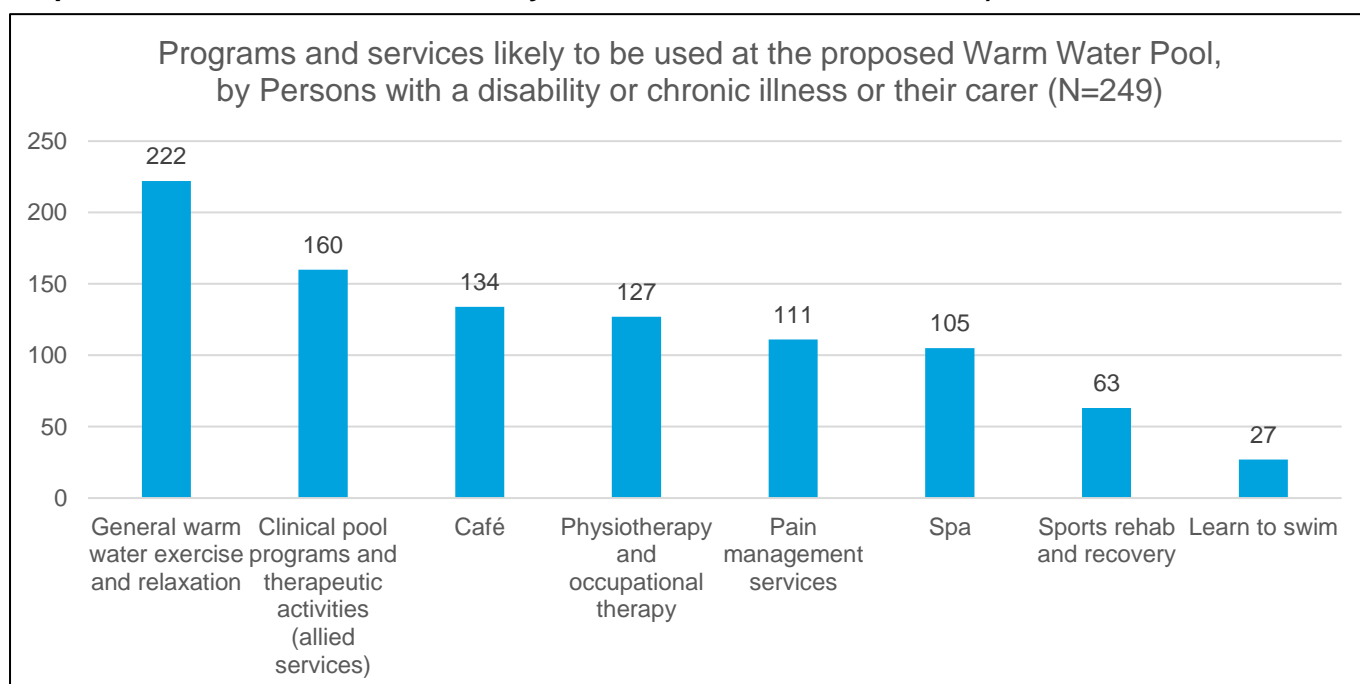


### 2.5.2 Segmentation insights – Person with a disability or chronic illness or their carer

Person and/or carer of person with a disability or chronic illness or medical condition status was captured for survey respondents only (N=249). Figure 10 shows the programs and services most likely to be used by those who indicated they were a person and/or carer of person with a disability or chronic illness or medical condition.

The majority of respondents indicated *General warm water exercise and relaxation* (222 or 89.2%), *Clinical pool programs and therapeutic activities* (160 or 64.3%), *Café* (134 or 53.8%) and *Physiotherapy and occupational therapy* (127 or 51.0%).

**Figure 10. Programs and services likely to be used at the proposed Warm Water Pool (Survey respondents, Persons with a disability or chronic illness or their carer)**



### 3 Proposed Wellness Centre – likely usage and preferred features

This section focuses on community engagement specific to the private Wellness Centre (WC) that Leisure Management Services (LMS) is proposing at the Brighton Golf Course.

It examines how likely the community would be to use the WC at the Brighton Golf Course, and for those who are unlikely, the reasons why. It also looks at which of the proposed services and facilities the community would be most likely to use.

To help gain a deeper understanding of the community's feedback, this section also explores:

- Any gender differences in likelihood to use the WC;
- Whether the WC is likely to be used by all age groups, and if some age groups are likely to use it more than others; and
- To what extent people are likely to travel to use the WC.

These insights have been gained through segmentation of the data as outlined in section 3.3.

As the proposed WC is a private facility, the community has less ability to influence the services, facilities and fee structure. Hence this section does not include segmented results to the same extent as Section 1, the proposed public Warm Water Pool.

The community will have the opportunity to provide further feedback on the detailed design of the proposed Wellness Centre through the Planning Permit Process should the proposal progress to the next stage.

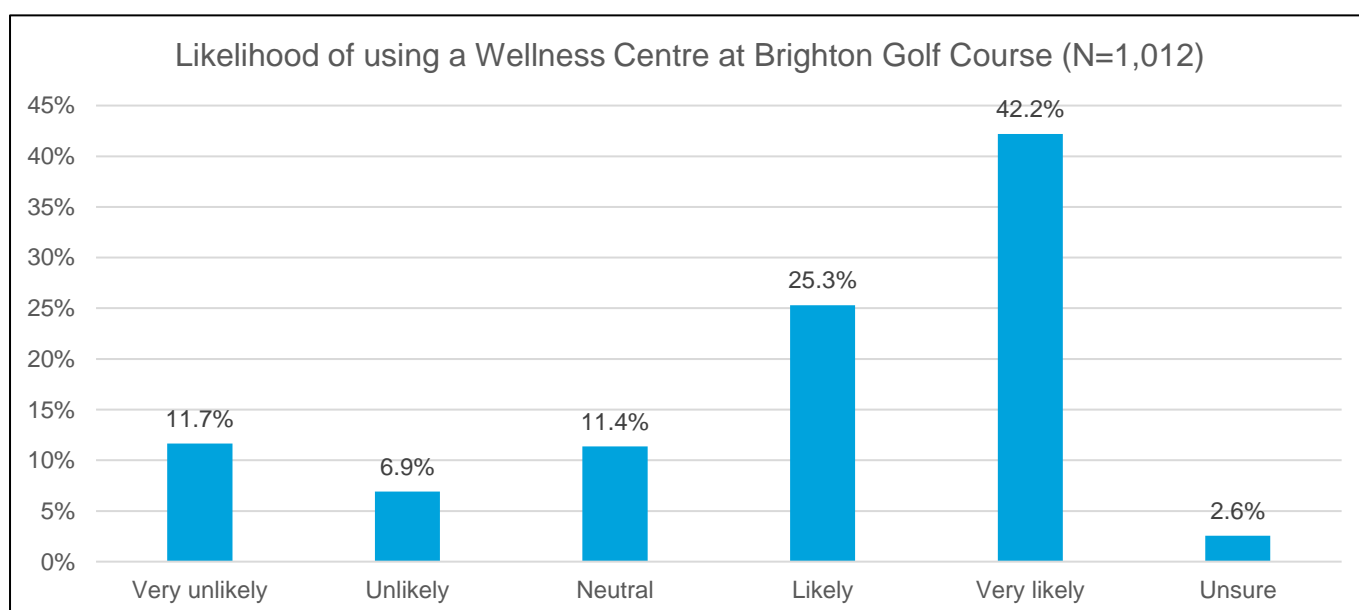
#### 3.1 Likely use of proposed Wellness Centre

**Survey, short survey and pop-up (voting pod) participants** were asked “How likely are you to use a Wellness Centre at Brighton Golf Course?” and presented with five response options (1 = Very unlikely, 2 = Unlikely, 3 = Neutral, 4 = Likely, 5 = Very likely) and “Unsure”. One survey respondent did not provide a response to this question.

##### 3.1.1 Overall results

Figure 11 shows the combined results for 915 survey respondents and 97 pop-up participants. Many (427 or 42.2%) indicated *Very Likely* and 256 (or 25.3%) indicated *Likely*. Overall, 683 (or 67.5% of) respondents said they were *Likely* or *Very Likely* to use the proposed Wellness Centre. A total of 188 (or 18.6%) indicated *Unlikely* or *Very Unlikely* and 141 (or 14.0%) were *Neutral* or *Unsure*.

**Figure 11. Likely to use a Wellness Centre at Brighton Golf Course (Survey, short survey and pop-up participants)**

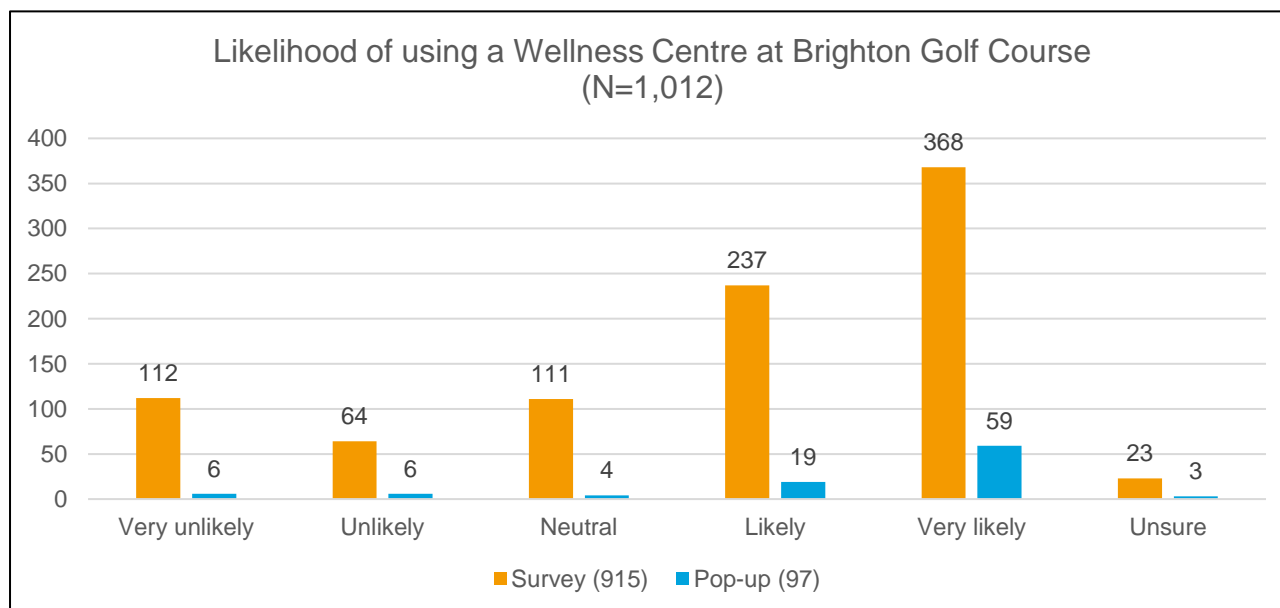


### 3.1.2 Overall results - all survey respondents compared with pop-up participants

Figure 12 shows a comparison between responses from more engaged participants (those that were motivated to proactively seek out information and complete a survey or short survey) and those that were intercepted (at community pop-ups).

As shown, the majority of survey respondents (605 or 66.1%) and pop-up participants (78 or 80.4%) indicated they were *Likely* or *Very Likely* to use the proposed Wellness Centre (WC). However, likelihood to use the proposed WC was lower for survey respondents, with a higher proportion (176 or 19.2%) reporting *Unlikely* or *Very Unlikely* than pop-up participants (12 or 12.4%).

**Figure 12. Likelihood of use of a Wellness Centre at Brighton Golf Course (Survey respondents compared with pop-up participants)**



### 3.2 Reasons for being unlikely to use proposed Wellness Centre

**Survey respondents** were asked “If you responded unsure or unlikely, tell us why...” and invited to provide a personalised response. A total of 134 survey respondents provided a response which referred to one or more topics.

As shown in Table 8, survey respondents provided a variety of explanations. The most frequently reported themes were: *Not interested in attending a wellness centre*; *This facility is not required*; *Cost of services is likely to be expensive* and *Object to this facility being built on Council public land*.

**Table 8. Reasons participants are unlikely or unsure about using the Wellness Centre (Survey respondents)**

Themes referenced in responses	No. of surveys referencing Theme (N=134)
<b>Not interested in attending a wellness centre:</b> I have no interest, these types of services do not appeal to me, not my thing	41
<b>This facility is not required:</b> Do not support this facility, it is not required	21



Themes referenced in responses	No. of surveys referencing Theme (N=134)
<b>Cost of services is likely to be expensive</b>	19
<b>Object to this facility being built on Council public land:</b> Oppose public land and open space being used for this facility, compromising vegetation and public ownership. Object to a private enterprise proposing to build on Council land, extracting value and potentially handing back asset to Council after 30 years	17
<b>Similar services are already available:</b> Day spa services, physiotherapy services, cafes and the like are already available elsewhere in the Bayside area	15
<b>Prefer the golf course to remain as is:</b> The space is a golf course where we come to play golf, do not change the golfing conditions, object to the compromises proposed	12
<b>Prefer a larger pool and other services:</b> Prefer a 50 metre pool, lap pool or outdoor pool and more learn to swim classes	11
<b>Already using another facility:</b> Already a member or using GESAC, Sandringham Family Leisure Centre (Tulip Street), Waves, Danny Frawley Centre or the beach	9
<b>Concerns regarding appointment of LMS to manage the wellness centre:</b> Concerns based on golf course related issues with LMS, limited aquatic facility management experience and lack of public tendering process	5
<b>Concerns about water supply and unverified water source</b>	3
<b>Concerns about traffic congestion:</b> Concerns about the wellness centre generating additional traffic congestion on Dendy Street which is already busy	3
<b>Other:</b> Too far from Hampton MA and not good public transport for those with a disability; Insufficient information to make a decision; Unsure of the health risks associated with communal bathing; Will only use it for rehab recommended by doctor; and No costs known, unknown if proceeding without Council WWP, in competition with Council WWP	5

### 3.3 Likely use of proposed Wellness Centre – segmentation insights

This section breaks down the overall data gathered through the community engagement to explore how likely different potential user groups or community cohorts are to use the proposed Wellness Centre (WC).

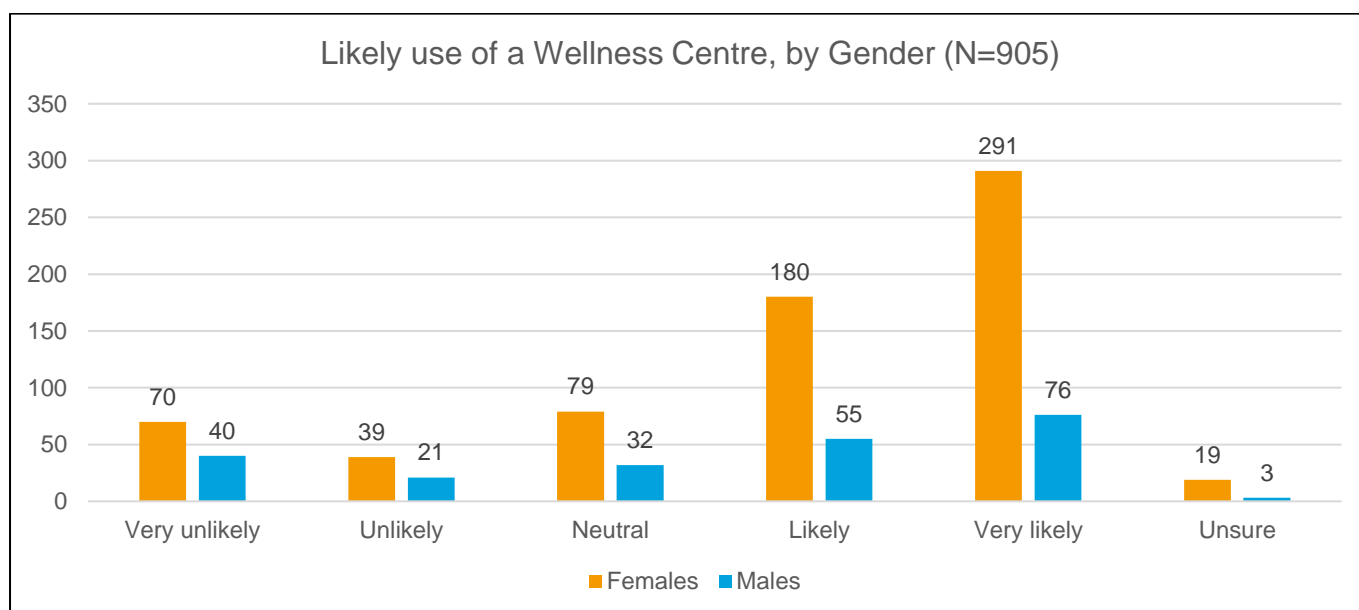
Not all engagement methods were able to capture this level of detail. This section presents the feedback received through surveys only and the total number of respondents is indicated in each sub-section.

#### 3.3.1 Segmentation insights - Gender

Gender was captured for Survey respondents only (N=905). Figure 13 and Table 9 shows a gendered breakdown of the likelihood of using a Wellness Centre at Brighton Golf Course. While an option was provided for other genders to be recorded, respondents selected Female or Male only.

The majority of Female respondents (471 or 69.4%) indicated they were *Likely* (180 or 26.6%) or *Very Likely* (291 or 42.9%) to use a Wellness Centre. Overall the responses by Males indicate they are less likely to use the proposed Wellness Centre than Females. A total of 131 (or 57.7% of) Males reported *Likely* or *Very Likely* and a larger proportion of Males reported *Unlikely* or *Very unlikely* than Females (26.9% and 16.1% respectively).

**Figure 13. Likely use of a Wellness Centre at Brighton Golf Course (Survey respondents, by Gender)**



**Table 9. Likely use of a Wellness Centre at Brighton Golf Course (Survey respondents, by Gender)**

	Females		Males	
	No.	%	No.	%
Very unlikely	70	10.3%	40	17.6%
Unlikely	39	5.8%	21	9.3%
Neutral	79	11.7%	32	14.1%
Likely	180	26.5%	55	24.2%
Very likely	291	42.9%	76	33.5%
Unsure	19	2.8%	3	1.3%
<b>TOTAL</b>	<b>678</b>	<b>100.0%</b>	<b>227</b>	<b>100.0%</b>

Of respondents that provided a reason why they were *Unlikely* or *Very unlikely* to use the Wellness Centre, Females and Males reported varying views. Both genders reported *Not interested in attending a wellness centre*; *This facility is not required* and *Similar services are already available*. In addition, Females emphasised *Cost of services is likely to be expensive*; *Prefer the golf course to remain as is*; and *Prefer a larger pool and other services*. In contrast, Males emphasised *Object to this facility being built on Council public land*.

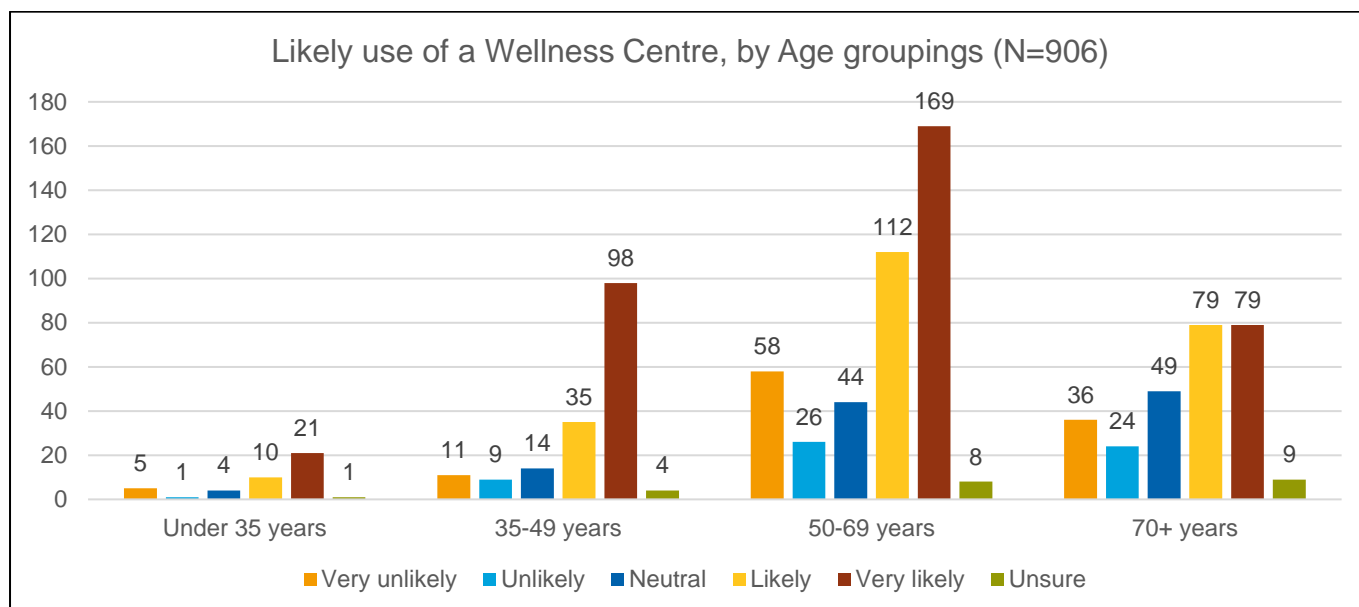
### 3.3.2 Segmentation insights – Age groupings

Age was captured for survey respondents only (N=906). Figure 14 and Table 10 show an age breakdown of the likelihood of using a Wellness Centre at Brighton Golf Course, combined into four groupings for ease of reading: Under 35 years, 35 to 49 years, 50 to 69 years and 70+ years.

While the majority of all age groupings were *Likely* or *Very Likely* to use a Wellness Centre, the level of use did vary and declined with age. A majority of respondents aged Under 35 years (21 or 50.0%) and 35-49 years (98 or 57.3%) indicated *Very likely*, compared to those aged 50 to 69 years (169 or 40.5%) and 70+ years (79 or 28.6%).

Many respondents aged 50 to 69 years (169 or 40.5%). A larger proportion of those aged 70+ years (60 or 21.7%) and 50 to 69 years (84 or 20.1%) reported *Unlikely* or *Very unlikely*.

**Figure 14. Likely use of a Wellness Centre at Brighton Golf Course (Survey respondents, by Age groupings)**



**Table 10. Likely to use a Wellness Centre at Brighton Golf Course (Survey respondents, by Age groupings)**

	Under 35 years		35-49 years		50-69 years		70+ years	
	No.	%	No.	%	No.	%	No.	%
Very unlikely	5	11.9%	11	6.4%	58	13.9%	36	13.0%
Unlikely	1	2.4%	9	5.3%	26	6.2%	24	8.7%
Neutral	4	9.5%	14	8.2%	44	10.6%	49	17.8%
Likely	10	23.8%	35	20.5%	112	26.9%	79	28.6%
Very likely	21	50.0%	98	57.3%	169	40.5%	79	28.6%
Unsure	1	2.4%	4	2.3%	8	1.9%	9	3.3%
<b>TOTAL</b>	<b>42</b>	<b>100.0%</b>	<b>171</b>	<b>100.0%</b>	<b>417</b>	<b>100.0%</b>	<b>276</b>	<b>100.0%</b>

Of respondents that provided a reason why they were *Unlikely* or *Very unlikely* to use the Wellness Centre, respondents aged under 35 years reported *This facility is not required; Similar services are already available; Prefer the golf course to remain as is; and Prefer a larger pool and other services*. Many respondents aged 35 to 49 years reported *Prefer a larger pool and other services; and Not interested in attending a wellness centre*. In contrast, many respondents aged 50 to 69 years reported *Not interested in attending a wellness centre; Object to this facility being built on Council public land; This facility is not required; and Similar services are already available*. Respondents aged 70 years and over reported *Not interested in attending a wellness centre and Cost of services is likely to be expensive*.

### 3.3.3 Segmentation insights – Suburb

Residential suburb was captured for survey respondents only (N=864). Tables 11 and 12 show a suburb breakdown of the likelihood of using a Wellness Centre at Brighton Golf Course.

The majority of respondents in all Bayside suburbs reported they are *Very likely* or *Likely* to use a Wellness Centre at Brighton Golf Course. The majority of respondents residing in Cheltenham (8 or 50.0%) indicated *Very likely*. Many respondents in Hampton East (14 or 46.7%) and Brighton East (95 or 44.6%) also reported *Very Likely*.

Respondents in the suburbs of Hampton (30 or 24.6%), Brighton East (45 or 21.1%) reported the highest proportion of *Unlikely or Very unlikely* responses, followed by Highett (8 and 19%) and Brighton (50 or 18.9%).

**Table 11. Likely use of a Wellness Centre at Brighton Golf Course (Survey respondents, by Suburb – numbers)**

	Beaumaris	Black Rock	Brighton	Brighton East	Cheltenham	Hampton	Hampton East	Highett	Sandringham	TOTAL
Very unlikely	5	3	31	29	0	21	4	4	3	100
Unlikely	6	4	19	16	0	9	1	4	3	62
Neutral	13	8	29	21	2	12	2	7	10	104
Likely	17	13	69	51	5	28	8	9	24	224
Very likely	19	16	113	95	8	48	14	16	24	353
Unsure	4	1	3	1	1	4	1	2	4	21
<b>TOTAL</b>	64	45	264	213	16	122	30	42	68	864

**Table 12. Likely use of a Wellness Centre at Brighton Golf Course (Survey respondents, by Suburb – percentages)**

	Beaumaris	Black Rock	Brighton	Brighton East	Cheltenham	Hampton	Hampton East	Highett	Sandringham	TOTAL
Very unlikely	7.8%	6.7%	11.7%	13.6%	0.0%	17.2%	13.3%	9.5%	4.4%	11.6%
Unlikely	9.4%	8.9%	7.2%	7.5%	0.0%	7.4%	3.3%	9.5%	4.4%	7.2%
Neutral	20.3%	17.8%	11.0%	9.9%	12.5%	9.8%	6.7%	16.7%	14.7%	12.0%
Likely	26.6%	28.9%	26.1%	23.9%	31.3%	23.0%	26.7%	21.4%	35.3%	25.9%
Very likely	29.7%	35.6%	42.8%	44.6%	50.0%	39.3%	46.7%	38.1%	35.3%	40.9%
Unsure	6.3%	2.2%	1.1%	0.5%	6.3%	3.3%	3.3%	4.8%	5.9%	2.4%
<b>TOTAL</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Respondents Hampton, Brighton East, Highett and Brighton reported the highest levels of *Unlikely or Very unlikely* responses, so the insights from the personalised feedback about why focus on these suburbs.

- Many Hampton respondents reported *Not interested in attending a wellness centre; Similar services are already available; and Object to this facility being built on Council public land.*
- Many Brighton East respondents reported *Not interested in attending a wellness centre; Object to this facility being built on Council public land; and Similar services are already available.*
- Many Highett respondents reported *Not interested in attending a wellness centre; This facility is not required; and Cost of services is likely to be expensive.*
- Many Brighton respondents reported *Not interested in attending a wellness centre; This facility is not required; Prefer the golf course to remain as is; and Prefer a larger pool and other services.*

## 3.4 Services and facilities likely to be used at the proposed Wellness Centre

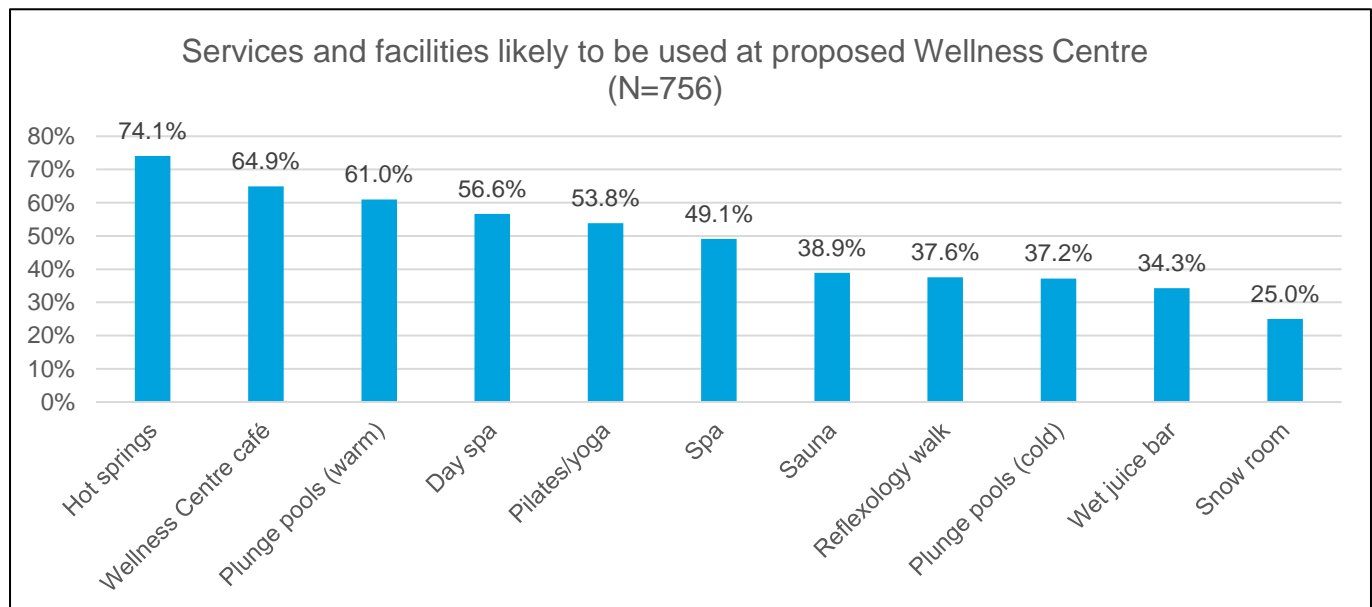
**Survey respondents** were asked “Which of the proposed services and facilities are you likely to use at the LMS proposed wellness centre? (select all that apply)” and presented with a listing of 11 statements. Of the 916 survey respondents, 160 did not provide a response to this question.

### 3.4.1 Overall results

Figure 15 shows the results for 756 survey respondents. The majority of participants indicated they are likely to use:

- *Hot springs* (560 or 74.1%)
- *Wellness Centre café* (491 or 64.9%)
- *Plunge pools – warm* (461 or 61.0%)
- *Day spa* (428 or 56.6%)
- *Pilates/yoga* (407 or 53.8%)

**Figure 15. Services and facilities likely to be used at the proposed Wellness Centre (Survey respondents)**



## 4 The proposals – support and feedback from key stakeholder and user groups

This section reports the level of support for, and feedback received on, the public Warm Water Pool (WWP) and the private Wellness Centre (WC) proposals at Brighton Golf Course – by key stakeholder or user group.

The community engagement plan identified two key stakeholder groups as being most directly affected by the proposals: Neighbouring residents and existing golf clubs and golf course users. Given the relatively small number of these stakeholders compared to the broader Bayside population, it is important to report on the specific feedback from each of these groups so they can be fairly considered.

In addition, the community engagement plan identified several user groups for the proposed Warm Water Pool specifically: People with a disability (and their carers), People with a chronic illness (and their carers), Older adults 60 years+ and Parents or carers of child/ren under 13 years. Hence it is also important to report on the specific feedback from these groups.

This section has been developed by taking all the feedback collected through the community engagement and segmenting it into these key stakeholder and user groups. The aim is to provide a complete summary of the feedback and viewpoints each expressed throughout the engagement period.

Not all engagement methods were able to capture the same level of detail about participants. For example, at the community pop-ups it was possible to capture the age of respondents for some questions, but not other segments reported here. In addition, this section also includes general observations and sentiment analysis by the external consultants through drop-in and online information sessions, and in-depth conversations at pop-ups.

For clarity, the data and observations used for each of the segments, and the total number of respondents, is indicated in each sub-section.

It is important to note that this section draws on the same datasets as Section 4, but presents it by the selected stakeholder or user group, rather than the overall aggregate.

Key stakeholders and user groups would have further opportunities to provide detailed input into the WWP design, specialised supports, programming, site considerations (such as traffic) and fee structure in future rounds of engagement should the proposal progress to the next stage.

They would also have the opportunity to provide further feedback on the detailed design, site considerations (such as traffic) of the proposed WC through the Planning Permit Process, and lease and operation conditions through Council's statutory leasing process, should the proposal progress to the next stage.

### 4.1 Overall comparison of stakeholder support

As shown in Table 13 and 14 (and expanded on in this section):

- Neighbouring residents expressed polarised views about both proposals;
- Neighbouring residents who reported a street name within the immediate vicinity/directly abutting the Brighton Golf Course (Comer Street, Creswick Street, Garden Street, Glencairn Avenue and Were Street) expressed even greater polarised views about both proposals, and overall less support than the broader neighbouring residents group;
- Brighton Golf Club member/users expressed mixed views about both proposals;
- People with a disability (or their carer) or chronic illness/ medical condition were very supportive of both proposals;
- Older adults (60+ years) were supportive of both proposals, but to a lesser degree the WC; and
- Parents or carers of a child aged 12 years or under were very supportive of both proposals.

**Table 13. Level of support for the proposed Warm Water Pool (by key stakeholder or potential user group)**

Level of support for WWP	Neighbouring residents	Neighbouring resident (immediate vicinity)	Brighton Golf Club member/ users	Persons with a disability (or their carer) or chronic illness	Older adults (60 years +)	Parents or carers of a child 12 years or under
Very unsupportive	18.9%	31.8%	24.1%	10.4%	13.5%	9.5%
Unsupportive	4.1%	13.6%	9.8%	0.4%	3.6%	4.7%
Neutral	2.5%	0.0%	8.0%	2.4%	4.9%	4.7%
Supportive	9.8%	4.5%	17.9%	14.9%	18.6%	11.6%
Very Supportive	64.8%	50.0%	40.2%	71.9%	59.4%	69.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 14. Level of support for the proposed Wellness Centre (by key stakeholder or potential user group)**

Level of support for WC	Neighbouring residents	Neighbouring resident (immediate vicinity)	Brighton Golf Club member/ users	Persons with a disability (or their carer) or chronic illness	Older adults (60 years +)	Parents or carers of a child 12 years or under
Very unsupportive	20.7%	40.9%	23.2%	8.9%	14.2%	12.1%
Unsupportive	4.1%	4.5%	10.7%	2.4%	5.2%	4.2%
Neutral	4.1%	4.5%	14.3%	13.4%	15.9%	5.3%
Supportive	9.1%	4.5%	16.1%	30.5%	24.5%	16.3%
Very Supportive	62.0%	45.5%	35.7%	44.7%	40.2%	62.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## 4.2 Neighbouring residents

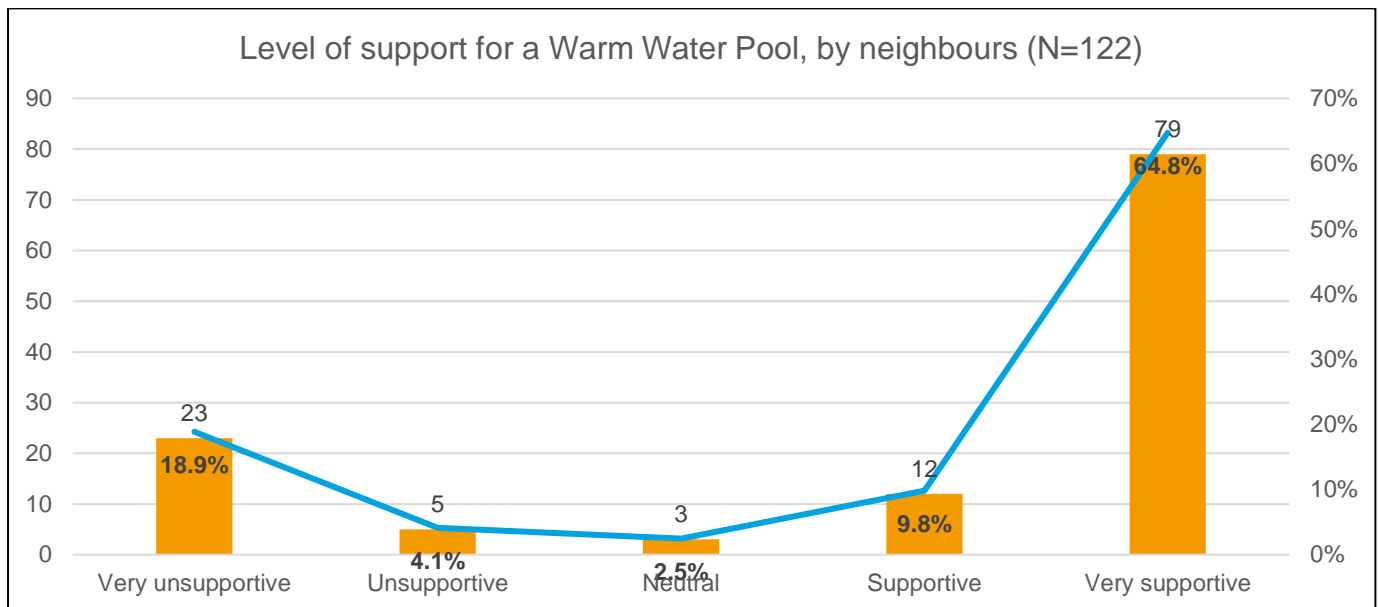
A total of 122 **survey respondents** identified as a “Neighbouring resident/ratepayer” (in a street surrounding Brighton Golf Course). When asked to identify which street they lived in, respondents reported streets within the immediate vicinity of Brighton Golf as well as nearby streets.

### 4.2.1 Level of support for each proposal

**Survey respondents** were asked “Overall, to what extent do you support the development of a public Warm Water Pool at Brighton Golf Course?” As shown in Figure 16, there were some polarised views with the majority of respondents (79 or 64.8%) indicating *Very supportive* and the next largest response being *Very unsupportive* (23 or 18.9%).

**Figure 16. Level of support for a Warm Water Pool at Brighton Golf Course (Survey respondents, by Neighbouring residents)**

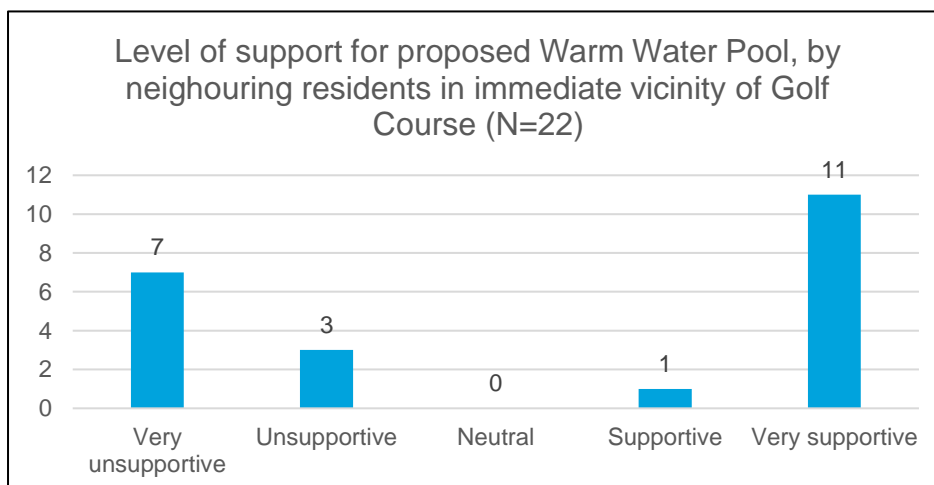




To gain a deeper understanding of this feedback, the responses were segmented further to those who reported a street name in the immediate vicinity/abutting the Brighton Golf Course. This comprises 22 responses from participants in: Comer Street, Creswick Street, Garden Street, Glencairn Avenue and Were Street.

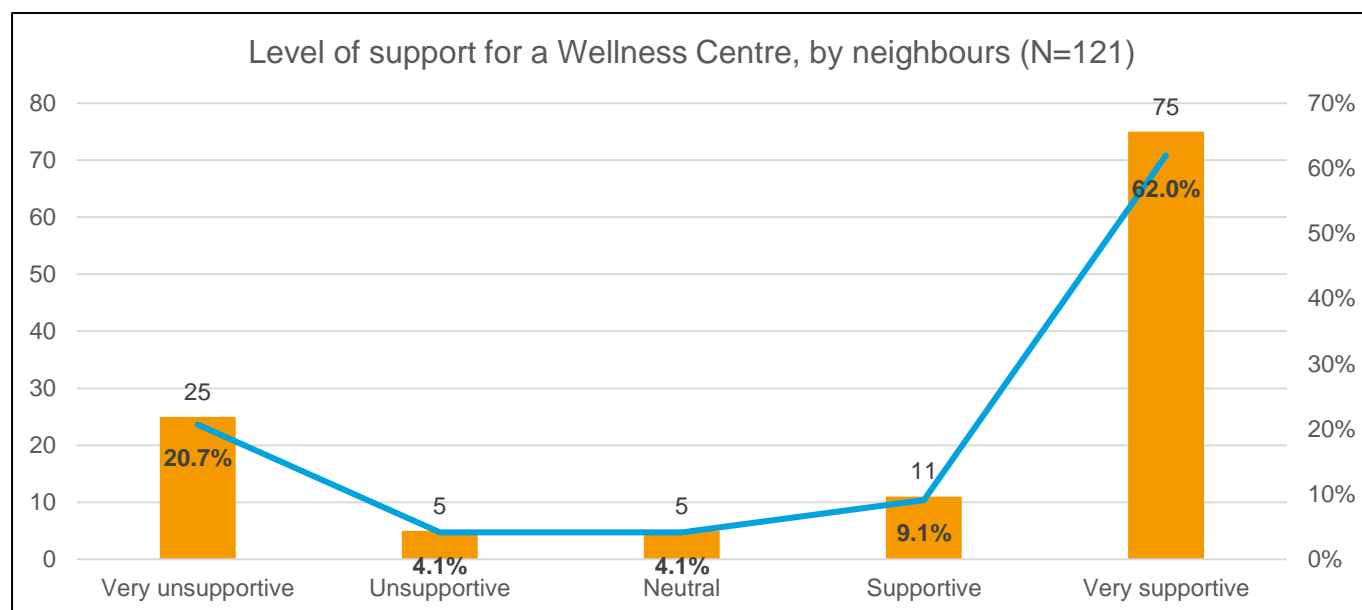
As shown in Figure 17, the views of these participants were overall slightly less favourable than the broader neighbouring residents group and more polarised. Many respondents (11 or 50.0%) indicated *Very supportive* and the next largest response being *Very unsupportive* (7 or 31.8%).

**Figure 17. Level of support for a Warm Water Pool at Brighton Golf Course (Survey respondents, by Neighbouring residents, immediate vicinity of Golf Course)**



**Survey respondents** were asked “Overall, to what extent do you support the development of the LMS Wellness Centre proposal including golf course developments at Brighton Golf Course?” As shown in Figure 18, again there were some polarised views with the majority of respondents (75 or 62.0%) indicating *Very supportive* and the next largest response being *Very unsupportive* (25 or 20.7%). One respondent did not provide a response to this question.

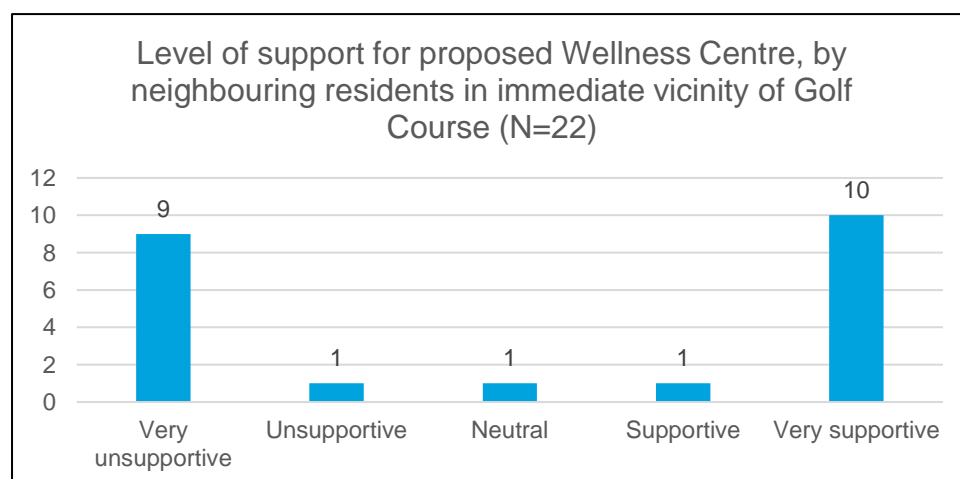
**Figure 18. Level of support for Wellness Centre proposal including golf course developments at Brighton Golf Course (Survey respondents, by Neighbouring residents)**



To gain a deeper understanding of this feedback, the responses were segmented further to those who reported a street name in the immediate vicinity/abutting the Brighton Golf Course. This comprises 22 responses from participants in: Comer Street, Creswick Street, Garden Street, Glencairn Avenue and Were Street.

As shown in Figure 19, the views of these participants were overall less favourable than the broader neighbouring residents group and equally polarised. Many respondents (10 or 45.5%) indicated *Very supportive* and the next largest response being *Very unsupportive* (9 or 40.9%).

**Figure 19. Level of support for a Wellness Centre at Brighton Golf Course (Survey respondents, by Neighbouring residents, immediate vicinity of Golf Course)**



Overall, neighbouring residents were slightly more supportive of the proposed Warm Water Pool (91 or 74.6% *Supportive* or *Very Supportive*) than the proposed Wellness Centre (86 or 71.1% *Supportive* or *Very Supportive*). It is important to note that just under a quarter of neighbouring residents did not support the Warm Water Pool (28 or 23.0% *Unsupportive* or *Very Unsupportive*) or the Wellness Centre (30 or 24.8% *Unsupportive* or *Very Unsupportive*), of which most were *Very unsupportive*.

## 4.2.2 Benefits, concerns or challenges

**Survey respondents** were asked 'Are there any specific benefits or challenges regarding the [Warm Water Pool] / [LMS Wellness Centre] proposed for Brighton Golf Course that you would like Council to consider'. As shown in Table 15, more participants provided feedback on the Warm Water Pool than the Wellness Centre, and the most feedback was received about challenges or concerns.

The results also highlight the opposite views of Neighbouring residents with positive and negative feedback provided for both anticipated benefits and concerns and challenges.

The main benefits cited for both proposals include the convenient location, community health and wellbeing benefits, and the expanding the use of the golf course.

A large number of respondents were concerned about local traffic congestion and parking and neighbourhood amenity. Concerns were also raised about the environmental impacts of the Warm Water Pool, and the user affordability of the Wellness Centre and the commercial partnership arrangements between LMS and Council.

**Table 15. Most frequently raised benefits, concerns or challenges about the two proposals at Brighton Golf Course (Survey respondents, by Neighbouring residents)**

	Proposed Warm Water Pool	Proposed Wellness Centre
<b>Anticipated benefits</b>	A total of 56 responses: <ul style="list-style-type: none"><li>• This is a great initiative and will provide lots of benefits (18)</li><li>• <i>There are very few benefits</i> (14)</li><li>• The location is convenient (9)</li><li>• Enhances community health and wellbeing (5)</li><li>• Complements and opens up the golf course (5)</li></ul>	A total of 40 responses: <ul style="list-style-type: none"><li>• <i>There are very few benefits</i> (15)</li><li>• Enhances community health and wellbeing (6)</li><li>• Many overall benefits associated with a wellness centre (5)</li></ul>
<b>Concerns or challenges</b>	A total of 64 responses: <ul style="list-style-type: none"><li>• Need for sufficient on-site car parking (15)</li><li>• Local traffic congestion (15)</li><li>• <i>No challenges or significant problems</i> (9)</li><li>• Neighbourhood amenity impacts (8)</li><li>• Do not support this proposal (7)</li><li>• Impact on local natural environmental (6)</li></ul>	A total of 44 responses: <ul style="list-style-type: none"><li>• Do not support this proposal (9)</li><li>• Local traffic congestion (9)</li><li>• Need for sufficient on-site car parking (8)</li><li>• <i>No or very few challenges</i> (8)</li><li>• User affordability (8)</li><li>• Comments relating to the LMS-Council collaboration (5)</li></ul>

The personalised feedback from the respondents in the immediate vicinity/abutting the Brighton Golf Course were consistent with the overall feedback presented above in Table 15.

## 4.2.3 Context and consultant observations

Participants at the **online information/Q&A sessions with Neighbouring residents (2 March)** were invited to discuss the Warm Water Pool, Wellness Centre, proposed site and ask questions. In addition, several neighbouring residents spoke with consultants at the **community pop-ups** and **drop-in sessions**.

Regarding the Warm Water Pool, there were mixed views. Some were supportive but a few thought a 25m pool with more facilities would be better, some commented on the need to ensure people of all-abilities were supported and for continence bins to be provided for all genders. Most of the residents spoken to that lived in the streets directly abutting the golf course were against the proposal at the Brighton Golf

Course and felt it was inappropriate, a loss of open space and too much for the site. Some felt that had not been adequately consulted about the preferred location for the pool. Some also felt other community facilities should be prioritised for investment.

In relation to the Wellness Centre, neighbouring residents spoken to raised strong concerns about LMS's current maintenance of the golf course (in particular the watering) and credentials to operate aquatic facilities. Concerns were raised about the transparency and due diligence of the appointment of LMS, and the length of the lease for the operation of a private facility on public land.

Regarding the proposed site, participants expressed high levels of frustration with existing traffic congestion and parking, especially during peak school times, which has been exacerbated by the COVID testing site at Brighton Golf Course over the last two years. They expressed major concerns that the proposals would cause further traffic, parking and road safety issues and were sceptical of the reliability of recent traffic management studies conducted to inform the decision about the proposals.

Neighbours spoken to felt that the two proposals, on top of the recently approved telecommunications tower at the site, would be an unacceptable loss of open space. They raised concerns about how the site was selected, citing other more suitable sites, the lack of public transport access (800m to bus stop, 2kms to train station) and potential flooding issues. There was a general scepticism about Council's future plans and neighbours sought certainty around the existing practice green, Glencairn car park and Brighton Golf Club.

Several neighbouring residents spoken to were concerned about whether their feedback would be fairly considered in contrast to the volume of feedback from the Bayside community that is not directly impacted by the proposals like they are.

## 4.3 Brighton Golf Club members/users

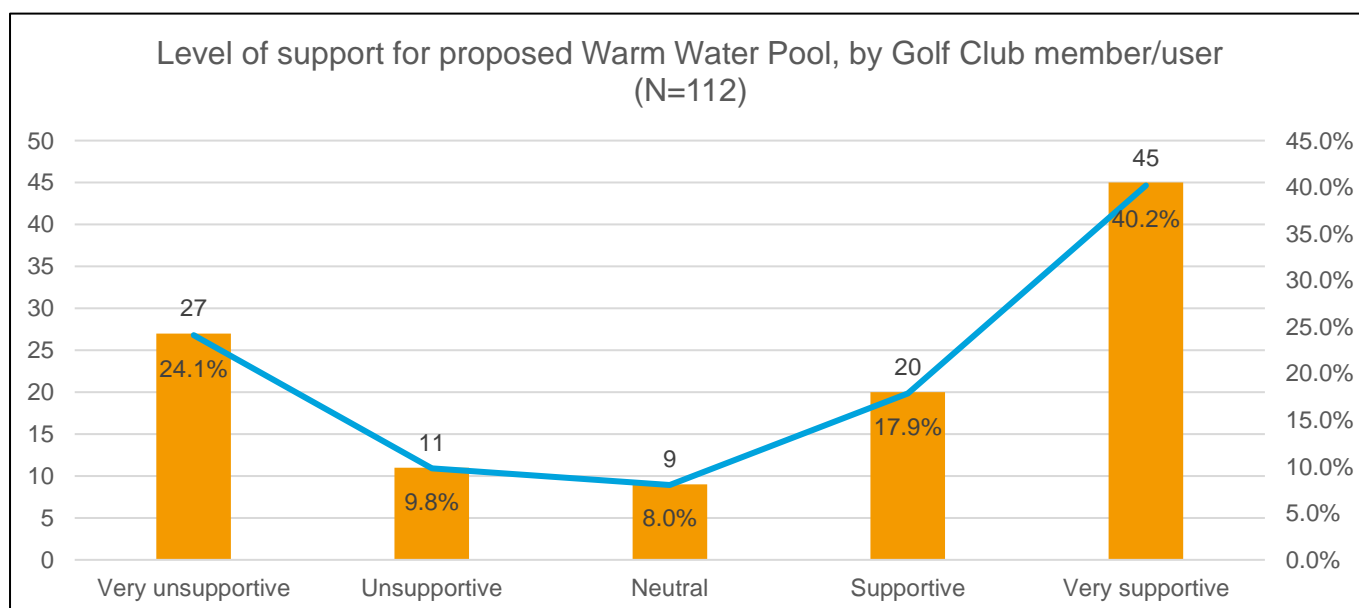
A total of 112 **survey respondents** identified as a "Brighton Golf Club member/user".

### 4.3.1 Level of support for each proposal

**Survey respondents** were asked "Overall, to what extent do you support the development of a public Warm Water Pool at Brighton Golf Course?" As shown in Figure 20, mixed views were reported.

While the majority of respondents (65 or 58.1%) were *Supportive* or *Very Supportive*, around a third (38 or 33.9%) were *Unsupportive* or *Very unsupportive*.

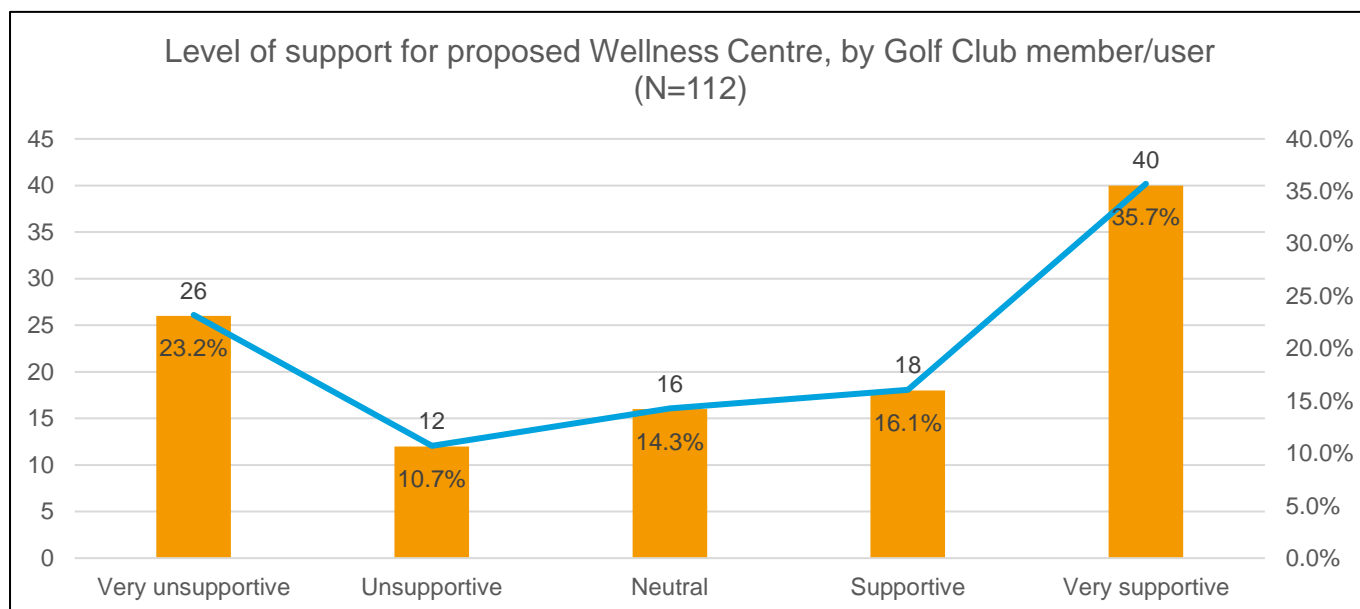
**Figure 20. Level of support for a Warm Water Pool at Brighton Golf Course (Survey respondents, by Brighton Golf Club members/users)**



**Survey respondents** were asked “Overall, to what extent do you support the development of the LMS Wellness Centre proposal including golf course developments at Brighton Golf Course?” As shown in Figure 21, again mixed views were reported.

While a very small majority of respondents (58 or 51.8%) indicated *Supportive* or *Very supportive*, around a third (38 or 33.9%) were *Unsupportive* or *Very unsupportive*, and 14.3% were *Unsure*.

**Figure 21. Level of support for Wellness Centre proposal including golf course developments at Brighton Golf Course (Survey respondents, by Brighton Golf Club members/users)**



Overall, only a small majority of Brighton Golf Club members/users were supportive of the two proposals, slightly more supportive of the proposed Warm Water Pool (65 or 58.1% *Supportive* or *Very Supportive*) than the proposed Wellness Centre (58 or 51.8% *Supportive* or *Very Supportive*). It is important to note that around a third of Brighton Golf Club members/users did not support the Warm Water Pool or Wellness Centre (38 or 33.9% *Unsupportive* or *Very Unsupportive* for both proposals).

#### 4.3.2 Benefits, concerns or challenges

**Survey respondents** were asked ‘Are there any specific benefits or challenges regarding the [Warm Water Pool] / [LMS Wellness Centre] proposed for Brighton Golf Course that you would like Council to consider’. As shown in Table 16, more participants provided feedback on the Warm Water Pool than the Wellness Centre, and the most feedback was received about challenges or concerns.

The results also highlight some opposite views of Brighton Golf Club members/ users with negative feedback provided for anticipated benefits.

The main benefits cited for both proposals include the convenient location, golf course improvements, improved community facilities, support for positive ageing and expansion of the use of the golf course. Respondents raised strong concerns about parking and the negative impact to the golf course.

Concerns were also raised about the Warm Water Pool’s impact on traffic congestion, and the commercial partnership arrangements between LMS and Council around the Wellness Centre.

**Table 16. Most frequently raised benefits, concerns or challenges about the two proposals at Brighton Golf Course (Survey respondents, by Brighton Golf Club members/ users)**

	<b>Proposed Warm Water Pool</b>	<b>Proposed Wellness Centre</b>
<b>Anticipated benefits</b>	<p>A total of 52 responses:</p> <ul style="list-style-type: none"> <li>• This is a great initiative and will provide lots of benefits (17)</li> <li>• <i>There are very few benefits</i> (8)</li> <li>• The location is convenient (5)</li> <li>• Supports positive ageing for seniors and an ageing population (5)</li> <li>• Complements and opens up the golf course (5)</li> </ul>	<p>A total of 37 responses:</p> <ul style="list-style-type: none"> <li>• <i>There are very few benefits</i> (9)</li> <li>• Golf course improvements and more services for golfers (5)</li> <li>• Provides much needed community facilities and better community facilities (4)</li> </ul>
<b>Concerns or challenges</b>	<p>A total of 71 responses:</p> <ul style="list-style-type: none"> <li>• Need for sufficient on-site car parking (21)</li> <li>• Negative impact on the golf course (17)</li> <li>• Local traffic congestion (7)</li> <li>• <i>No challenges or significant problems</i> (6)</li> </ul>	<p>A total of 33 responses:</p> <ul style="list-style-type: none"> <li>• Comments relating to the LMS-Council collaboration (9)</li> <li>• Do not support this proposal (7)</li> <li>• Need for sufficient on-site car parking (7)</li> <li>• Negative impact on the golf course (6)</li> </ul>

### 4.3.3 Context and consultant observations

Participants at the **online information/Q&A sessions with Golfers (3 and 29 March)** were invited to discuss the Warm Water Pool, Wellness Centre, proposed site and ask questions. Regarding the Warm Water Pool, participants were generally supportive or neutral because it is a public facility and will provide access to a café. Some participants expressed confusion about the two facilities and how they are interrelated. Participants are keen to be consulted on the detailed design.

In relation to the Wellness Centre, participants were generally unsupportive and were of the view that there are day spas around the area and the new facility detracts from the golf course (ninth hole and practice putting green) and does not provide anything for the golfers. Some participants expressed concerns about the lack of detail to improvements to the golf course. Participants also raised concerns regarding the capability of LMS in operating the Wellness Centre and security of tenure. Participants enquired whether a potential water source has been identified and the status of the building where meals on wheels are prepared.

Regarding the proposed site, participants sought reassurance that the Ladies Golf Club house would not be moved or lost and expressed concerns about impacts on the Ladies Golf Clubs during construction and losing the putting green. Concerns were expressed regarding the accuracy of the map. Some participants challenged the selection of the proposed site and do not want to see the golf course being disrupted. It was suggested that there were other more suitable locations in Bayside, particularly as the 9 hole course has been removed from Elsternwick. Participants would like to provide input regarding the location of the warmup cages and are open to the Ladies' Club House having an exterior refresh to match the Warm Water Pool if it proceeds. Participants were supportive of the training centres and new facilities for golf. Participants enquired about the estimated participation rate and revenue rate and likely traffic impact associated with the Warm Water Pool only and with the Wellness Centre.

At the **drop-in session at Brighton Golf Course (9 March)**, the majority of people engaged were supportive or very supportive of the proposals once they were presented with the details about the specific locations of both proposed facilities and the impact of the golf course. Representatives of the Brighton Golf Club did indicate an interest in working with Council to establish a club house on the Brighton Golf Course (and relocating from their current location).

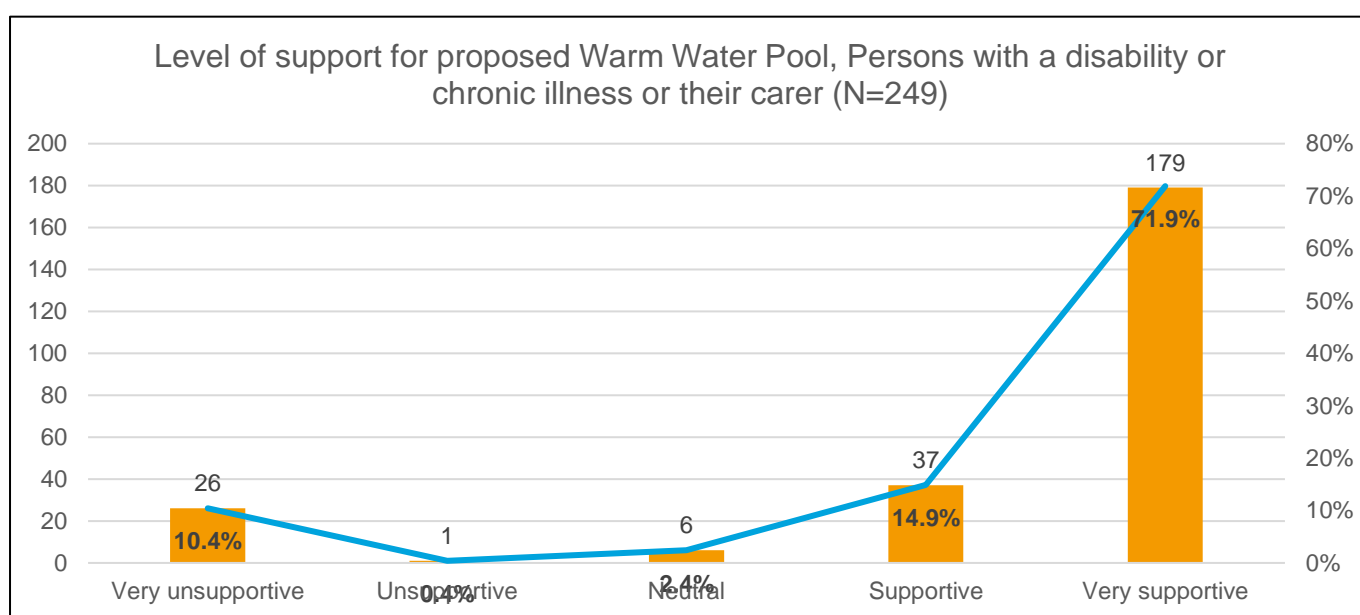
## 4.4 Persons with a disability or chronic illness or their carer

A total of 249 **survey respondents** identified as a “Person and/or carer of person with a disability” and/or “Person and/or carer of a person with chronic illness or medical condition”. Age was captured for survey and short survey respondents. As Bayside has a growing older population, and this cohort is a key target user group for the Warm Water Pool, the results are also shown using two broad groupings: Under 60 years (n=77) and 60 years and over (n=171).

### 4.4.1 Level of support for each proposal

**Survey respondents** were asked “Overall, to what extent do you support the development of a public Warm Water Pool at Brighton Golf Course?” As shown in Figures 22 and 23, a large majority of respondents (216 or 86.8%) were *Supportive* or *Very Supportive*, most being *Very Supportive* (179 or 71.9%). Mixed views were reported by both age groupings; however, strong support was reported by those aged under 60 years and those aged 60 years and over. One respondent did not report their age.

**Figure 22. Level of support for a Warm Water Pool at Brighton Golf Course (Survey respondents, by Persons with a disability and/or chronic illness or their carer)**

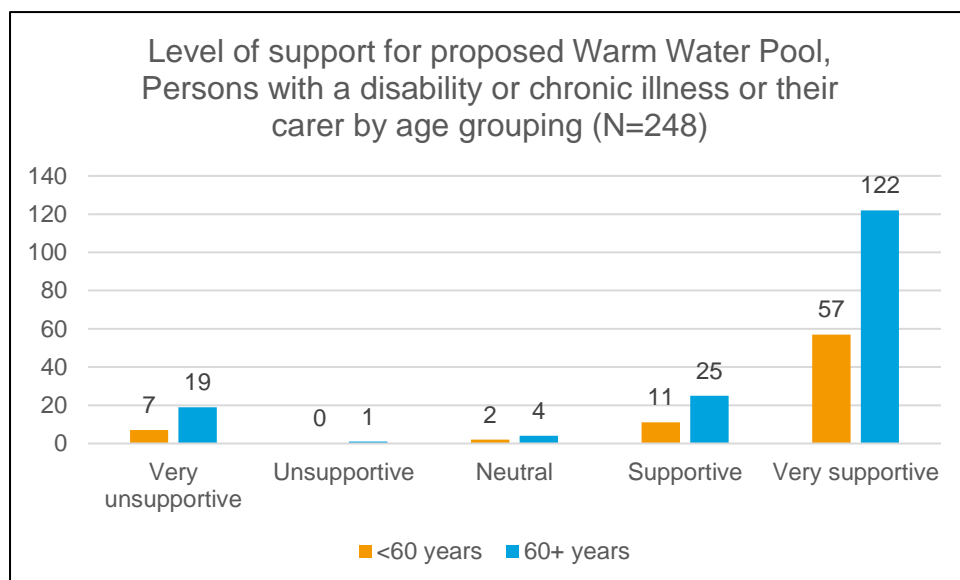


To gain a deeper understanding of this feedback, the responses were segmented further to those who were over 60 years and under 60 years.

As shown in Figure 23, the views of these two groups of participants were overall consistent, with over 85% *Supportive* or *Very Supportive*.

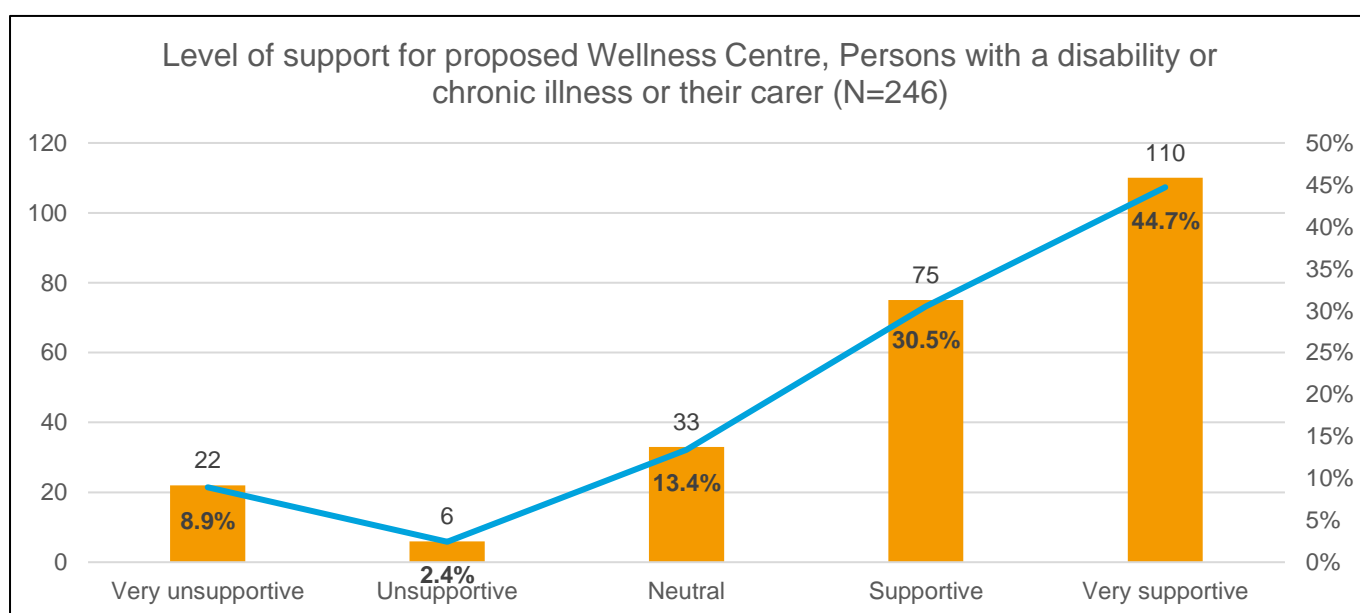


**Figure 23. Level of support for a Warm Water Pool at Brighton Golf Course (Survey respondents, by Persons with a disability and/or chronic illness or their carer by age grouping)**



**Survey respondents** were asked “Overall, to what extent do you support the development of the LMS Wellness Centre proposal including golf course developments at Brighton Golf Course?” As shown in Figures 24 and 25, there were some mixed views were reported, however the majority of respondents (185 or 75.2%) were *Supportive* or *Very Supportive*. Mixed views were reported by both age groupings; however, strong support was reported by those aged under 60 years and those aged 60 years and over. Three respondents did not provide a response to this question and one respondent did not report their age.

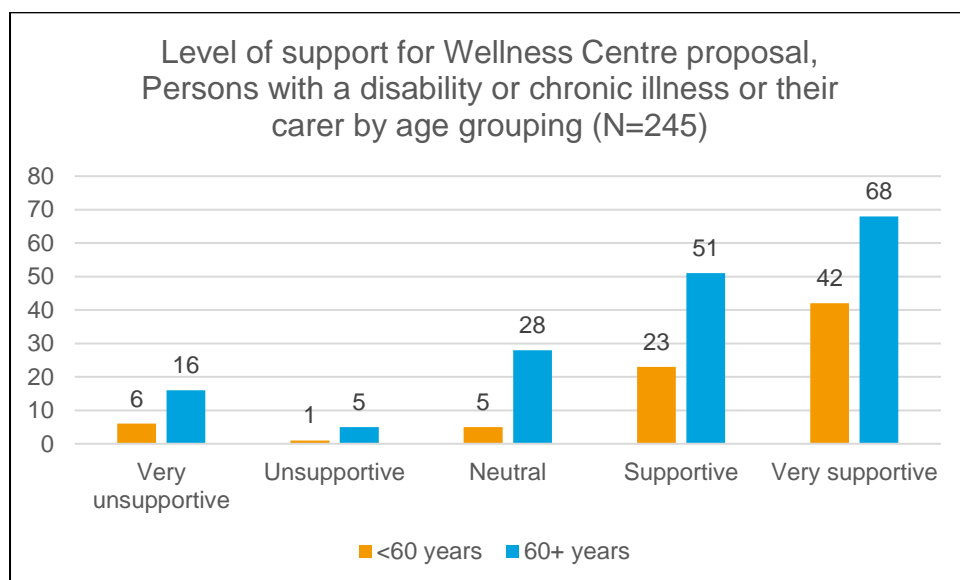
**Figure 24. Level of support for Wellness Centre proposal including golf course developments at Brighton Golf Course (Survey respondents, by Persons with a disability and/or chronic illness or their carer)**



To gain a deeper understanding of this feedback, the responses were segmented further to those who were over 60 years and under 60 years.

As shown in Figure 25, while the majority of both age groupings were *Supportive* or *Very Supportive* of the Wellness Centre, those Under 60 years reported higher levels of support with 84.4% *Supportive* or *Very Supportive*, compared to 70.8% of those 60 years and over.

**Figure 25. Level of support for Wellness Centre proposal including golf course developments at Brighton Golf Course (Survey respondents, by Persons with a disability and/or chronic illness or their carer by age grouping)**



Overall, Persons with a disability and/or chronic illness or their carer were more strongly in support for the Warm Water Pool (216 or 86.8% were *Supportive* or *Very Supportive*) than the Wellness Centre (185 or 75.2% were *Supportive* or *Very Supportive*). Respondents were more likely to be *Neutral* about the Wellness Centre than *Unsupportive* or *Very Unsupportive* of the proposal.

#### 4.4.2 Benefits, concerns or challenges

**Survey respondents** were asked 'Are there any specific benefits or challenges regarding the [Warm Water Pool] / [LMS Wellness Centre] proposed for Brighton Golf Course that you would like Council to consider'. As shown in Table 17, more participants provided feedback on the Warm Water Pool than the Wellness Centre, and the most feedback was received about anticipated benefits.

The results also highlight some opposite views of Persons with a disability and/or chronic illness or their carer with positive feedback provided for concerns or challenges, and some negative feedback provided for benefits of the Wellness Centre.

Strong benefits were cited around the Warm Water Pool, including convenient location, support for positive ageing and support for pain management. Both proposals were seen to provide community health benefits, and the Wellness Centre proposal was praised.

Almost double the amount of concerns and challenges were raised about the Warm Water Pool than the Wellness Centre. These included car parking, programming times and accessibility for all abilities. User affordability was raised as a concern for both proposals, and the commercial partnership arrangements between LMS and Council around the Wellness Centre was also raised.

**Table 17. Most frequently raised benefits, concerns or challenges about the two proposals at Brighton Golf Course (Survey respondents, by Persons with a disability and/or chronic illness or their carer)**

	<b>Proposed Warm Water Pool</b>	<b>Proposed Wellness Centre</b>
<b>Anticipated benefits</b>	<p>A total of 134 responses:</p> <ul style="list-style-type: none"> <li>• This is a great initiative and will provide lots of benefits (47)</li> <li>• The location is convenient (32)</li> <li>• Supports positive ageing for seniors and an ageing population (24)</li> <li>• Supports persons with pain management and recovery (16)</li> <li>• Enhances community health and wellbeing (14)</li> <li>• Accessible for persons of all abilities (14)</li> </ul>	<p>A total of 75 responses:</p> <ul style="list-style-type: none"> <li>• Enhances community health and wellbeing (17)</li> <li>• <i>There are very few benefits</i> (17)</li> <li>• Proposal looks well covered, great facility and services (11)</li> <li>• Provides much needed community facilities and better community facilities (7)</li> </ul>
<b>Concerns or challenges</b>	<p>A total of 118 responses:</p> <ul style="list-style-type: none"> <li>• Need for sufficient on-site car parking (17)</li> <li>• <i>No challenges or significant problems</i> (16)</li> <li>• User affordability (14)</li> <li>• Time allocations that satisfy the demands of various users: (13)</li> <li>• Ensuring all-abilities access and assistance within the facility (13)</li> </ul>	<p>A total of 66 responses:</p> <ul style="list-style-type: none"> <li>• User affordability (16)</li> <li>• <i>No or very few challenges</i> (11)</li> <li>• Comments relating to the LMS-Council collaboration (8)</li> </ul>

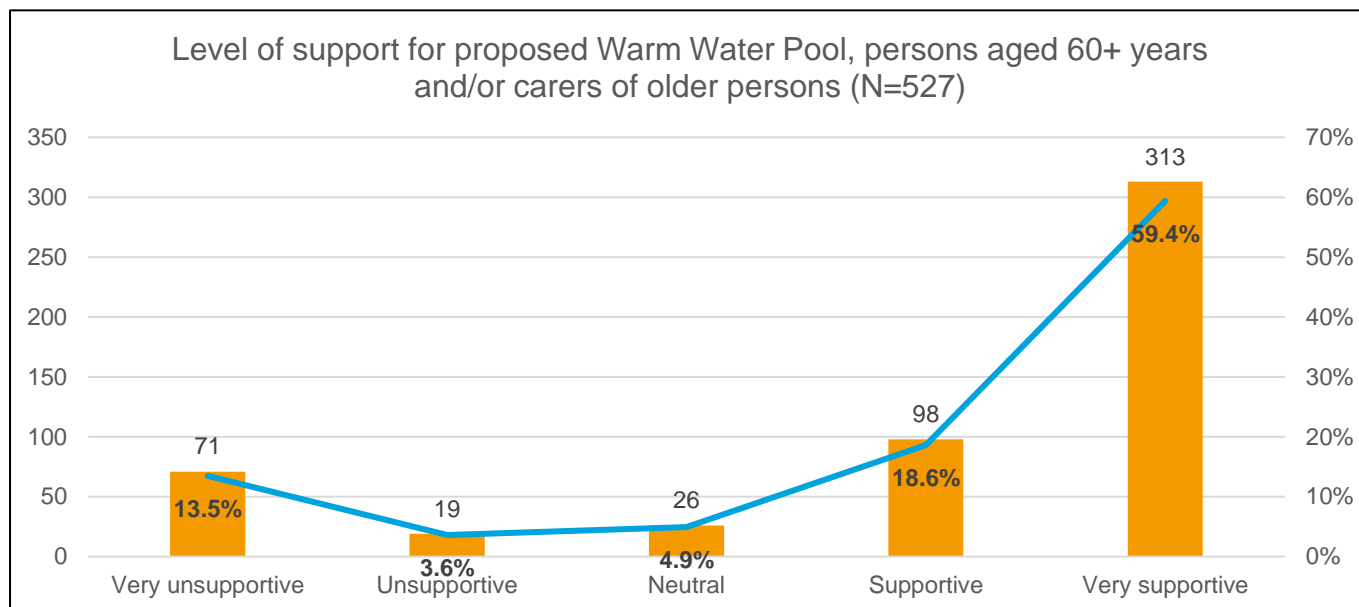
## 4.5 Older adults

A total of 527 **survey respondents** selected an age grouping which indicated they are aged 60 years and older and/or indicated they are a carer of an older person.

### 4.5.1 Level of support for each proposal

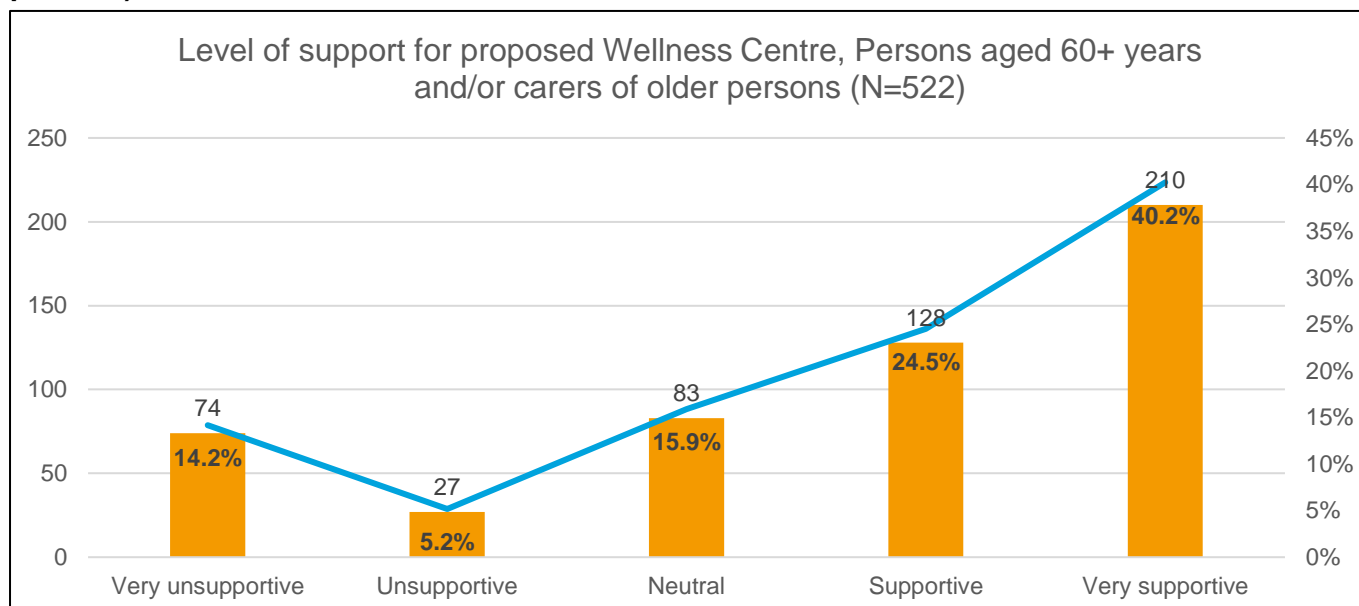
**Survey respondents** were asked “Overall, to what extent do you support the development of a public Warm Water Pool at Brighton Golf Course?” As shown in Figure 26, some mixed views were reported, however the majority of respondents (411 or 78%) were Supportive or Very Supportive, with 313 (or 59.4%) indicating *Very supportive*.

**Figure 26. Level of support for a Warm Water Pool at Brighton Golf Course (Survey respondents, by Persons aged 60+ years and/or carers of older persons)**



**Survey respondents** were asked “Overall, to what extent do you support the development of the LMS Wellness Centre proposal including golf course developments at Brighton Golf Course?” As shown in Figure 27, some mixed views were reported. While the majority of respondents (338 or 64.7%) were *Supportive* or *Very Supportive* of the proposed Wellness Centre, almost one in five (101 or 19.4%) were *Unsupportive* or *Very unsupportive*, and further 15.9% were *Neutral*. Five respondents did not provide a response to this question.

**Figure 27. Level of support for Wellness Centre proposal including golf course developments at Brighton Golf Course (Survey respondents, by Persons aged 60+ years and/or carers of older persons)**



Overall, Persons aged 60+ years and/or carers of older persons were more strongly in support for the Warm Water Pool (411 or 78% were *Supportive* or *Very Supportive*) than the Wellness Centre (338 or 64.7% were *Supportive* or *Very Supportive*). Respondents were slightly more likely to be *Unsupportive* or *Very Unsupportive* of the Wellness Centre than *Neutral*.

## 4.5.2 Benefits, concerns or challenges

**Survey respondents** were asked 'Are there any specific benefits or challenges regarding the [Warm Water Pool] / [LMS Wellness Centre] proposed for Brighton Golf Course that you would like Council to consider'. As shown in Table 18, more participants provided feedback on the Warm Water Pool than the Wellness Centre, and there was almost the same level of feedback provided about anticipated benefits and concerns or challenges.

The results also highlight some opposite views of Persons aged 60+ years and/or carers of older persons with positive and negative feedback provided for both anticipated benefits and concerns and challenges.

A large number of benefits were cited around the Warm Water Pool, including convenient location, support for positive ageing and support for pain management. Both proposals were seen to provide community health benefits, and the Wellness Centre proposal was praised.

Car parking and user affordability were cited as some of the strongest concerns for both proposals. Other concerns raised about the Warm Water Pool proposal included programming times, impacts on traffic congestion, the golf course and the environment, and loss of green, open space. The commercial partnership arrangements between LMS and Council around the Wellness Centre was also raised as a concern.

**Table 18. Most frequently raised benefits, concerns or challenges about the two proposals at Brighton Golf Course (Survey respondents, by Persons aged 60+ years and/or carers of older persons)**

	Proposed Warm Water Pool	Proposed Wellness Centre
<b>Anticipated benefits</b>	<p>A total of 273 responses:</p> <ul style="list-style-type: none"> <li>• This is a great initiative and will provide lots of benefits (90)</li> <li>• The location is convenient (48)</li> <li>• Supports positive ageing for seniors and an ageing population (41)</li> <li>• Enhances community health and wellbeing (33)</li> <li>• Supports persons with pain management and recovery (23)</li> <li>• <i>There are very few benefits</i> (22)</li> </ul>	<p>A total of 157 responses:</p> <ul style="list-style-type: none"> <li>• Enhances community health and wellbeing (31)</li> <li>• <i>There are very few benefits</i> (29)</li> <li>• Proposal looks well covered, great facility and services (21)</li> <li>• Provides much needed community facilities and better community facilities (15)</li> </ul>
<b>Concerns or challenges</b>	<p>A total of 250 responses:</p> <ul style="list-style-type: none"> <li>• Need for sufficient on-site car parking (57)</li> <li>• User affordability (32)</li> <li>• <i>No challenges or significant problems</i> (24)</li> <li>• Time allocations that satisfy the demands of various users (23)</li> <li>• Local traffic congestion (18)</li> <li>• Negative impact on the golf course (18)</li> <li>• Impact on local natural environmental (16)</li> <li>• Do not support this proposal (15)</li> <li>• Loss of green, open space (15)</li> </ul>	<p>A total of 147 responses:</p> <ul style="list-style-type: none"> <li>• User affordability (26)</li> <li>• Comments relating to the LMS-Council collaboration (24)</li> <li>• Need for sufficient on-site car parking (22)</li> <li>• <i>No or very few challenges</i> (21)</li> <li>• Do not support this proposal (18)</li> </ul>

### 4.5.3 Additional feedback

The Bayside Healthy Ageing Reference Group (BHARG) submitted a petition to Council in support of the Warm Water Pool. The petition with 26 signatories expressed general sentiment about the Warm Water Pool and requested “*Council to undertake further negotiations to ensure a community 34 degrees small warm water pool is readily accessible (in both time and cost) to ordinary residents, with some commercial operators having access to the pool.*”

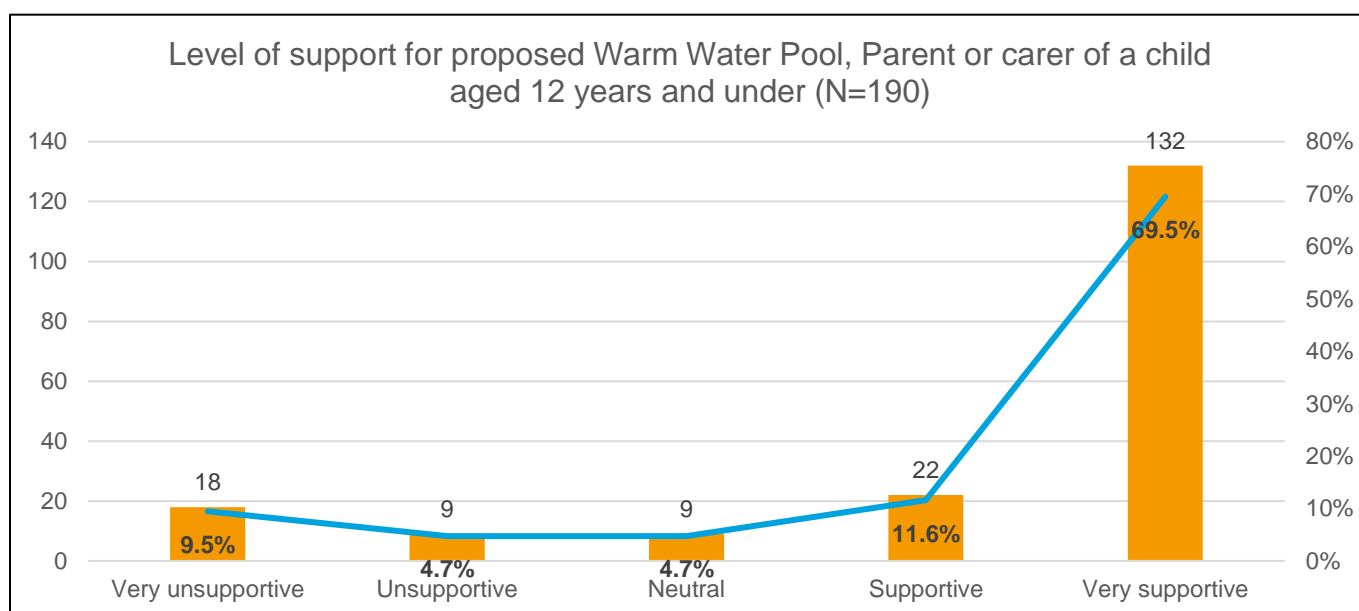
## 4.6 Parents or carers of a child aged 12 years and under

A total of 190 **Survey respondents** identified as a “Parent or carer of a child aged 12 years or younger”.

### 4.6.1 Level of support for each proposal

**Survey respondents** were asked “Overall, to what extent do you support the development of a public Warm Water Pool at Brighton Golf Course?” As shown in Figure 28, the large majority of respondents (154 or 81.1%) were Supportive or Very Supportive, with 69.5% *Very supportive*.

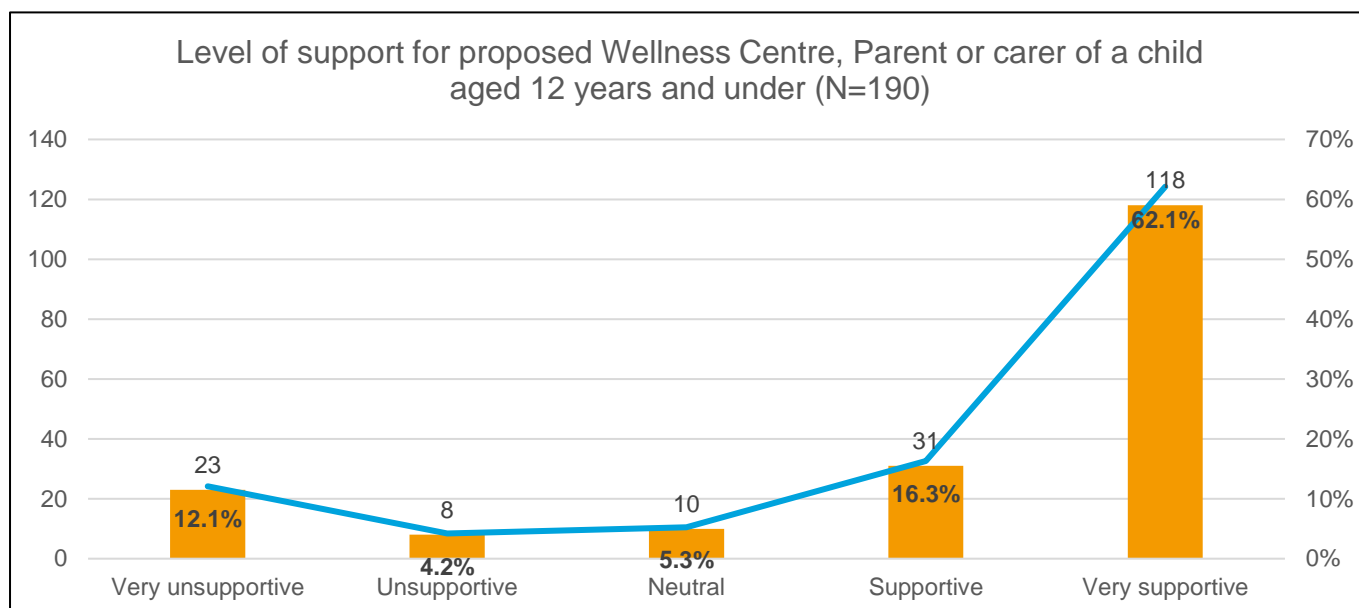
**Figure 28. Level of support for a Warm Water Pool at Brighton Golf Course (Survey respondents, by Parent or carer of a child aged 12 years and under)**



**Survey respondents** were asked “Overall, to what extent do you support the development of the LMS Wellness Centre proposal including golf course developments at Brighton Golf Course?” As shown in Figure 29, the majority of respondents (149 or 78.4%) were Supportive or Very Supportive, with 62.1% *Very supportive*.



**Figure 29. Level of support for Wellness Centre proposal including golf course developments at Brighton Golf Course (Survey respondents, by Parents/carers of a child aged 12 years and under)**



Overall, Parents/carers of a child aged 12 years and under were strongly supportive of the Warm Water Pool (154 or 81.1% were *Supportive* or *Very Supportive*) and the Wellness Centre (149 or 78.4% were *Supportive* or *Very Supportive*).

#### 4.6.2 Benefits, concerns or challenges

**Survey respondents** were asked 'Are there any specific benefits or challenges regarding the [Warm Water Pool] / [LMS Wellness Centre] proposed for Brighton Golf Course that you would like Council to consider'. As shown in Table 19, more participants provided feedback on the Warm Water Pool than the Wellness Centre, and there was almost the same level of feedback provided about anticipated benefits and concerns or challenges.

There were some strong benefits cited around the Warm Water Pool, including convenient location, learn to swim opportunities, support for positive ageing and expansion of the use of the golf course. Both proposals were seen to provide community health benefits, and the Wellness Centre proposal was seen as providing better community facilities.

Car parking was cited as a concern for both proposals. Other concerns raised about the Warm Water Pool proposal included programming times and impacts on traffic congestion, and concern was raised around whether the Wellness Centre would appeal to all ages and abilities.

**Table 19. Most frequently raised benefits, concerns or challenges about the two proposals at Brighton Golf Course (Survey respondents, by Parents/carers of a child aged 12 years and under)**

	Proposed Warm Water Pool	Proposed Wellness Centre
<b>Anticipated benefits</b>	<p>A total of 93 responses:</p> <ul style="list-style-type: none"> <li>This is a great initiative and will provide lots of benefits (36)</li> <li>The location is convenient (29)</li> <li>Enhances community health and wellbeing (21)</li> <li>Learn to swim classes and swimming lessons (14)</li> <li>Supports positive ageing for seniors and an ageing population (7)</li> </ul>	<p>A total of 48 responses:</p> <ul style="list-style-type: none"> <li>Provides much needed community facilities and better community facilities (11)</li> <li>Enhances community health and wellbeing (9)</li> <li><i>There are very few benefits</i> (9)</li> </ul>

	Proposed Warm Water Pool	Proposed Wellness Centre
	<ul style="list-style-type: none"> <li>Complements and opens up the golf course (7)</li> </ul>	
<b>Concerns or challenges</b>	<p>A total of 84 responses:</p> <ul style="list-style-type: none"> <li>Need for sufficient on-site car parking (16)</li> <li>Local traffic congestion (16)</li> <li>Time allocations that satisfy the demands of various users (9)</li> <li>Do not support this proposal (8)</li> </ul>	<p>A total of 50 responses:</p> <ul style="list-style-type: none"> <li>Need for sufficient on-site car parking (8)</li> <li>Do not support this proposal (8)</li> <li>User affordability (6)</li> <li>Ensuring the facility appeals to the broad community, all ages and abilities (6)</li> </ul>

## 5 The proposals – support and feedback from all participants

This section reports the overall level of support for, and feedback received on, the public Warm Water Pool (WWP) and the private Wellness Centre (WC) proposals at Brighton Golf Course – by all engagement participants.

It examines the level of support for each of the proposals, the community's perceived benefits and challenges, and any additional considerations put forward by participants.

To help gain a deeper understanding of the community's feedback, this section also explores:

- Whether there are differences in the level of support for each proposal from participants of different ages, gender or residential suburb
- If the level of support for each proposal differed between the more engaged participants (those that were motivated to proactively seek out information and complete a survey) and those that were intercepted (at community pop-ups).

These insights have been gained through segmentation of the data as outlined in section 5.1.4, 5.1.5 and 5.1.6.

It is important to note that this section draws on the same datasets as Section 3, but presents it as an overall aggregate, then broken down by age, gender and residential suburb, rather than by each of the selected stakeholder or user groups.

More detailed community feedback on the WWP design, specialised supports, programming, site considerations (such as traffic) and fee structure would be sought in future rounds of engagement should the proposal progress to the next stage.

Further feedback on the detailed design, site considerations (such as traffic) of the proposed WC through would also be sought through the Planning Permit Process, and lease and operation conditions through Council's statutory leasing process, should the proposal progress to the next stage.

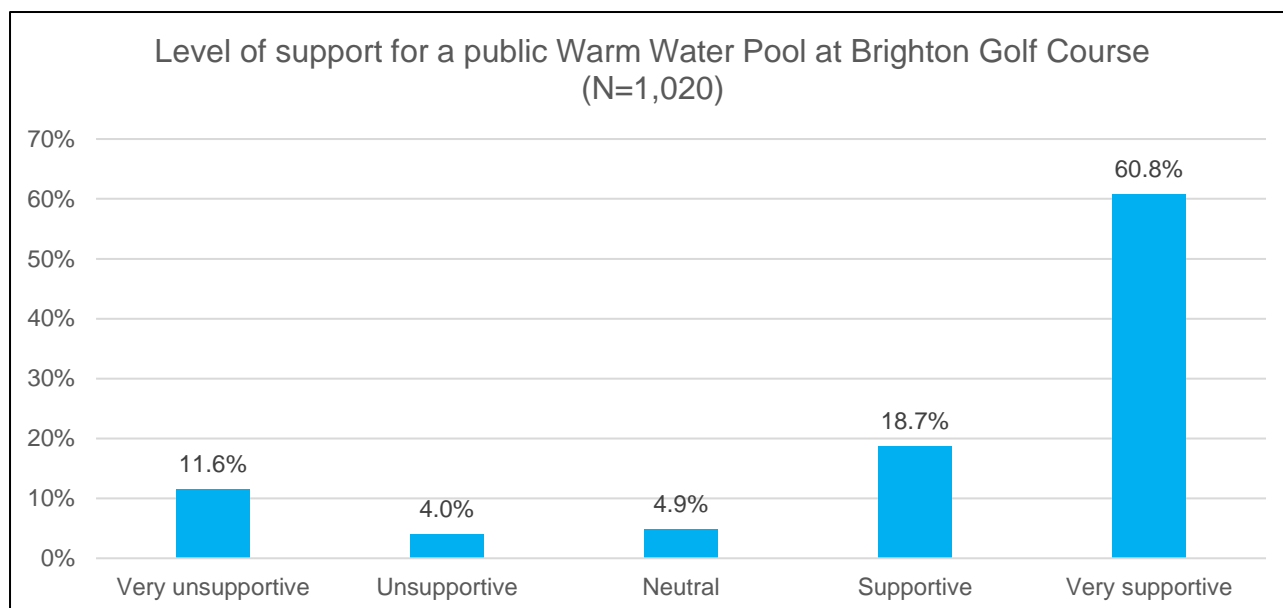
### 5.1 Proposed Warm Water Pool

**Survey respondents and Place-based pop-up (dot board) participants** were asked "Overall, to what extent do you support the development of a public Warm Water Pool at Brighton Golf Course?" and presented with five response options (1=Very unsupportive, 2=Unsupportive, 3=Neutral, 4=Supportive, 5=Very supportive). Five respondents did not provide a response to this question.

#### 5.1.1 Overall results

Figure 30 shows the combined results for 911 survey respondents and 109 pop-up participants. The majority of respondents (811 or 79.5%) were *Supportive* or *Very Supportive*, with 620 (or 60.8%) *Very Supportive*. One in five respondents were either *Very unsupportive* or *Unsupportive* (159 or 15.6%) or *Neutral* (50 or 4.9%).

**Figure 30. Level of support for a Warm Water Pool at Brighton Golf Course (Survey respondents and pop-up participants)**

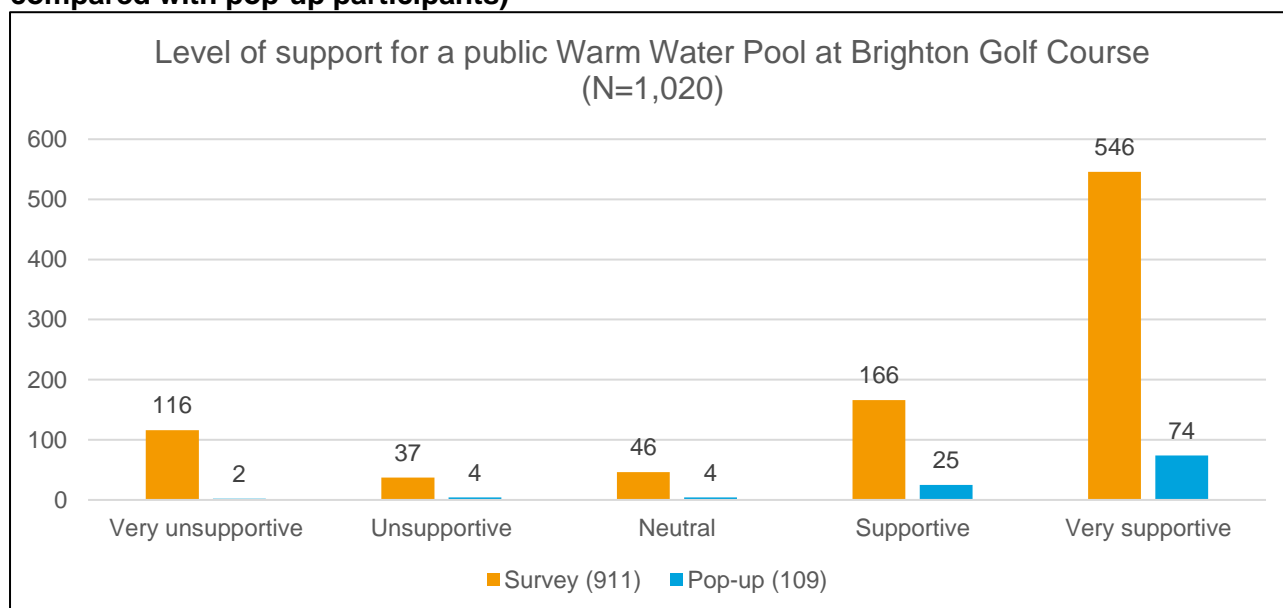


### 5.1.2 Overall results – survey respondents compared with pop-up participants

Figure 31 shows a comparison between responses from more engaged participants (those that were motivated to proactively seek out information and complete a survey) and those that were intercepted (at community pop-ups).

As shown, overall the majority of survey respondents (546 or 59.9%) and pop-up participants (74 or 67.9%) indicated *Very Supportive* of a Warm Water Pool. However, proportionally more survey respondents (153 or 16.8%) reported *Unsupportive* or *Very Unsupportive* than pop-up participants (6 or 5.5%).

**Figure 31. Level of support for a Warm Water Pool at Brighton Golf Course (Survey respondents compared with pop-up participants)**



### 5.1.3 Benefits, concerns or challenges

**Survey respondents** were asked ‘Are there any specific benefits or challenges regarding the Warm Water Pool proposed for Brighton Golf Course that you would like Council to consider’.

A total of 441 survey respondents provided a personalised response under “Benefits” which referred to one or more topics.

As shown in Table 20, respondents outlined a variety of benefits. The most frequently cited themes in the feedback were: *This is a great initiative and will provide lots of benefits; The location is convenient; Enhances community health and wellbeing* and *Supports positive ageing for seniors and an ageing population*.

**Table 20. Perceived benefits of the Warm Water Pool for Council to consider (Survey respondents)**

Themes referenced in responses	No. of surveys referencing Theme (N=441)
<b>This is a great initiative and will provide lots of benefits:</b> This is a great idea, a public pool is needed, the concept looks amazing and it will provide many benefits	156
<b>The location is convenient:</b> Having these facilities in Bayside will be convenient, the location is close by and closer to home than facilities currently being used	81
<b>Enhances community health and wellbeing:</b> Health and wellbeing benefits for the community, available to all ages	60
<b>Supports positive ageing for seniors and an ageing population:</b> Enhances the quality of life for seniors through a preventative approach to health, safe areas to exercise and access rehabilitation services	56
<b>Many benefits associated with warm water exercise, therapy and hydrotherapy</b>	33
<b>There are very few benefits:</b> There are no benefits or they are outweighed by negative aspects	33
<b>Supports persons with pain management and recovery:</b> Facilities and services for those needing rehabilitation and support with pain management and post-surgery recovery	33
<b>Accessible for persons of all abilities:</b> Permits people of all abilities and with limited mobility to access a warm water pool, facilities and services	23
<b>Complements and opens up the golf course:</b> Provides golfers with access to additional services and opens up the public open space to the broader community	21
<b>Learn to swim classes and swimming lessons:</b> Supports child and family water safety through aqua play and lessons	16
<b>Opportunities to socialise and connect:</b> Provides opportunities to socialise and strengthen community connections	15
<b>An established and centralised location:</b> Site is central and has established and accessible on-site parking	11
<b>Access to warm water all year round:</b> Warm water supports swimming all year around, on cold days and in winter, particularly for those who cannot manage cold water or the beach	9
<b>Supports persons in need of sports rehabilitation and recovery</b>	9
<b>Access to a warm water therapeutic pool</b>	9
<b>Warm water is a desirable way to be active and maintain fitness</b>	8
<b>Access to physiotherapy services and support</b>	8
<b>Access to aqua fitness classes and water aerobics</b>	8

Themes referenced in responses	No. of surveys referencing Theme (N=441)
<i>Benefits the minority or a small demographic group in Bayside</i>	4
<b>Creates new business and employment opportunities locally</b>	3
<b>Support tree planting</b>	3
<b>Access to a spa</b>	3
<b>Good if facility is carbon neutral</b>	1
<b>Access to a café</b>	1
<b>Suggestions:</b> Range of suggestions relating to proposed and new aspects	37
<b>Comments on costs, affordability and fees structure</b>	17
<b>Questions:</b> Variety of questions enquiring about aspects of the project, proposal and generally seeking additional information or clarification	10
<b>Other:</b> Range of one-off or other comments that were of varying relevance	20

**Survey respondents** were asked ‘Are there any specific benefits or challenges regarding the Warm Water Pool proposed for Brighton Golf Course that you would like Council to consider’.

A total of 423 survey respondents provided a personalised response under “Challenges” which referred to one or more topics.

As shown in Table 21, respondents outlined a range of challenges. The most frequently reported themes in the feedback were: *Need for sufficient on-site car parking; Local traffic congestion; User affordability; and Time allocations that satisfy the demands of various users.*

**Table 21. Concerns or perceived challenges of the Warm Water Pool for Council to consider (Survey respondents)**

Themes referenced in responses	No. of surveys referencing Theme (N=423)
<b>Need for sufficient on-site car parking:</b> Concerns about parking issues, insufficient parking provision and need for disabled parking spaces	90
<b>Local traffic congestion:</b> Concerns about traffic management and pedestrian safety	50
<b>User affordability:</b> Concerns about fees and charges for future facility users and a variable fees schedule	43
<b>Time allocations that satisfy the demands of various users:</b> Need for a booking system to managing demands and time allocations to avoid overcrowding	42
<b>No challenges or significant problems</b>	41



Themes referenced in responses	No. of surveys referencing Theme (N=423)
<b>Impact on local natural environmental:</b> Concerns about the loss of trees, environment and vegetation and impact on wildlife	29
<b>Do not support this proposal:</b> Proposal is unnecessary, poor use of money or the wrong location	29
<b>Negative impact on the golf course:</b> Concerns about the impact on the golf course facilities, golfers and users	29
<b>Overcoming limited public transport to the site:</b> Limited bus access, need to consider providing transport, community bus and active transport or bike parking facilities	26
<b>Facility financial costs:</b> Facility construction and ongoing maintenance	21
<b>Loss of green, open space</b>	20
<b>Ensuring all-abilities access and assistance within the facility</b>	18
<b>Hygiene and quality controls:</b> Concerns about hygiene, water quality and temperature, cleanliness and ventilation	16
<b>Neighbourhood amenity impacts:</b> Concerns about noise and disturbance	15
<b>Handling objections and concerned stakeholders, golfers and neighbours</b>	14
<b>On time delivery and execution of a quality facility as proposed</b>	11
<b>Ability to easily get to and move around the facility</b>	10
<b>Building an energy efficient facility:</b> Creating a carbon neutral and energy efficient facility	10
<b>Many services and programs proposed are already catered for locally</b>	6
<b>Concerns about water access and supply</b>	6
<b>Concerns about the area being a flood zone</b>	6
<b>Ensuring the effective management and staffing of the facility</b>	6
<b>Minimising internal noise to enhance patron experience</b>	5
<b>Concerns about servicing a limited demographic and the facility not appealing to the broader community</b>	4
<b>Suggestions:</b> Range of suggestions relating to proposed and new aspects	39
<b>Questions:</b> Variety of questions enquiring about aspects of the project, proposal and generally seeking additional information or clarification	25
<b>Other:</b> Range of one-off or other comments that were of varying relevance	14

**Survey respondents** were asked “In addition to the feedback you have already provided, do you have any other comments for Council to consider (please indicate whether you are referring to the proposed Warm Water Pool or Wellness Centre)?” and invited to provide personalised feedback. **Place-based pop-up (chat board) participants** were also asked for general feedback.

In relation to the proposed Warm Water Pool, the other comments reported by **Survey respondents** and **Pop-up (chat board)** comments largely many benefits and challenges previously presented in Tables 20 and 21. Some other aspects referenced this general feedback included: requests for a lap pool or 50 metre outdoor pool to be considered; concerns about the impacts of noise generated by users of the Warm Water Pool for users with sensory sensitivities, users of the Wellness Centre and neighbouring residents; requests for more detailed information about the proposed Warm Water Pool as well as the implications of this financial commitment on other priorities and for ratepayers; and concerns about the interfaces within the space such as a biodiverse garden and wildlife with outdoor dining; and golf carts, active golfers and stray golf balls with people of all abilities.

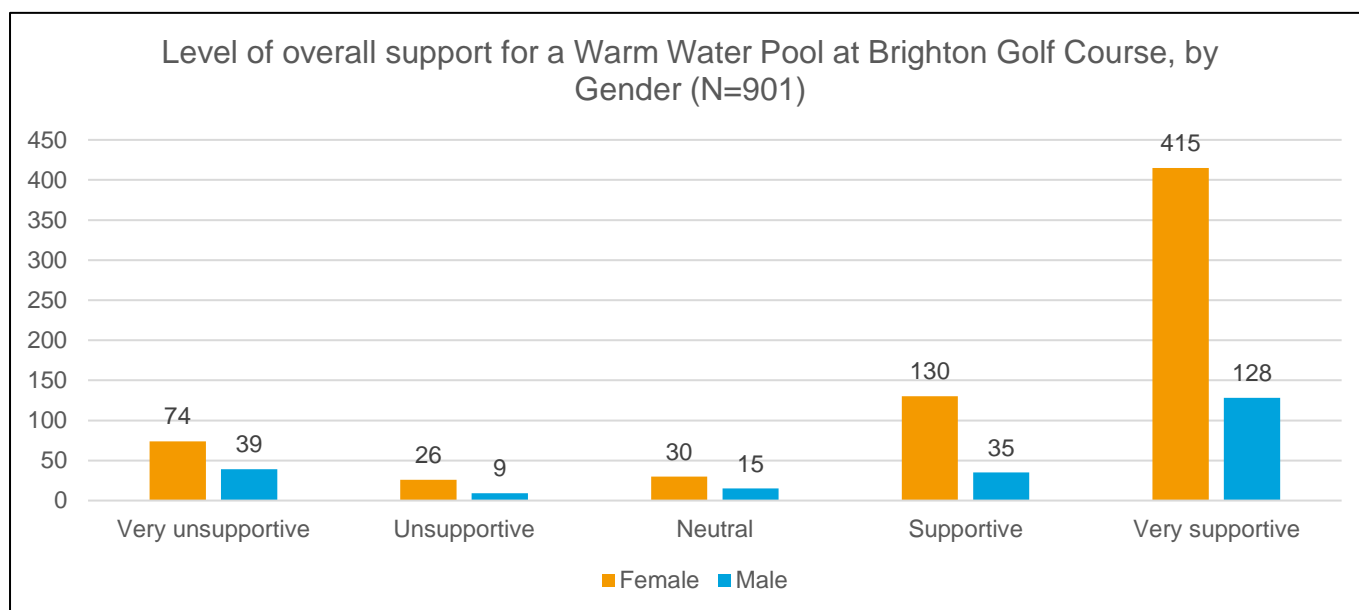
#### 5.1.4 Segmentation insights - Gender

This section breaks down the overall data gathered to explore whether there were any gender differences in the level of support for the proposed Warm Water Pool.

Gender was captured for **survey respondents only** (N=901). Figure 32 and Table 22 shows the gendered breakdown of support. While an option was provided for other genders to be recorded, respondents selected Female or Male only.

The majority of Female respondents (415 or 61.5%) and Male respondents (128 or 56.6%) indicated *Very Supportive*. However a slightly larger proportion of Female respondents (130 or 19.3%) reported *Supportive* than Male respondents (35 or 15.5%). In line with these results, a larger proportion of Male respondents (48 or 21.3%) indicated *Very unsupportive* or *Unsupportive*.

**Figure 32. Level of overall support for a warm water pool at Brighton Golf Course (Survey respondents, by Gender)**



**Table 22. Level of overall support for a warm water pool at Brighton Golf Course (Survey respondents, by Gender)**

	Females		Males	
	No.	%	No.	%
Very unsupportive	74	11.0%	39	17.3%
Unsupportive	26	3.9%	9	4.0%
Neutral	30	4.4%	15	6.6%
Supportive	130	19.3%	35	15.5%
Very supportive	415	61.5%	128	56.6%
<b>TOTAL</b>	<b>675</b>	<b>100.0%</b>	<b>226</b>	<b>100.0%</b>

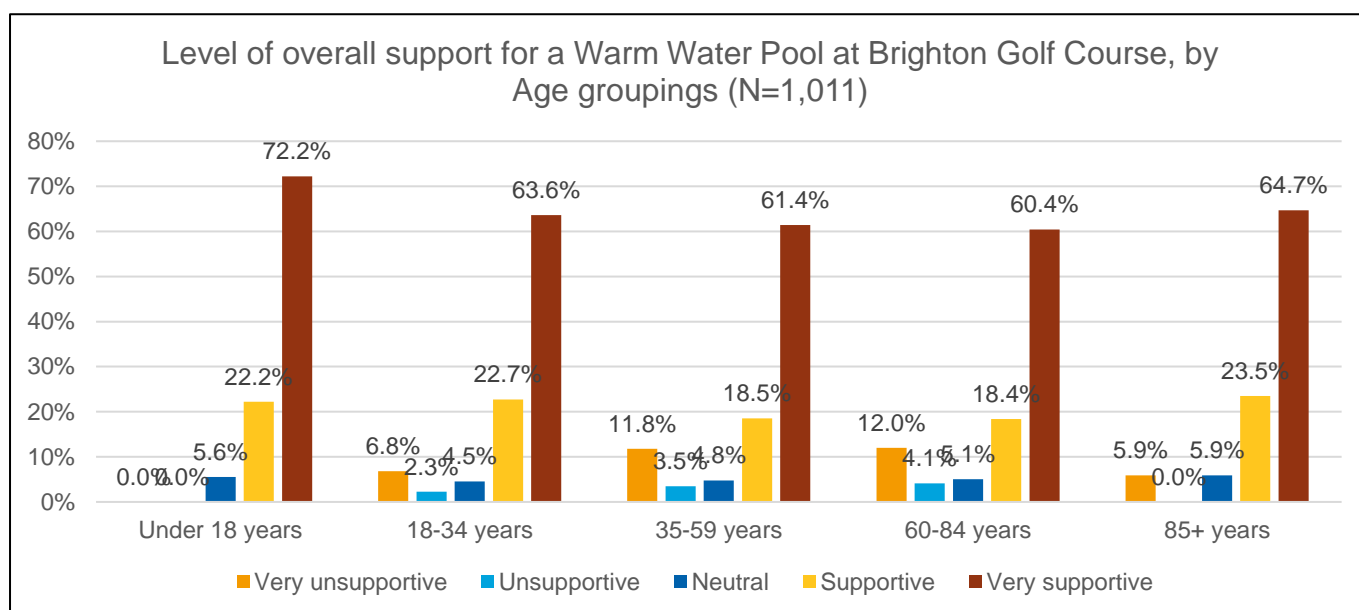
### 5.1.5 Segmentation insights – Age groupings

This section breaks down the overall data gathered to explore whether there were any differences in the level of support for the proposed Warm Water Pool from different age groups.

Age was captured for **Survey respondents** (n=902) and **Pop-up (dotmocracy) participants** (n=109). Figure 33 and Table 23 shows a breakdown of the level of support by age using five groupings for ease of reading: Under 18 years, 18 to 34 years, 35 to 59 years, 60 to 84 years and 85 years and older.

The responses across the age groupings are generally consistent. The majority of respondents in all age groupings indicated *Very supportive*.

**Figure 33. Level of overall support for a Warm Water Pool at Brighton Golf Course (Survey respondents and pop-up participants, by Age groupings)**



**Table 23. Level of overall support for a Warm Water Pool at Brighton Golf Course (Survey respondents and pop-up participants, by Age groupings)**

	Under 18 years	18-34 years	35-59 years	60-84 years	85+ years
Very unsupportive	0	3	47	64	1
Unsupportive	0	1	14	22	0
Neutral	1	2	19	27	1
Supportive	4	10	74	98	4
Very supportive	13	28	245	322	11
<b>TOTAL</b>	<b>18</b>	<b>44</b>	<b>399</b>	<b>533</b>	<b>17</b>

### 5.1.6 Segmentation insights – Suburb

This section breaks down the overall data gathered to explore whether there were any differences in the level of support for the proposed Warm Water Pool from people who live in different Bayside suburbs.

Suburb was captured for **survey participants only** (N=860). Tables 24 and 25 show a breakdown of the level of support by suburb.

The majority of respondents across all Bayside suburbs with the exception of Cheltenham (6 or 40.0%), are *Very supportive* of the development of a public Warm Water Pool at Brighton Golf Course. However, 13 (or 86.7% of) Cheltenham respondents indicated *Supportive* or *Very supportive*. Respondents in Highett (5 or 11.9%) and Black Rock (5 or 11.1%) reported the largest proportion of *Neutral* responses. Respondents in the suburbs of Brighton East (44 or 20.8%), Beaumaris (12 or 18.8%) and Hampton (22 or 18.0%) reported the highest proportion of *Unsupportive* or *Very unsupportive* responses.

**Table 24. Level of overall support for a Warm Water Pool at Brighton Golf Course (Survey respondents, by Suburb - numbers)**

	Beau-mar maris	Black Rock	Brigh- ton	Bright- on East	Chelt- enham	Hamp- ton	Hamp- ton East	High- ett	Sand- ring- ham	TOTAL
Very unsupportive	9	3	26	33	2	18	2	4	6	103
Unsupportiv e	3	0	13	11	0	4	0	1	1	33
Neutral	4	5	10	7	0	8	0	5	3	42
Supportive	13	12	43	29	7	22	8	7	14	155
Very supportive	35	25	172	132	6	70	20	25	42	527
TOTAL	64	45	264	212	15	122	30	42	66	860

**Table 25. Level of overall support for a Warm Water Pool at Brighton Golf Course (Survey respondents, by Suburb - percentages)**

	Beau- maris	Black Rock	Brigh- ton	Bright- on East	Chelt- enham	Hamp- ton	Hamp- ton East	High- ett	Sand- ring- ham	TOTAL
Very unsupportive	14.1 %	6.7%	9.8%	15.6%	13.3%	14.8%	6.7%	9.5%	9.1%	12.0%
Unsupportiv e	4.7%	0.0%	4.9%	5.2%	0.0%	3.3%	0.0%	2.4%	1.5%	3.8%
Neutral	6.3%	11.1%	3.8%	3.3%	0.0%	6.6%	0.0%	11.9%	4.5%	4.9%
Supportive	20.3 %	26.7%	16.3%	13.7%	46.7%	18.0%	26.7%	16.7%	21.2%	18.0%
Very supportive	54.7 %	55.6%	65.2%	62.3%	40.0%	57.4%	66.7%	59.5%	63.6%	61.3%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100.0%

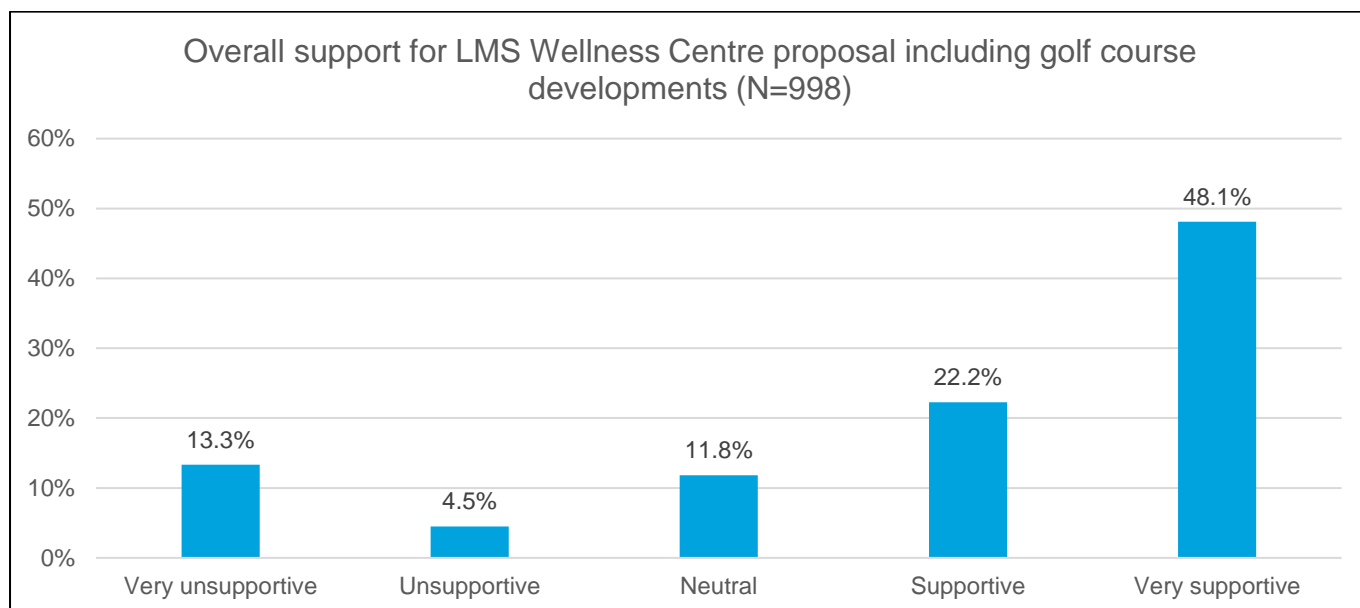
## 5.2 Proposed Wellness Centre

**Survey respondents and Place-based pop-up (dot board) participants** were asked “Overall, to what extent do you support the development of a the LMS Wellness Centre proposal including golf course developments at Brighton Golf Course?” and presented with five response options (1=Very unsupportive, 2=Unsupportive, 3=Neutral, 4=Supportive, 5=Very supportive). 10 survey respondents did not provide an answer to this question.

### 5.2.1 Overall results

Figure 34 shows the combined results for 906 survey respondents and 92 pop-up participants. Some mixed and polarised views were reported. The majority of respondents (702 or 70.3%) were *Supportive* or *Very Supportive*, with 480 (or 48.1%) *Very Supportive*. However, some respondents (178 or 17.8%) were *Unsupportive* or *Very Unsupportive*.

**Figure 34. Level of support for Wellness Centre proposal including golf course developments at Brighton Golf Course (Survey respondents and pop-up participants)**

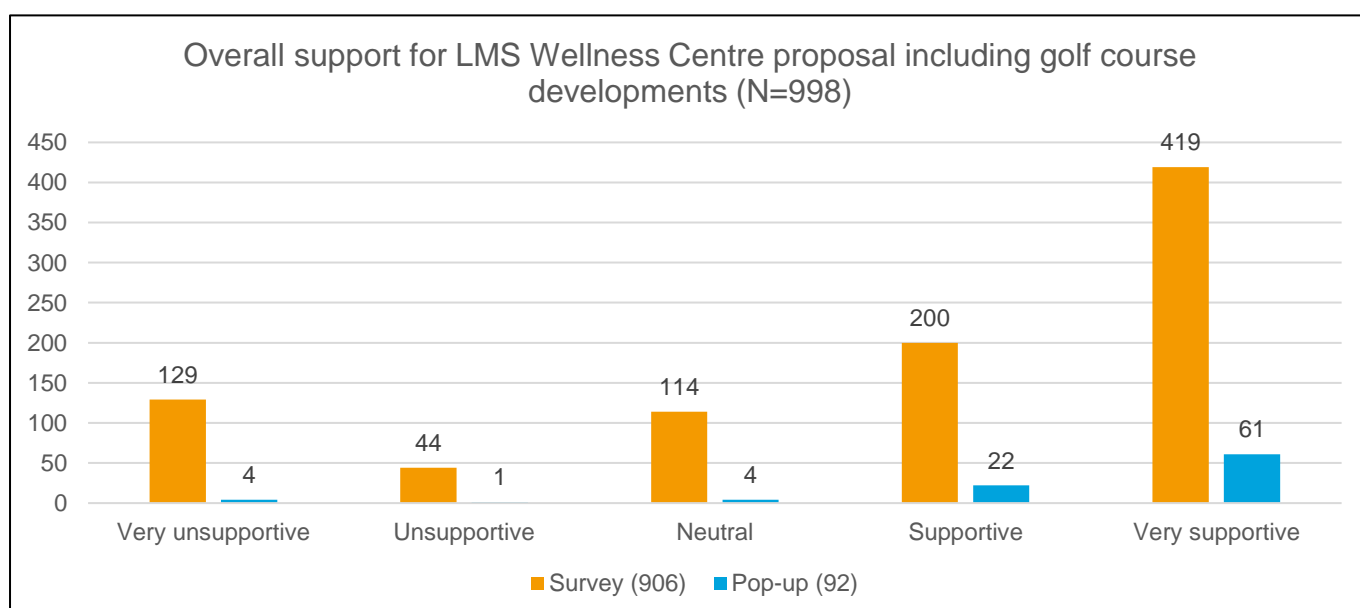


### 5.2.2 Overall results – survey respondents compared with pop-up participants

Figure 35 shows a comparison between responses from more engaged participants (those that were motivated to proactively seek out information and complete a survey) and those that were intercepted (at community pop-ups).

As shown, overall the many survey respondents (419 or 46.2%) and the majority of pop-up participants (61 or 66.3%) indicated *Very Supportive* of a Wellness Centre including golf course developments. However, proportionally more survey respondents (173 or 19.1%) reported *Unsupportive* or *Very Unsupportive* than pop-up participants (5 or 5.4%).

**Figure 35. Level of support for a Wellness Centre including golf course developments at Brighton Golf Course (Survey respondents compared with pop-up participants)**



### 5.2.3 Benefits, concerns or challenges

**Survey respondents** were asked ‘Are there any specific benefits or challenges regarding LMS Wellness Centre proposed for Brighton Golf Course that you would like Council to consider’.

A total of 258 survey respondents provided a personalised response under “Benefits” which referred to one or more topics.

As shown in Table 26, respondents outlined a variety of benefits. The most frequently reported theme in the feedback was *There are very few benefits* which highlights the conflicting views in the community. The other most frequently reported themes were: *Enhances community health and wellbeing; Provides much needed community facilities and better community facilities; Proposal looks well covered, great facility and services; and Many overall benefits associated with a wellness centre.*

**Table 26. Perceived benefits of the proposed Wellness Centre for Council to consider (Survey respondents)**

Themes referenced in responses	No. of surveys referencing Theme (N=258)
<b><i>There are very few benefits:</i></b> <i>There are no or few benefits, do not support this proposal</i>	49
<b>Enhances community health and wellbeing:</b> Health and wellbeing benefits for the community, available to all ages	46
<b>Provides much needed community facilities and better community facilities</b>	31
<b>Proposal looks well covered, great facility and services</b>	31
<b>Many overall benefits associated with a wellness Centre</b>	25
<b>The location is convenient:</b> Having these facilities in Bayside will be convenient, the location is close by	18
<b>Golf course improvements and more services for golfers:</b> Improvements to golf course, facility is available to golfers, may attract more golfers	12
<b>Supports positive ageing:</b> Enhances the quality of life for seniors and an ageing population	12
<b>Comments on costs, affordability and fees structure</b>	11
<b>Opportunities to socialise and connect:</b> Provides opportunities to socialise and strengthen community connections	9
<b>Comments referring to the LMS-Council collaboration and LMS as the proposed operator</b>	7
<b>Co-located with the Warm Water Pool</b>	6
<b>Complements and opens up the golf course:</b> Opens up the public open space to the broader community	5
<b>Creates new business, employment and tourism opportunities locally</b>	5
<b>Supports persons with pain management and recovery:</b> Facilities and services for those needing rehabilitation and support with pain management	4
<b>Access to a Café</b>	3
<b>Supports persons in need of sports rehabilitation and recovery</b>	3
<b>Accessible for use by persons of all-abilities</b>	3

Themes referenced in responses	No. of surveys referencing Theme (N=258)
Nice to have but the Warm Water Pool is more important	2
Access to hot springs	2
<b>Suggestions:</b> Range of suggestions relating to proposed and new aspects	22
<b>Other:</b> Range of one-off or other comments that were of varying relevance	7
<b>Questions:</b> Variety of questions enquiring about aspects of the project, proposal and generally seeking additional information or clarification	2

**Survey respondents** were asked “Are there any specific benefits or challenges regarding the LMS Wellness Centre proposed for Brighton Golf Course that you would like Council to consider?”.

A total of 258 survey respondents provided a personalised response under “Challenges” which referred to one or more topics.

As shown in Table 27, respondents outlined a range of challenges. The most frequently reported themes apparent in the feedback were: *Need for sufficient on-site car parking*; *No or very few challenges*; *User affordability*; and *Do not support this proposal*.

**Table 27. Concerns and perceived challenges of the proposed Wellness Centre for Council to consider (Survey respondents)**

Themes referenced in responses	No. of surveys referencing Theme (N=258)
<b>Need for sufficient on-site car parking:</b> Concerns about parking issues, insufficient parking provision and need for disabled parking spaces	40
<b>No or very few challenges</b>	38
<b>User affordability:</b> Concerns about fees and charges for future facility users and a variable fees schedule	37
<b>Do not support this proposal:</b> Proposal is unnecessary, poor use of money or provides few public benefits	36
<b>Comments relating to the LMS-Council collaboration:</b> Comments about LMS being the proposed operator, lease arrangement and Council inheriting the facility	31
<b>Local traffic congestion:</b> Concerns about traffic management and pedestrian safety	19
<b>Negative impact on the golf course:</b> Concerns about the impact on the golf course, pavilion and golfers	14
<b>Ensuring the facility appeals to the broad community, all ages and abilities</b>	13
<b>Loss of green, open space</b>	11
<b>Time allocations that satisfy the demands of various users:</b> Need for a booking system to managing demands, availability and avoid overcrowding	11
<b>Competition with warm water pool and other local service providers</b>	11



Themes referenced in responses	No. of surveys referencing Theme (N=258)
Concerns about impact on neighbourhood amenity	10
Handling objections and concerned stakeholders, golfers and neighbours	10
<b>Overcoming limited public transport to the site:</b> Limited bus access, need to consider providing transport or community bus	8
<b>Environmental loss:</b> Concerns about the loss of trees and environmental impact	8
Ensuring high quality therapists, staff and services	6
Financial costs of this project	6
Securing a suitable water source	5
Concerns about the runoff, flooding and draining issues	5
<b>Hygiene and water quality controls:</b> Concerns about hygiene and infection controls and water quality	5
<b>Ensuring the facilities will be large enough to accommodate future population growth</b>	4
Concerns about inconveniences during construction	3
Concerns that the site is being overdeveloped with buildings	2
General access to the site	2
<b>Suggestions:</b> Range of suggestions relating to proposed and new aspects	17
<b>Questions:</b> Variety of questions enquiring about aspects of the project, proposal and generally seeking additional information or clarification	6
<b>Other:</b> Range of one-off or other comments that were of varying relevance	5

**Survey respondents** were asked “In addition to the feedback you have already provided, do you have any other comments for Council to consider (please indicate whether you are referring to the proposed Warm Water Pool or Wellness Centre)?” and invited to provide personalised feedback. **Place-based pop-up (chat board) participants** were also asked for general feedback.

In relation to the Wellness Centre proposal, the other comments reported by **Survey respondents** and **Pop-up (chatboard)** respondents largely reiterated the many benefits and challenges previously presented in Tables 26 and 27. Some other aspects referenced this general feedback included: requests for more detailed information regarding the LMS-Council collaboration and concerns regarding management of the storm water harvesting system at this site and adequate water supply.

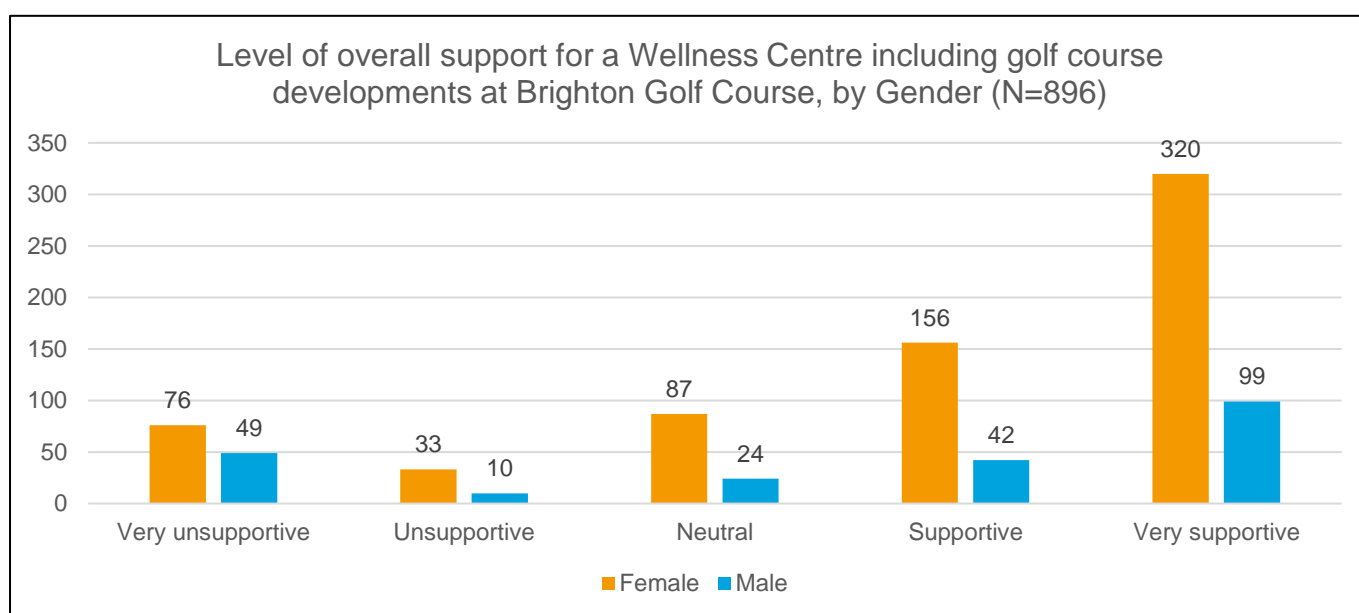
#### 5.2.4 Segmentation insights - Gender

This section breaks down the overall data gathered to explore whether there were any gender differences in the level of support for the LMS Wellness Centre proposal.

Gender was captured for **survey respondents only** (N=896). Figure 36 and Table 28 shows the gendered breakdown. While an option was provided for other genders to be recorded, respondents selected Female or Male only.

The majority of Female respondents (476 or 70.8%) and Male respondents (141 or 63.0%) indicated *Very Supportive* or *Supportive*. A slightly larger proportion of Female respondents (87 or 12.9%) reported *Neutral* than Male respondents (24 or 10.7%). In line with these results, a larger proportion of Male respondents (59 or 26.4%) indicated *Very unsupportive* or *Unsupportive*.

**Figure 36. Level of overall support for Wellness Centre proposal including golf course developments at Brighton Golf Course (Survey respondents, by Gender)**



**Table 28. Level of overall support for Wellness Centre proposal including golf course developments at Brighton Golf Course (Survey respondents, by Gender)**

	Females		Males	
	No.	%	No.	%
Very unsupportive	76	11.3%	49	21.9%
Unsupportive	33	4.9%	10	4.5%
Neutral	87	12.9%	24	10.7%
Supportive	156	23.2%	42	18.8%
Very supportive	320	47.6%	99	44.2%
<b>TOTAL</b>	<b>672</b>	<b>100.0%</b>	<b>224</b>	<b>100.0%</b>

### 5.2.5 Segmentation insights – Age groupings

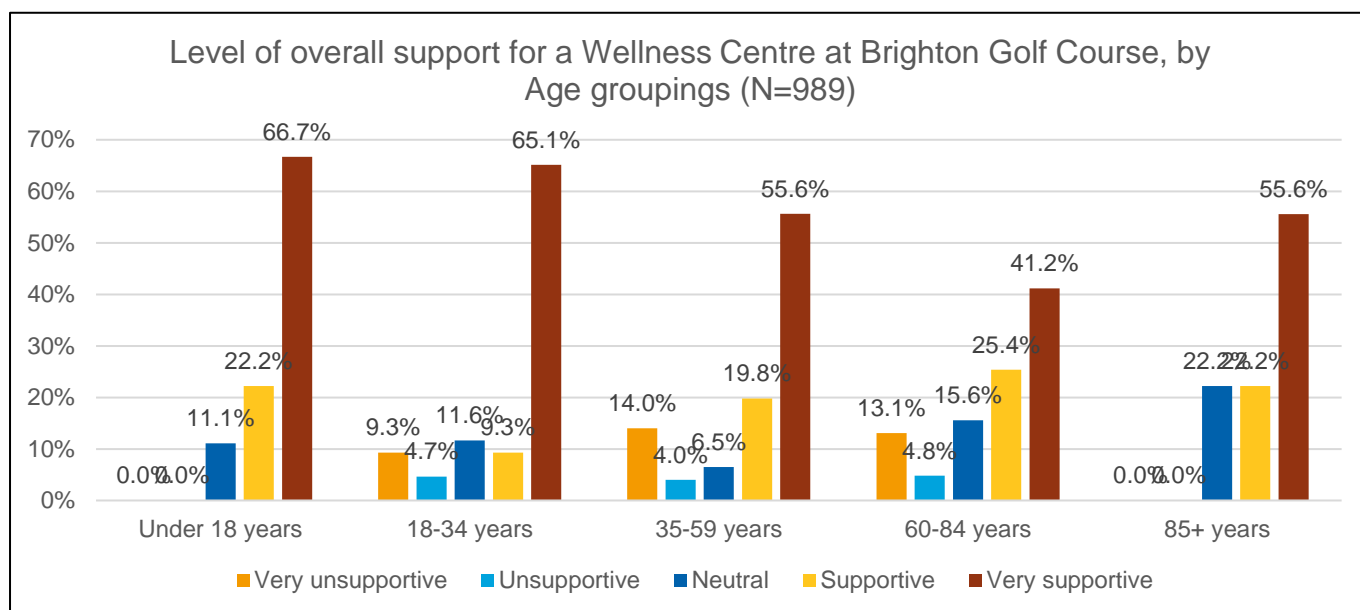
This section breaks down the overall data gathered to explore whether there were any differences in the level of support for the proposed Wellness Centre from different age groups.

Age was captured for **Survey respondents** (n=897) and **Pop-up (dotmocracy) participants** (n=92). Figure 37 and Table 29 shows a breakdown of the level of support by age using five groupings for ease of reading: Under 18 years, 18 to 34 years, 35 to 59 years, 60 to 84 years and 85 years and older.

The majority of respondents in all age groupings were overall supportive (*Supportive* or *Very supportive*). However the level of support appears to decline with age from 65.1% of 18-34 years being *Very Supportive*

to 41.2% of 60-84 years *Very supportive*. Note: The results for Under 18 years and 85+ years are less reliable due to low sample sizes.

**Figure 37. Level of overall support for a Wellness Centre at Brighton Golf Course (Survey respondents and Pop-up participants, by Age groupings)**



**Table 29. Level of overall support for a Wellness Centre at Brighton Golf Course (Survey respondents and Pop-up participants, by Age groupings)**

	Under 18 years	18-34 years	35-59 years	60-84 years	85+ years
Very unsupportive	0	4	56	68	0
Unsupportive	0	2	16	25	0
Neutral	1	5	26	81	4
Supportive	2	4	79	132	4
Very supportive	6	28	222	214	10
<b>TOTAL</b>	<b>9</b>	<b>43</b>	<b>399</b>	<b>520</b>	<b>18</b>

## 5.2.6 Segmentation insights – Suburb

This section breaks down the overall data gathered to explore whether there were any differences in the level of support for the LMS Wellness Centre proposal from people who live in different Bayside suburbs.

Suburb was captured for **survey participants only** (N=855). Tables 30 and 31 show a breakdown of the level of support by suburb.

The majority of respondents across all Bayside suburbs are *Supportive* or *Very Supportive* of the Wellness Centre proposal including golf course developments at Brighton Golf Course. Further, the majority of respondents residing in Brighton East (111 or 52.4%) and Brighton (134 or 51.1%) indicated *Very supportive*.

Respondents in the suburbs of Hampton (30 or 24.6%), Brighton East (49 or 23.1%) and Beaumaris (13 or 20.3%) reported the highest proportion of *Unsupportive* or *Very unsupportive* responses.

**Table 30. Level of overall support for Wellness Centre proposal including golf course developments at Brighton Golf Course (Survey respondents, by Suburb - numbers)**

	Beau-maris	Black Rock	Brigh-ton	Bright-on East	Chelt-enham	Hamp-ton	Hamp-ton East	High-ett	Sand-ring-ham	TOTAL
Very unsupportive	8	4	28	39	2	25	1	5	5	117
Unsupportive	5	2	11	10	0	5	1	2	0	36
Neutral	13	10	30	16	1	17	5	5	11	108
Supportive	15	9	59	36	8	19	8	13	25	192
Very supportive	23	19	134	111	4	56	14	16	25	402
TOTAL	64	44	262	212	15	122	29	41	66	855

**Table 31. Level of overall support for Wellness Centre proposal including golf course developments at Brighton Golf Course (Survey respondents, by Suburb - percentages)**

	Beau-maris	Black Rock	Brigh-ton	Bright-on East	Chelt-enham	Hamp-ton	Hamp-ton East	High-ett	Sand-ring-ham	TOTAL
Very unsupportive	12.5 %	9.1%	10.7%	18.4%	13.3%	20.5%	3.4%	12.2%	7.6%	13.7%
Unsupportive	7.8%	4.5%	4.2%	4.7%	0.0%	4.1%	3.4%	4.9%	0.0%	4.2%
Neutral	20.3 %	22.7%	11.5%	7.5%	6.7%	13.9%	17.2%	12.2%	16.7%	12.6%
Supportive	23.4 %	20.5%	22.5%	17.0%	53.3%	15.6%	27.6%	31.7%	37.9%	22.5%
Very supportive	35.9 %	43.2%	51.1%	52.4%	26.7%	45.9%	48.3%	39.0%	37.9%	47.0%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100.0%

## 6 Engagement evaluation

### 6.1 Reach and participation

This Report has presented the findings from the analysis of the community feedback gathered from 21 February to 4 April 2022. The communications and engagement program and variety of online, in-person and paper-based activities, resulted in **1,371 participants** and a significant volume of detailed feedback.

Participant profiling based on available demographic details demonstrates a broad cross section of the Bayside community participated, in relation to gender, age, suburb, and other personal characteristics (parent/carer status, concession card holder or pensioner, person and/or carer of person with a disability, person with chronic illness or medical condition, carer of an older person and Aboriginal or Torres Strait Islander).

Further, key stakeholder groups including Neighbouring residents, Brighton Golf Club members and golf course users as well as members of sports clubs, members of local environmental, community or 'Friends of' groups, Bayside business owners and allied health, NDIS or My Aged Care service providers/ professionals were all successfully engaged.

In relation to respondents providing multiple submissions, it is noted that two survey responses were received from five email addresses, totalling 10 affected responses. All responses were retained for analysis and reporting.

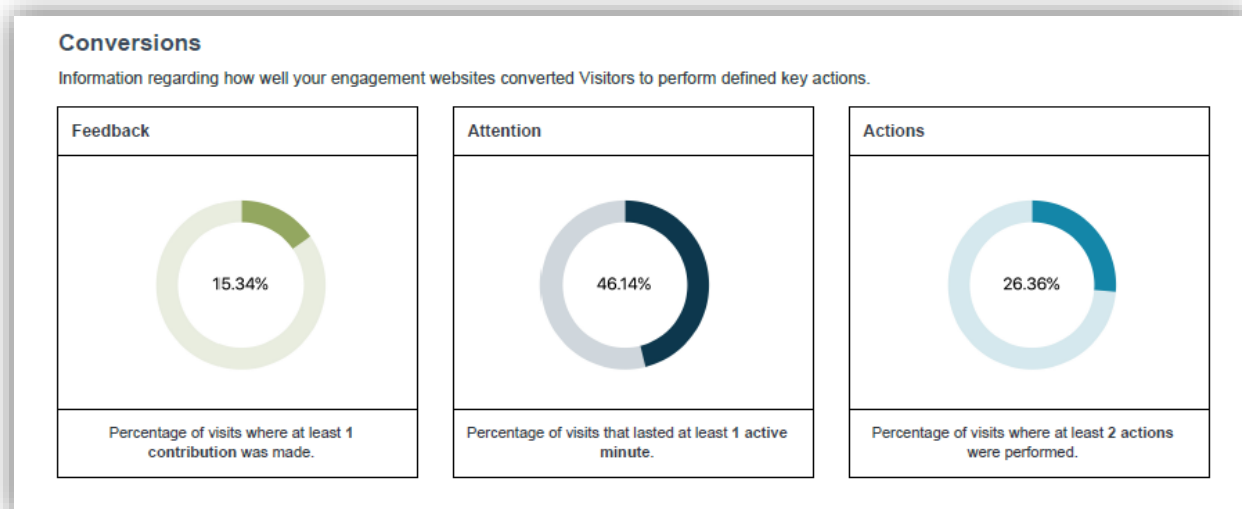
Evidence of reach is demonstrated through the engagement of **1,371 participants** via the engagement activities and activity on the online consultation page. As shown in Table 32, 4,809 unique users visited the Have Your Say page during the consultation period.

**Table 32. Summary statistics - project's visitation and utilisation**

Metric	Description	Number
Visitors	The number of unique public or end-users to a Site. A visitor is only counted once, even if they visit a site several times in one day.	4,809
Visits	The number of end-user sessions associated with a single visitor.	5,418
Page Views	The number of times a visitors views any page on a Site.	7,889
Contributors	The unique number of visitors who have left feedback or Contributions on a Site through the participation tools.	837
Contributions	The total number of responses or feedback collected through the participation tools.	1,004

As shown in Figure 38, 15.3% of visits involved at least one contribution being made, 46.1% of visits lasted at least one active minute. 26.4% of visits involved at least two actions being performed.

**Figure 38. Online platform engagement conversion rates**



## Key communication methods

### Print:

- *Let's Talk Bayside* magazine delivered to 41,000 households
- Letter to residents in close proximity to Brighton Golf Course
- Information stands, including flyer, at Brighton Golf Course, Bayside libraries and Corporate Centre
- Large scale site signage
- Postcard and printed surveys to hand out at face-to-face events

### Digital:

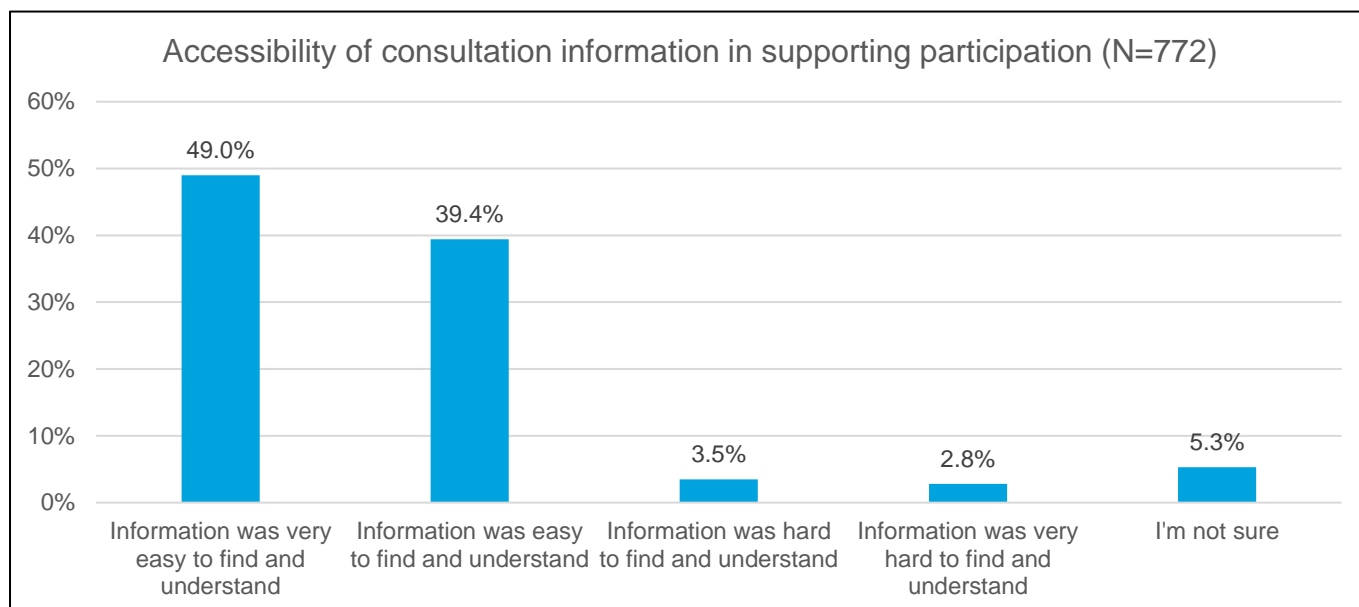
- Have Your Say project webpage
- Email notification to Have Your Say members
- Council website news stories and This Week in Bayside e-newsletter
- Animated explainer video
- Social media, including sponsored posts
- Article for inclusion in various special interest Council and school newsletters
- Digital screens at the Corporate Centre, Libraries, and Maternal Child Health Centres
- NewsCorp digital advertising

## 6.2 Information and understanding

A significant volume of detailed feedback was received and the bulk of the feedback was directly relevant to the consultation topics. This signals participants were actively engaged in the process and sufficiently aware to provide an informed contribution. This insight is supported through the feedback provided by **Survey respondents** when asked "Did you have the information you needed to provide your feedback?"

As shown in Figure 39, most respondents (682 or 88.4%) indicated the information was *Very easy to find and understand* or *Easy to find and understand*. This question was not asked in the hard copy survey or short survey.

**Figure 39. Accessibility of consultation information in supporting participation (Survey respondents)**



Through the drop-ins, place-based pop-ups and online information sessions it was apparent that some participants were confused about the two proposals. Some people thought it was one proposal while others thought the two proposals were dependent on each other. There was also some confusion about the proposed location of the Warm Water Pool as it had previously been considered for a different location within the Brighton Golf Course.

The visual diagrams, and opportunities to discuss the proposals at the drop-ins, community pop-ups and online information sessions were extremely useful for addressing misinformation and supporting a clearer understanding of the proposals in the community.

### 6.3 Consultant observations and recommendations

Through the delivery of the engagement activities, discussions with the Bayside community and analysis of the engagement feedback, several key observations have been made by the consultants, and recommendations offered.

#### Consultant observations:

- Although smaller in volume, the feedback from neighbouring residents and Brighton Golf Club members and users is much less supportive of the proposals than the broader community. Traffic congestion, parking, amenity and impact to the golf course were of serious concern. Many respondents from these groups were concerned that their views would be outweighed among the larger numbers of responses from the broader community.
- Neighbouring residents in particular, expressed high levels of frustration about current traffic issues, compounded by the COVID testing site. They are very concerned and focussed on the traffic and parking implications of the two proposals. The prospect of more development, particularly after the recent approval of the telecommunications tower, has led to a sense of overdevelopment and scepticism of Council's intentions for other pockets of land (such as the practice fairway on the golf course).
- Some golf club members sought assurance that club rooms would be retained if the proposal/s went ahead, as the club rooms appeared to be impacted in the diagrams provided to demonstrate the location of the two proposed facilities. This information was corrected and confirmed through the engagement process.
- Overall, the community were generally more favourable of the Warm Water Pool proposal than the Wellness Centre proposal due to it being regarded as an accessible and affordable public facility for



the purposes of community health and wellbeing. Some participants questioned the need for a private Wellness Centre due to the availability of 'days spa' type services in the area and the facility being operated as a private enterprise.

- Questions were asked across multiple stakeholders and community cohorts regarding Leisure Management Services, in terms of credentials to operate aquatic facilities, and the terms of the proposed lease agreement given the operation of a private facility on public land. A small, but highly engaged number of community members raised strong concerns about the transparency of the site selection process, perceived lack of consultation and the process through which LMS was determined to be the preferred commercial operator.
- The personalised feedback provided by participants included a variety of suggestions and questions. This feedback will be useful to consider and incorporate when planning of the next stage of engagement.
- It appears that there are some existing site-related issues in the local area causing concern or confusion. These include: some dissatisfaction with the current maintenance of the golf course (in particular a lack of watering), a lack of clarity about the flood overlay that applies in the area and its implications, and confusion around the stormwater harvesting, who is responsible for it and what works have been undertaken to prevent future flooding issues.

### **Consultant recommendations:**

Relevant to the consultation:

- Careful consideration should be given to stakeholder feedback, in addition to overall findings, in the decision-making process.
- Council should close the loop with key stakeholders, and the broader community, regarding the outcomes of the consultation and its decision, to demonstrate these voices have been heard.
- Should Council decide that one or both proposals will proceed:
  - Key stakeholders and potential future user groups should be genuinely involved in the detailed design, fee structure, and operation times and scheduling the facility/s and plans to manage traffic, parking and other impacts in the immediate area (Council should strongly encourage LMS to do the same to the greatest extent possible noting that as a private development LMS does not have the same legislative requirements around community consultation);
  - Detailed traffic modelling and parking requirements (additional parking) should be undertaken and made publicly available as part of the next stage of engagement;
  - More detailed information should be provided to clarify the LMS/Council lease arrangements, and LMS's experience and understanding of aquatic facility management;
  - Council should clearly communicate to key stakeholders and the broader community, about the future stages of engagement, what can and cannot be influenced and how the community can participate;
  - Opportunities could be explored with clubs currently using the Brighton Golf Course to enhance or 'freshen up' other buildings on the site while the new facility/s are being developed (i.e. Ladies club house), or the relocate the Brighton Golf Club on-site; and
  - Consultation methods should include opportunities for detailed discussion to overcome potential confusion about the proposal/s (i.e. online sessions and on-site sessions).

Outside of the scope of the consultation:

- It may be beneficial for Council and LMS to meet with neighbouring residents and golf course clubs and members to discuss and resolve other matter raised: maintenance, flood overlay, stormwater harvesting etc.

## Appendix A: Description of participation profile

As shown in Table A1, the communications and engagement activities were effective in engaging **1,371 participants**. Please note: some respondents may have participated in more than one engagement activity.

**Table A1. Outline of engagement activities and level of participation**

Engagement activity	Number of participants
Survey (21 February to 3 April 2022) <ul style="list-style-type: none"> <li>Online on the <i>Have Your Say</i> project page (801 responses)</li> <li>Hard copy (115 responses)</li> </ul>	916
Short survey (gathered via conversations with clients of Council's HACC services between 21 February and 3 April 2022)	44
4x Place-based pop-ups (201 Dot boards, 116 Voting pod, 80 Dotmocracy, 33 Chatboard) <ul style="list-style-type: none"> <li>17 March (Thursday, 10am - 1pm, Beaumaris Concourse)</li> <li>17 March (Thursday, 2.30pm - 5.30pm, Black Rock Playground)</li> <li>26 March (Saturday, 8am - 1pm, Bayside Farmers Market)</li> <li>31 March (Thursday, 3pm - 6pm, Dendy Park)</li> </ul>	290
2x Drop-in sessions <ul style="list-style-type: none"> <li>8 March (Brighton Library)</li> <li>9 March (Brighton Golf Course)</li> </ul>	65
4x Online information/Q&A sessions <ul style="list-style-type: none"> <li>2 March (General community)</li> <li>2 March (Neighbouring residents)</li> <li>3 March (Golfers)</li> <li>3 March (Golfers)</li> </ul>	30
Petition – Bayside Healthy Ageing Reference Group	26
<b>TOTAL</b>	<b>1,371</b>

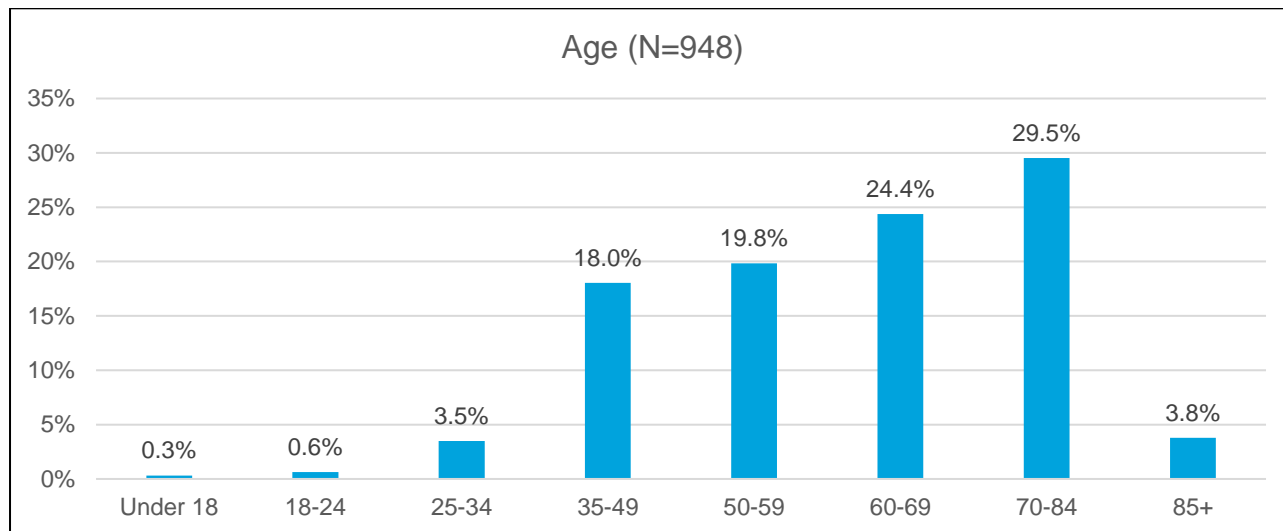
Demographic information was not recorded or provided by all participants. The participation profile described relies heavily on the information provided by survey and short survey respondents.

This profile is considered a reasonable indication of the overall participation profile, however it should be noted that this description does not include demographic details for the 290 pop-up participants. Typically, pop-up engagement achieves a more balanced participation by gender and age.

## Participant personal characteristics

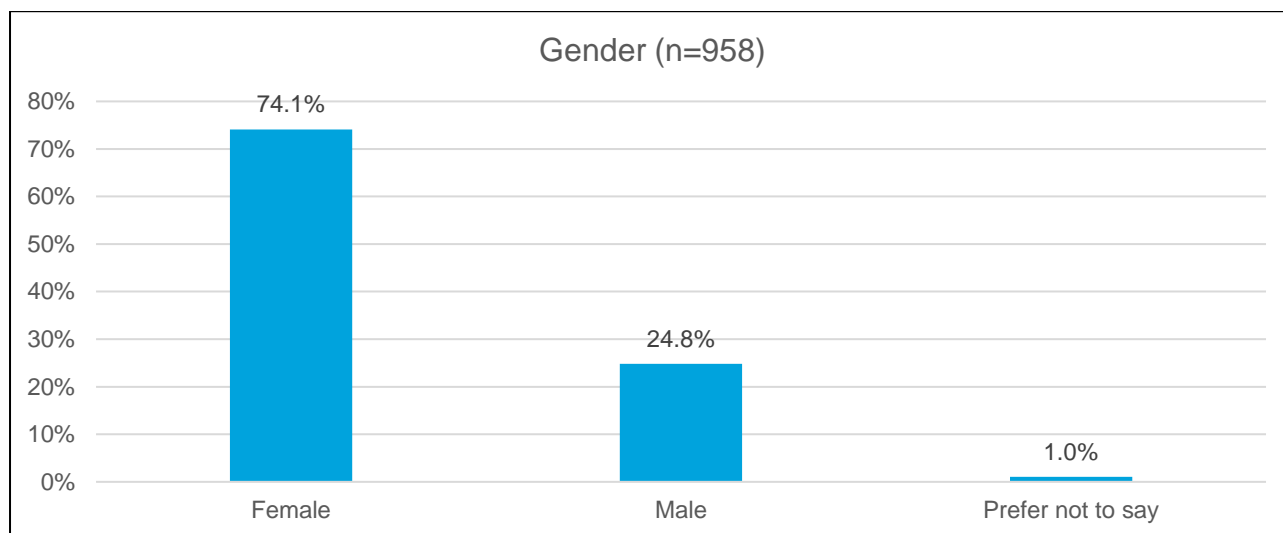
**Age** was reported by the majority of the 960 respondents and all age groupings were represented. As shown in Figure A1, many respondents were aged *70-84 years* (n=280, 29.5%) or *60-69 years* (n=231, 24.4%). Persons aged *under 34 years* (n=42, 4.4%) were proportionally under-represented. Twelve respondents did not provide a response.

**Figure A1. Age of participants (survey and short survey respondents)**



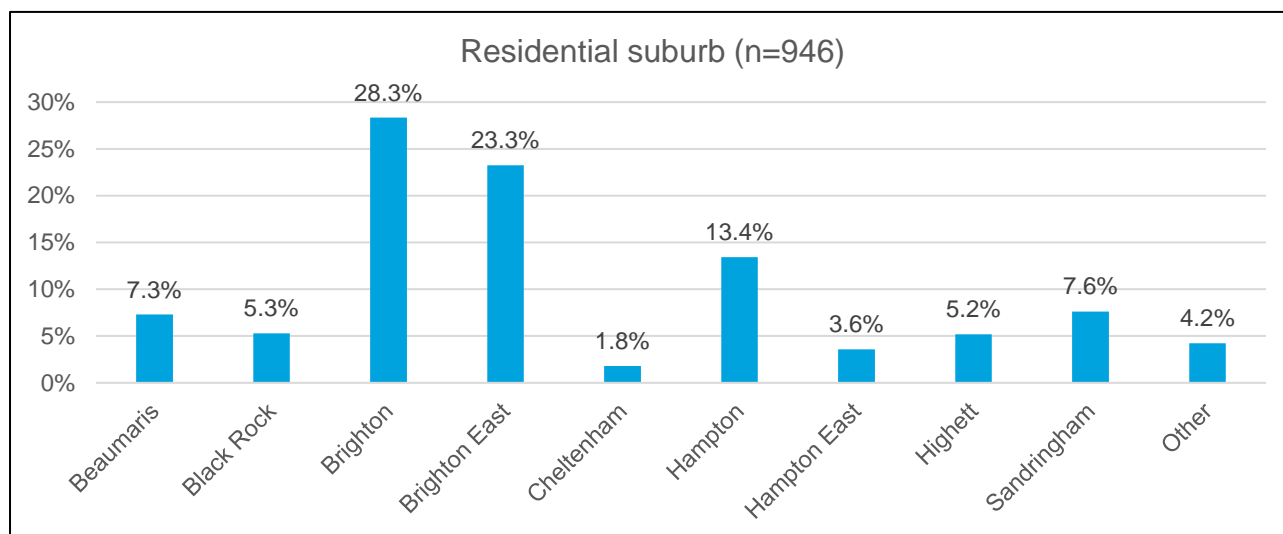
**Gender** was reported by the majority of the 960 survey and short survey respondents. As shown in Figure A2, the majority of respondents identified as *Female* (n=710, 74.1%) and were proportionally over-represented. Two respondents did not provide a response to this question. While an option was provided for other genders to be recorded, respondents selected Female or Male only.

**Figure A2. Gender of participants (survey and short survey respondents)**



**Residential suburb** was reported the majority of the 960 survey and short survey respondents and all suburbs within Bayside were represented. As shown in Figure A3, many respondents reported living in *Brighton* (268 or 28.3%) or *Brighton East* (220 or 23.3%). 40 respondents reported an “Other” suburb outside of the Bayside municipality and 14 respondents did not provide a response.

**Figure A3. Residential suburb of participants (survey and short survey respondents)**

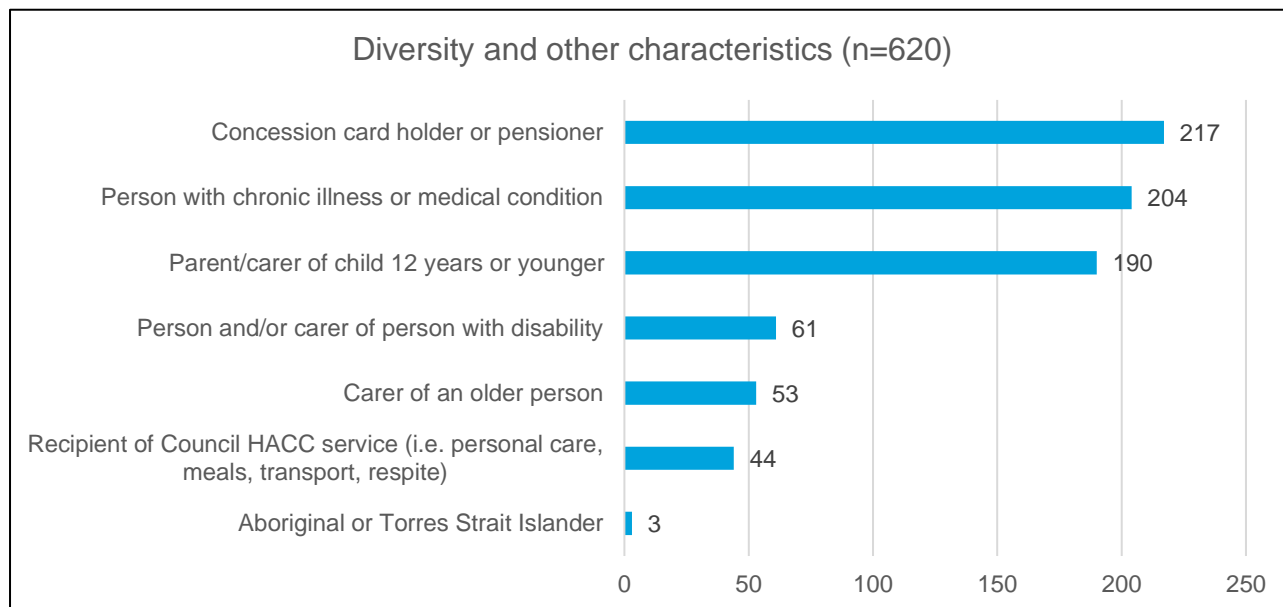


All of the 40 respondents reporting “Other” indicated the following areas:

- Aspendale (1)
- Bentleigh (10)
- Bentleigh East (4)
- Caulfield South (4)
- East Malvern (1)
- Elsternwick (4)
- Elwood (3)
- Gisborne (1)
- Glenhuntly (1)
- McCrae (1)
- Melbourne (2)
- Mentone (2)
- Moorabbin (1)
- Mordialloc (1)
- Caulfield South (1)
- Ormond (1)
- Port Melbourne (1)
- Prahran (1)
- Springvale South (1)

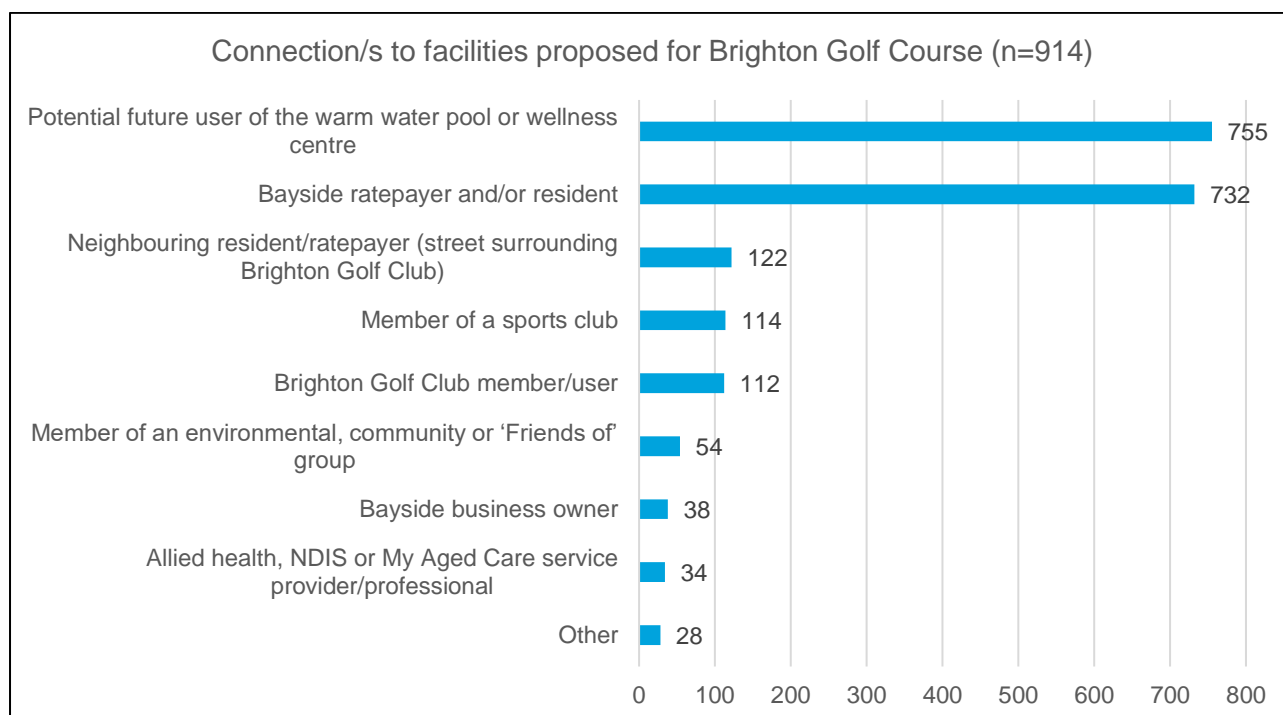
**Diversity and other personal characteristics** were reported by 620 of the 960 survey and short survey respondents. These responses signal a cross-section of the community participated in this consultation, including those voices that are generally harder to reach. As shown in Figure A4, 217 respondents identified as a *Concession card holder or pensioner*, 204 identified as a *Person with chronic illness or medical condition* and 190 identified as a *Parent/carer of child aged 12 years or younger*.

**Figure A4. Diversity and other characteristics reported by participants (survey and short respondents)**



**Participant connection/s to facilities proposed for Brighton Golf Course** was reported the majority of the 916 survey respondents and all connection categories were selected. As shown in Figure A5, many respondents reported being a *Potential future user of the warm water pool or wellness centre* (755 or 82.6%) and/or being a *Bayside ratepayer and/or resident* (732 or 80.1%). Two respondents did not provide a response.

**Figure A5. Connection/s to the facilities proposed for Brighton Golf Course (survey respondents)**



All of the 28 respondents reporting “Other” indicated a variety of connections such as member of ladies golf clubs using the golf course and pavilion, cyclists, walkers, users of the open space, former residents, gym members, gym class facilitators, retired allied health professionals, person with a disability or chronic illness, volunteer and home-based business.