WAIKATO AQUATICS STRATEGY

Supply & Demand Assessment

SPORT WAIKATO
Hei painga moo te iwi

In preparing this document it has been necessary to make several assumptions based on the information supplied to Global Leisure Group Limited during investigations for this study. The recommended actions contained in this report are subject to uncertainty and variation depending on evolving events but have been conscientiously prepared based on information provided by the Region's sports organisations and an understanding of trends in sport and recreation facility provision.

The authors accepted the information supplied during the preparation of this report. Whilst due care was taken during enquiries, Global Leisure Group Limited does not take any responsibility for any errors nor misstatements in the report arising from information supplied to the authors during the preparation of this report.

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1. Introduction

GLG was appointed by Sport Waikato to:

- To review and update the supply and demand analysis within the 2017 Waikato Aquatics Strategy to align with the 2024 National Aquatic Facilities Strategy.
- To provide a District by District overview (District on a page) of the current situation, future projected changes potential future options / recommendations.

This approach sets out to provide key direction for the region in line with the National Aquatic Facilities Strategy by providing information on the following key elements:

- The Challenges
- Aquatic Sector Trends
- National Aquatics Guiding Principles
- Demand Approach
- Future Opportunities

These elements from the National Aquatic Facilities Strategy are set out in Sections 2 to 61 below followed by District-by-District overviews and analysis via District Dashboards.

Subsequently, ActiveXChange were engaged by Sport Waikato to:

- Understand utilisation trends of the 11 year-round aquatic facilities across the Waikato region
- Analyse the demographic and market segmentation associated with these aquatic venues to further understand supply and demand metrics across regional aquatic provision

2. The Challenges

The aquatics sector faces a number of significant challenges to ensure that it meets the needs of existing users, the wider community and future communities. Maintaining the existing network of facilities while meeting population driven demand and the growth of more casually and socially based aquatic play and recreation creates a number of challenges including:

Evolving expectations on pool facilities

As communities diversify so do their physical activity preferences. Customer expectations are also on the rise.

> Demand for higher quality, more accessible and inclusive facilities with more whanaau centric play and leisure facilities – in addition to traditional lap pools.

Growing population

As populations grow, more people mean increasing demand for aquatic provision, particularly in urban centres and new settlements.

Aging and outdated network

50% of aquatic facilities are over 50 years old. Many facilities in the network are not truly accessible, inclusive or meet the varied aquatic needs of their community. They require investment to be more sustainable and make use of technological advances. The average age of aquatic facilities in Waikato is 54 years old (27 years for year round pools and 59 years for school pools)

Cost of provision (capital and operational)

Building new aquatic facilities is expensive and covering operating costs (heating, treating, and supervising) is increasingly challenging. Local government as a main provider of facilities are coming under increasing financial constraints.

Cost of access

The increasing cost of provision is flowing on to affect the user, limiting the aquatic opportunities for an increasing proportion of the population and constraining sport use.

> The average age of aquatic facilities in Waikato is **54 years old**

Impact of weather events

Weather events are threatening the viability of poorly located and designed facilities, highlighting the importance on covered year-round pool provision.

The push for greater environmental sustainability

Climate change and new building regulations mean there is greater emphasis on reducing carbon emissions and greenhouse gases. There is increasing need to look at optimising and reusing first before redeveloping or building new facilities. Aquatic facilities are high consumers of water and energy, and often have a high carbon footprint. Approaches are required to ensure the efficient use of resources to improve environmental sustainability while also leading to long term cost savings.

3. Aquatic Sector Trends

It is important to examine the wider context and several international trends in the aquatics sector have been identified and relevant to Aotearoa New Zealand:

Aquatic Trend

Enjoying aquatic recreation is regaining importance.	The individualisation of our society and new ways of working, with blurring boundaries between work and leisure, are leading to stronger on-demand activities like swimming, jogging and cycling for health and fitness.
Immersing in a lifelong healthy lifestyle.	Water sports and swimming fit in perfectly with the trend of people leading more healthy lifestyles coupled with an ageing society with more active seniors.
Pool facilities are turning into 'wellness hubs'.	The increasing importance of 'preventive healthcare' (including mental health/stress reduction) is encouraging holistic life-style activities.
Fun for children and families.	In addition to the wellness trend, children and families are a core target group for pools to provide fun and entertainment.
Designing for inclusivity.	The original concept of accessibility focused on the needs of people with visual and mobility impairments. This has expanded significantly in recent years as society becomes more inclusive. Increased awareness of community needs, and wider understanding of marginalised communities has raised the need for more inclusive facility design and operational practices. This has also been driven by demographic change, migration and increasing cultural diversity. Social sustainability and inclusion have become important goals for public leisure facilities.

Pool facilities as places for socialising	The social function of sports and leisure facilities is growing in importance. Facilities need to be multifunctional and serve as a 'social hub' for the community.
Environmental Sustainability	The environmental effects of the construction and operation of aquatic facilities is better understood leading to a shift in design and operations to reduce environmental impacts.
Competing demands on public finances.	The competing demands on public finances call for a prioritisation of investments. In competition for public funding, promoters of pool facilities projects must place greater emphasis on the financial cost/benefit of funding decisions along with a growing awareness of the Social Return on Investment. Aquatics Examples – RLSSA Social Impact of the Aquatic Industry , The Social, Health and Economic Value of the Australian National Aquatic Industry
Improving economics	Long-term business cases (including life-cycle costing and financing) are crucial steps towards achieving a good long-term financial outcome. Financial performance can also be improved in multi-use facilities by combining profitable life-style sports with traditionally unprofitable activities and sports, e.g. adding leisure elements or a fitness club to a competition pool, or by combining pools with other non-sport municipal functions and through sustainable energy infrastructure and design.

3.1 *Trend Implications*

- Significant population growth indicating a growth in demand for aquatic facilities however overall aquatic participation is decreasing as a percentage of the population. The net result is that there is still a need for more aquatic facility provision.
- The number of rangatahi and tamariki are projected to remain at a similar level but decreasing proportion of the population in 2038. As these age groups represent the majority of traditional club-based activity this potentially indicates limited growth in aquatic sports membership.
- Significant impact of an aging population, by 2038 the 65+ age group is projected to have increased by over 100% since 2014. An increase in the older population potentially indicates an increase in demand for warmer water spaces.
- Increasing ethnic diversity potentially indicates a decrease in overall demand but support for different types of activities and programming requirements to meet specific needs.
- National aquatic sports membership is not yet back to pre COVID 19 levels and is significantly decreasing as a percentage of the population.
- Increasing drowning fatality rates indicate that the water safety skills across the country require improvement and having appropriate aquatic facilities for learning is fundamental. The Waikato Regional Water Safety Strategy highlights that there were 94 preventable drowning deaths in the Waikato between 2013-2022.

These trends have an impact on both the quantity of water area required and the balance of water spaces which should be considered when planning future aquatic provision. Understanding these changes at a Regional / City / District level, and how they are projected to change in the future, should be considered as a base starting point for planning future aquatic provision at a more localised level. What is clear is that using the identified needs of 10 years ago is not appropriate as it does not fully reflect the current needs, and even less so the future needs.

4. National Strategy Guiding Principles

The New Zealand National Spaces and Places Framework provides an overarching framework to guide facility development. These principles have been developed and have relevance and application to the planning and development approaches for aquatic facility development and should be used as the guiding principles, along with the regional principles outlined in the ***Waikato Regional Active Spaces Plan***, for future aquatic facility planning work.

Principle	Intent
Te Tiriti o Waitangi informed approach	Recognise the mana of Te Tiriti o Waitangi when planning facilities through the principles of partnership, protection and participation
Meeting an identified need	An evidenced based approach to identifying need ensures fit-for-purpose solutions
Inclusive	Safe welcoming and collaborative environments are developed where everyone can participate and thrive.
Accessible	Truly accessible facilities (design, location and cost to use) are created that enable the entire community to access and use them with dignity.
Co-design	Communities and hapori (group, family or community) are involved in the planning and design of facilities and active environments so that their needs are met
Partnering/ collaboration	Partnerships and collaborations lead to well-used facilities that maximise the return on (social and financial) investment.
Environmental sustainability	Facilities are built and operate more environmentally sustainably over their lifetime.
Connected	Networks of connected facilities and active environments create physical activity opportunities and connected communities (rural and urban)
Future proofed	Facilities can easily adapt to accommodate changing circumstances and emerging trends over time
Financially sustainable	Financially sustainable and viable facilities and active environments over the lifetime of the asset

5. Demand Approach

5.1 *Key Concepts*

This Strategy includes two major concepts in analysing supply and demand:

1. **Pool availability** is measured as a full time equivalent (FTE). Not all water space is available to communities to use all of a facility's opening hours. For example, a facility which is fully available for community aquatic activity or access during early morning to late evening opening hours is assessed as 1 FTE, whereas a facility that was developed primarily for delivering learn to swim classes and is not open outside class times is assessed as 0.5 FTE.

2. **Aquatic demand**

- A benchmark of providing a minimum of 27m2 of aquatic space per 1,000 population
- The type of facility use is under three broad categories:
  - Fitness / Health / Lane Sports / Deep Water Sports
  - Aquatic Competence (water safety skills and learn to swim)
  - Leisure / Play / Relaxation / Hydrotherapy / School recreational access.

Further details can be seen in Appendix 2.

5.2 *Types of Water Shortfall*

Nationally, evidence indicates the critical shortfall in supply is at the community level for leisure, play, relaxation, hydrotherapy and school recreational access.

There is also a shortfall in aquatic competence pools.

There are not enough fit for purpose aquatic facilities to meet the demands of the leisure and play participant now and in the foreseeable future, particularly if we use a traditional view of what is a suitable pool. More pool water space is required for aquatic competence (learn to swim, water safety) development as a transgenerational investment in reducing deaths from drowning.

6. Where do we want to be?

Better planning for aquatic facilities has a wide-ranging impact on resource efficiency, operational and financial effectiveness and ultimately supporting active, happier, healthier communities whose wellbeing is enhanced by participation in aquatic activities. We need to transition to:

- Working in partnership with mana whenua and growing authentic relationships
- Using/adapting what aquatic facilities we already have, and looking to the school and private network to assist with facility provision
- More environmentally sustainable facility development and operations
- A participant centred approach, co-designing facilities with key user groups, stakeholders, and operators (including the recreational and/or non-user)
- Avoiding pitfalls of underfunding, poor design concepts and incorrect specifications that lead to facilities not being fit for their intended purposes.
- Exploring opportunities to develop cross boundaries relationships/partnership between territorial authorities to ensure better aquatic provision outcomes.

6.1 *Key Shifts and Network Recommendations*

- A network approach to detailed regional/local analysis is required using the current supply and demand indicators to ensure the right mix of aquatic facilities is provided - redressing the imbalance in pool water type to meet the demand identified. Specific geographic and climatic conditions are a key local issue to address any imbalances in provision.
- Provide a minimum of 27m2 of aquatic space per 1,000 population when the pool water space type balance is achieved.
- Apply the Sport NZ Spaces and Places Framework guiding planning principles, along with the planning principles outlined in the Waikato Regional Active Spaces Plan when undertaking aquatic facility network or project planning:
  - a Te Tiriti o Waitangi informed approach
  - meeting an identified need
  - co-design
  - inclusive and accessible
  - environmental and financially sustainability
  - partnering/collaboration
  - connected and future proofed facilities.
- Work alongside Sport Waikato and consider having Sport NZ/Recreation Aotearoa conduct a peer review of the planning outcomes and facility design.
- Focus aquatic facility planning on meeting the local community need.
- Prioritise improving access to existing facilities first before redeveloping or building new, where supply matches demand. Where no existing provision is identified consider developing new facilities (refer to regional dashboards).
- There is no identified need for additional national or international aquatic sport events facilities.
- Improve management approaches to maximise the use of existing facilities.
- Continue to improve planning and facility audit data by:
  a. Identifying community access levels
  b. Improving the facility audit data (water depth, temperature, heating system)
  c. Monitoring and recording activity participation levels and demand

7. Regional Overview

7.1 *Regional Aquatic Supply*

It is important to consider that the supply of aquatic facilities varies across the region. When compared to the National Demand Benchmark of 27m2 per 1,000 population there is 187m2 of total water area per 1,000 in the region. When the available FTE water area is considered, there is 28m2 per 1,000 population, slightly above the national benchmark. However, when the Year-Round available water area is considered this decreases to 21m2 per 1,000 population.

When the balance of FTE water area is considered, there is a significant over provision of fitness focused water, a significant under supply of leisure focused water, with learn to swim water at the benchmarked level.

As the population of the region is projected to grow, the demand for water area is projected to grow. While there is a slight surplus of water area currently, by 2038, it is projected that there will be a shortfall of -2,019m2 of total FTE water area (-310m2 Learn to Swim, -3,584m2 Leisure water, +1,875m2 Fitness water).

There is a significant difference in the availability of FTE pool area with Waipa District indicating a surplus of 1,009 m2 through to Hamilton and Waikato District indicating a shortfall of 1,137m2 1,041m2 respectively. Therefore when planning for aquatic provision, network considerations need to be taken including a cross-boundary/sub-regional approach.

District	FTE Water Area (Surplus/Shortfall - m2
Hauraki District	-118
Hamilton City	-1137
Matamata-Piako District	716
Otorohanga District	58
South Waikato District	147
Taupo District	1143
Thames-Coromandel District	-234
Waipa District	1009
Waikato District	-1041
Waitomo District	100

Regional Participation

37% Tamariki

25% Rangatahi

6% Adults

11.7% of adults use indoor pools (vs 18.3% nationally)

10.8% of adults use outdoor pools (vs 9.8% nationally)

Regional Aquatic Venues Analysis

228 Aquatic Venues

11 Year-Round Pools

199 School Pools

54 years Average Age of Pools

59 years for School Pools

Year-Round Aquatic Venues (11 Pools)

27 years
Average Age of Pools

13.9km
Average Distance Travelled

between 2PM & 5PM
Peak utilisation hours

72%
of visitation occurs during the weekdays

ANNUAL VISITATION 1.7 MILLION VISITS

Regional Population Catchment (%)	59% (20km)	70% (30km)

67.4 minutes
Average Dwell Time

Dwell (Stay) times are longest at

Waterworld (HAMILTON) & AC Baths (TAUPO) — **90 minutes**

while other year-round aquatic facilities averaged — **64 minutes**

THAMES & OTOROHANGA
have very low utilisation in winter months & after 6pm with venues largely based around outdoor aquatic provision

JANUARY
WAS THE BUSIEST MONTH
with 11% of total annual visitation

JULY & AUGUST
ARE THE QUIETEST MONTHS
with 7% of total annual visitation

TOKOROA
THAMES
OTOROHANGA
MATAMATA
GALLAGHER AQUATIC CENTRE (HAMILTON)
have lower weekend utilisation than others in the regional network

SATURDAY
IS THE BUSIEST DAY

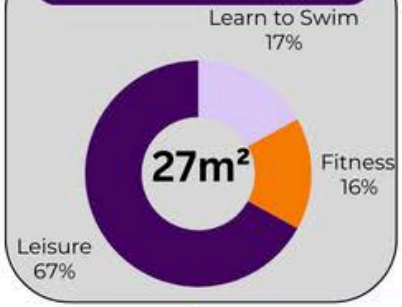
CAMBRIDGE
TE AWAMUTU
WATERWORLD (HAMILTON)
have the best EVENING utilisation in the regional network

Analysis completed by ActiveXChange was completed on the following Year-Round Aquatic Venues - Waterworld and Gallagher Aquatic Centre (Hamilton), Huntly Aquatic, AC Baths (Taupo), Turtle Pools (Turangi), Perry Aquatics Centre (Cambridge), Livingstone Aquatics Centre (Te Awamutu), South Waikato Indoor Swimming Pool (Tokoroa), Thames Centennial Pool , Otorohanga Memorial Pool, and Swimzone Matamata

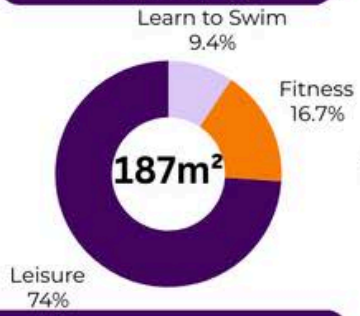
Waikato RST Aquatic Overview

RSL

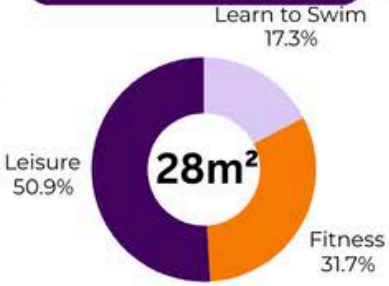
National Benchmark Demand FTE per 1,000



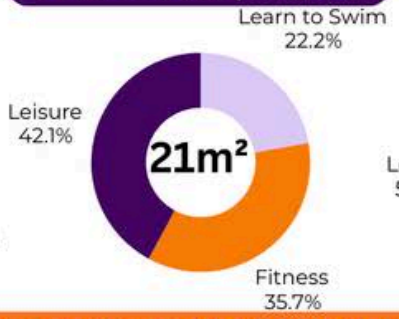
Waikato RST: Total Pool Area per 1,000



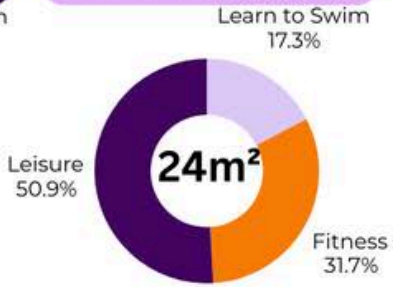
Waikato RST: FTE Pool Area per 1,000



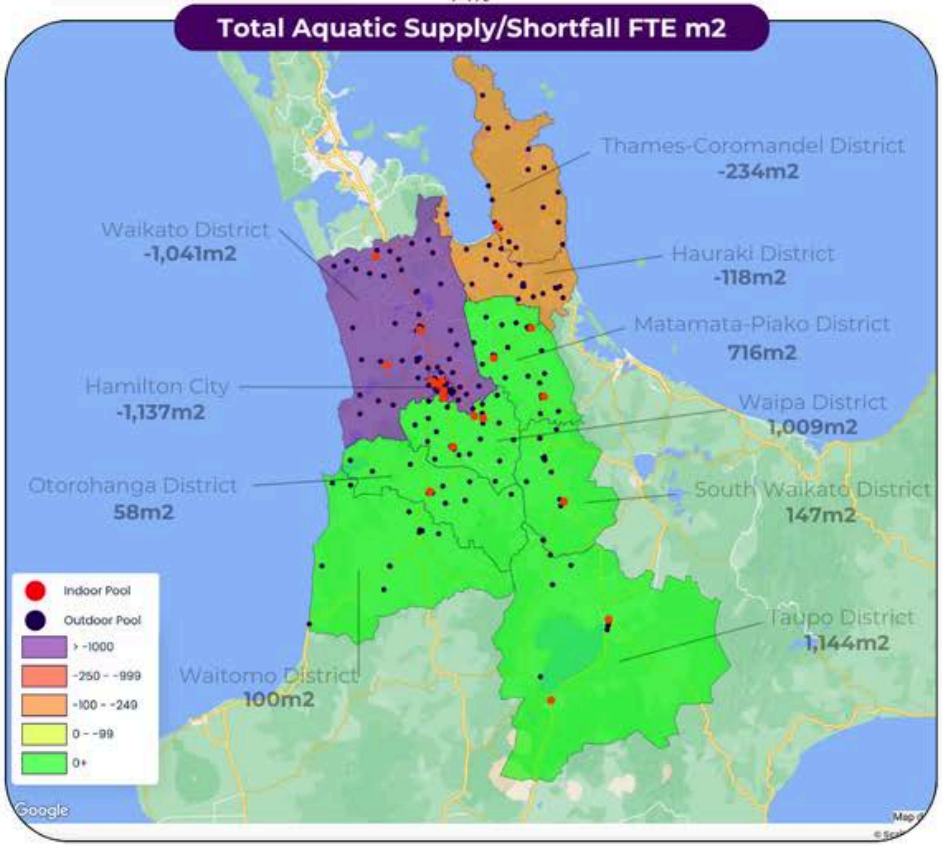
Waikato RST: Year Round FTE Pool Area per 1,000



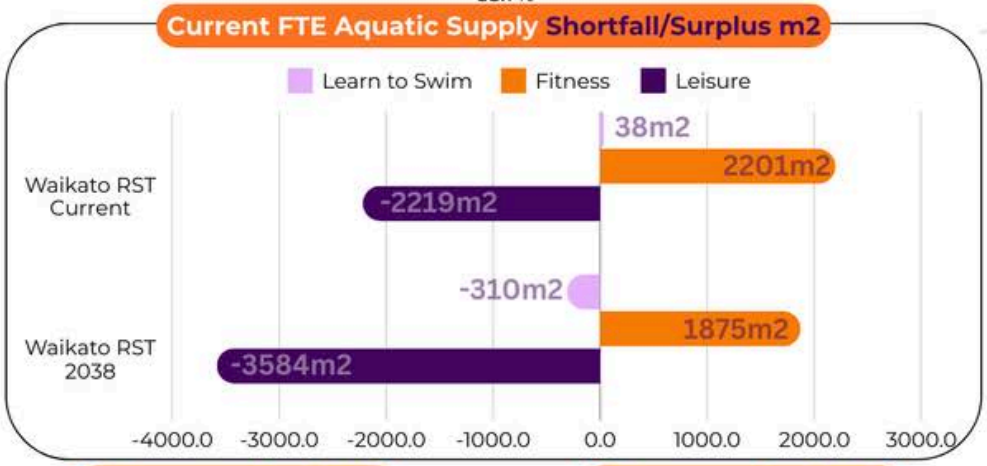
Waikato RST: 2038 FTE Pool Area per 1,000



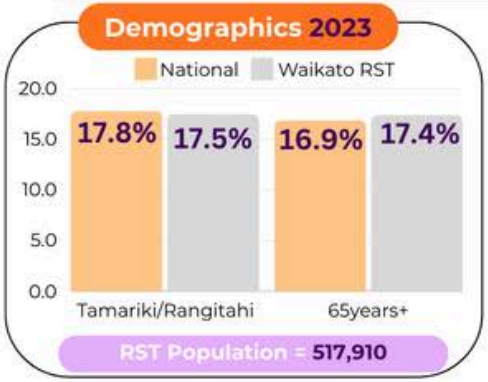
Total Aquatic Supply/Shortfall FTE m2



Current FTE Aquatic Supply Shortfall/Surplus m2

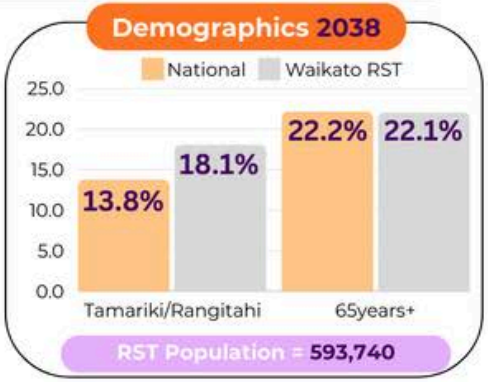


Demographics 2023



RST Population = 517,910

Demographics 2038

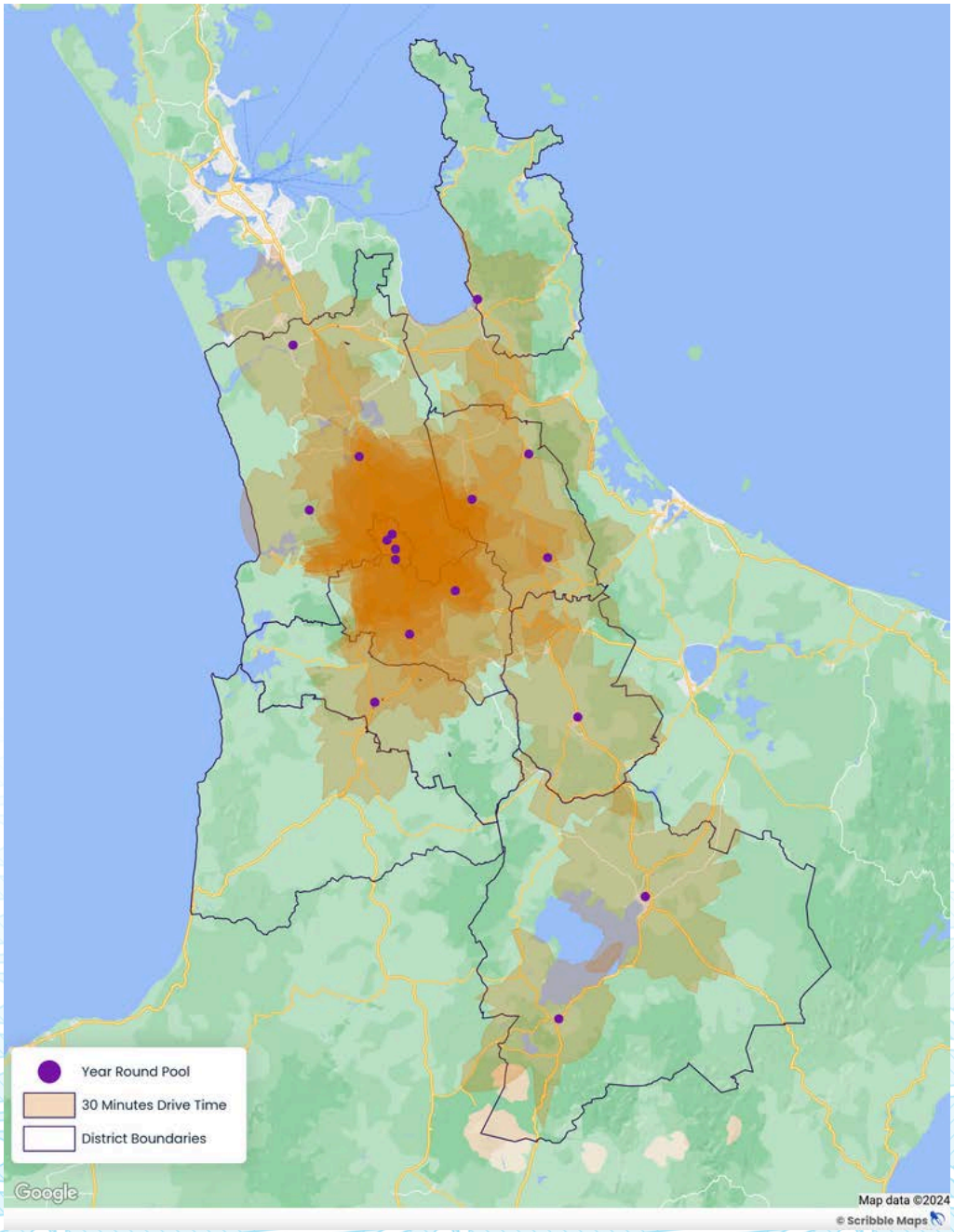


RST Population = 593,740

Analysis

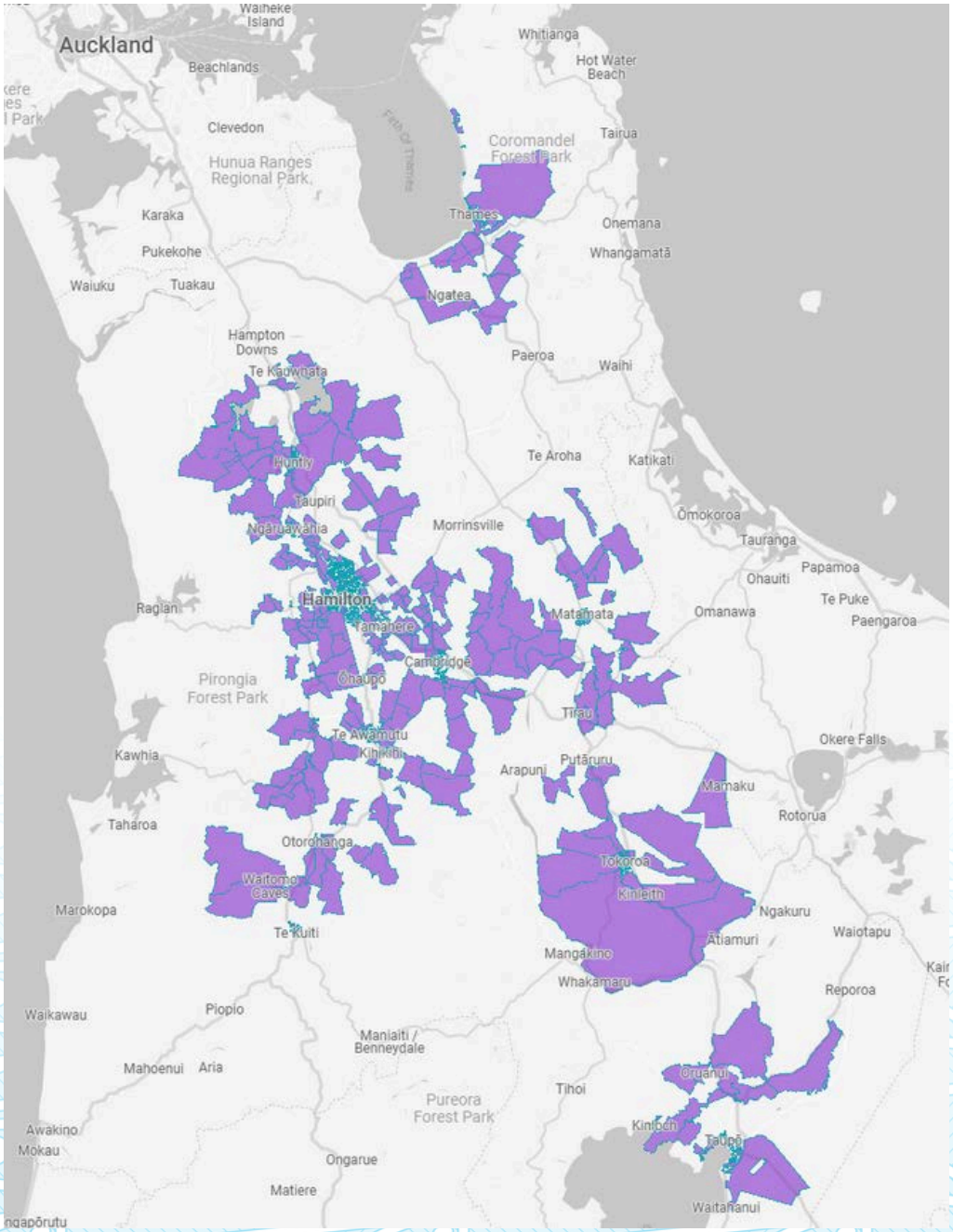
- There are some gaps in provision with parts of the region – In particular around Thames-Coromandel, North and Western Areas of Waikato District
- That catchment areas for aquatic facilities can include multiple Council administrative areas.
- Catchment area for some pools overlap

30 Minute Catchment Analysis



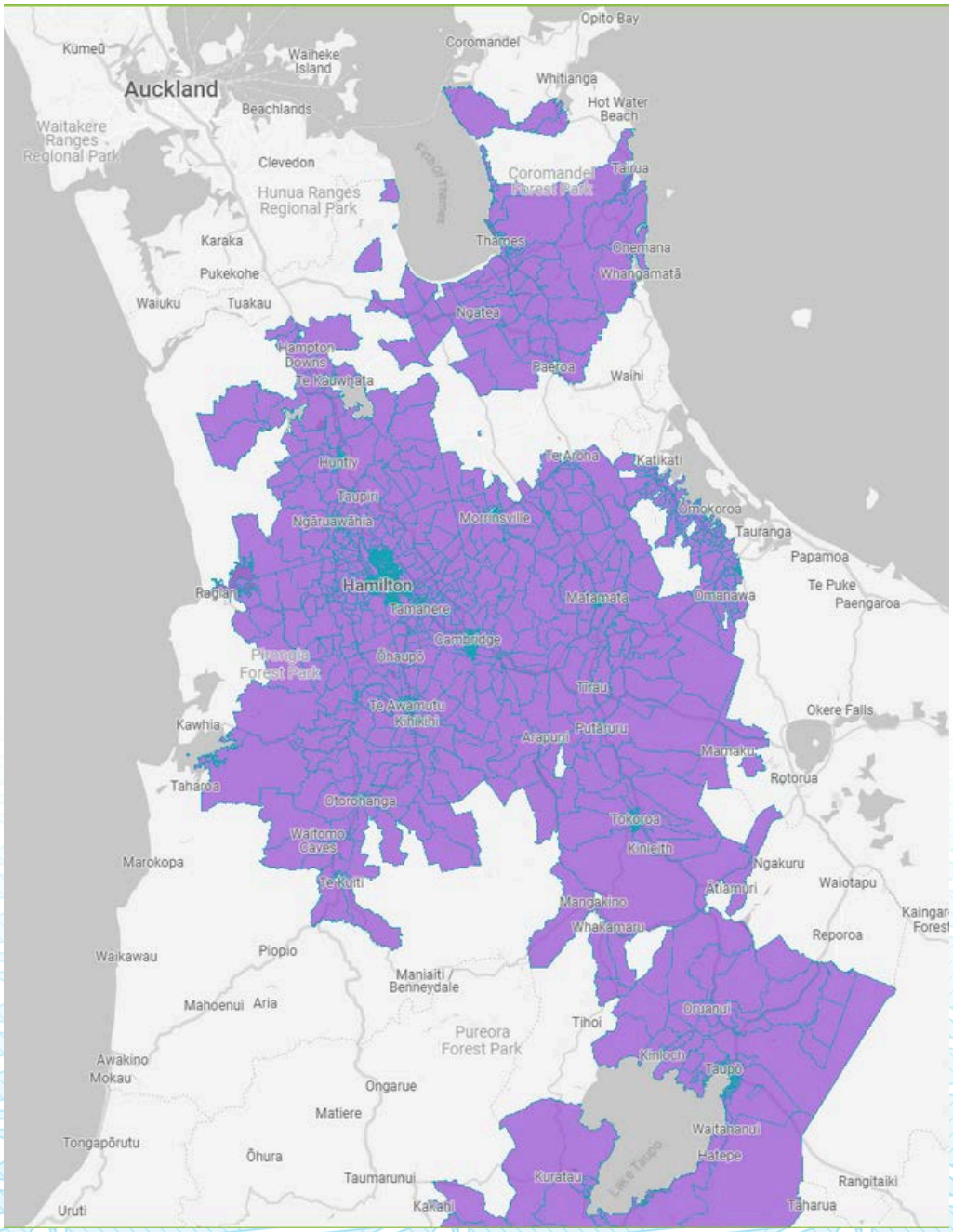
20km Catchment Analysis – Of Current Users

Estimated catchment of current users is 305,000 at 20km travel (Waikato region has population of 514,000)

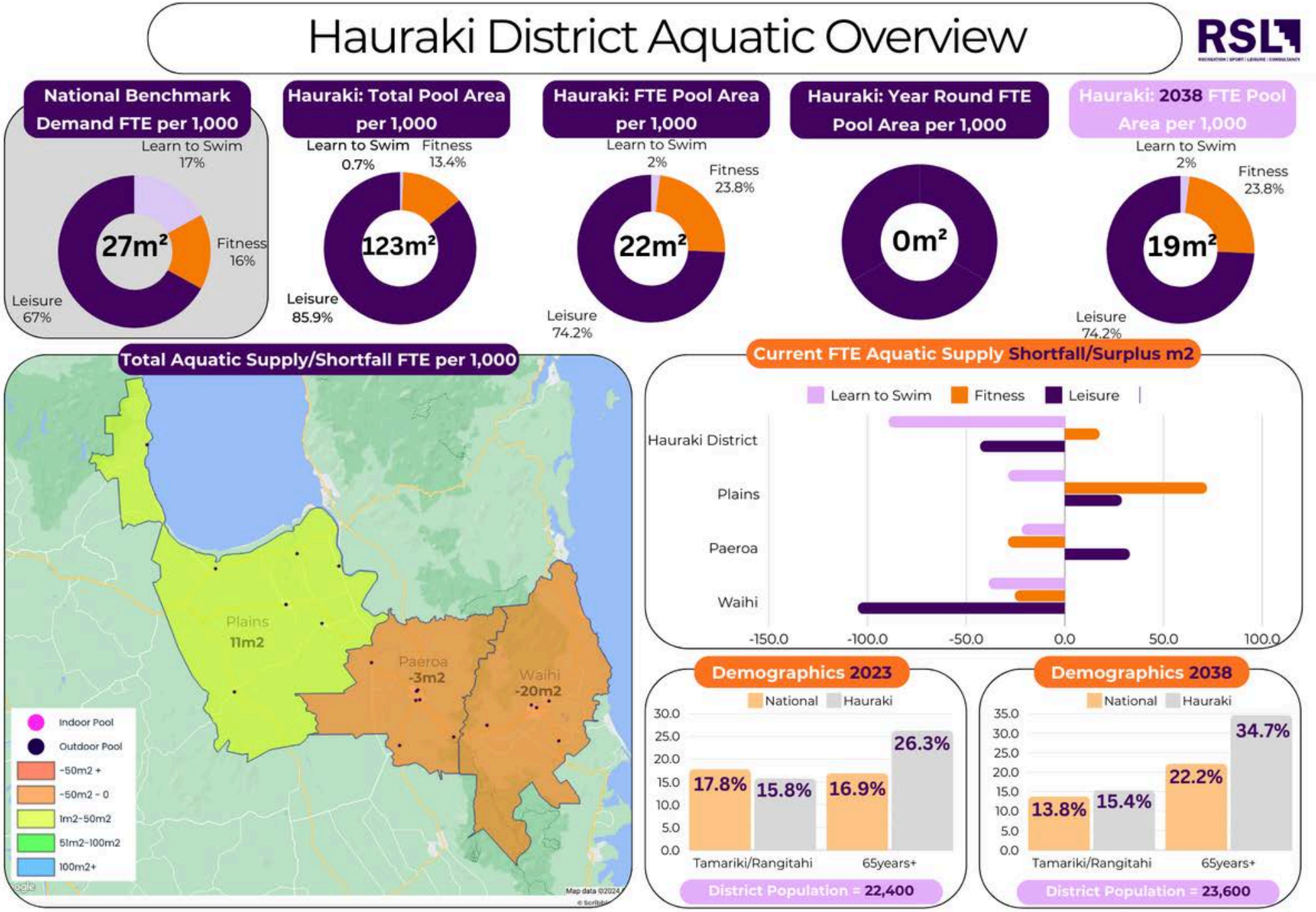


30km Catchment Analysis – Of Current Users

Estimated catchment of current users is 360,000 at 30km travel (Waikato region has population of 514,000)



8. Hauraki District



8.1 *Hauraki District Analysis*

In total there are 20 pools in the Hauraki District (16 school, 4 public, 0 private) which equates to 123m2 pool area per 1,000 population compared to demand of 27m2 per 1,000 population. Analysis of the pools in the district indicate that the average age of the pools is 68 years.

However, not all facilities are available to the public. Once the Full Time Equivalent publicly available area is considered this equates to 22m2 per 1,000 population. This is slightly below the pool area demanded by the population.

A large proportion of the publicly available pool area is provided through seasonal or school pools which have restricted availability throughout the year. It can be seen that there is 0m2 of year round FTE pool area to meet demand.

Once the balance of provision is considered, based on the available FTE area, it can be seen that there is:

- An under provision of learn to swim, 2% of FTE provision compared to demand of 17%
- An oversupply of fitness water, 24% compared to demand of 16%
- An oversupply of leisure water, 74% compared to demand of 67%.

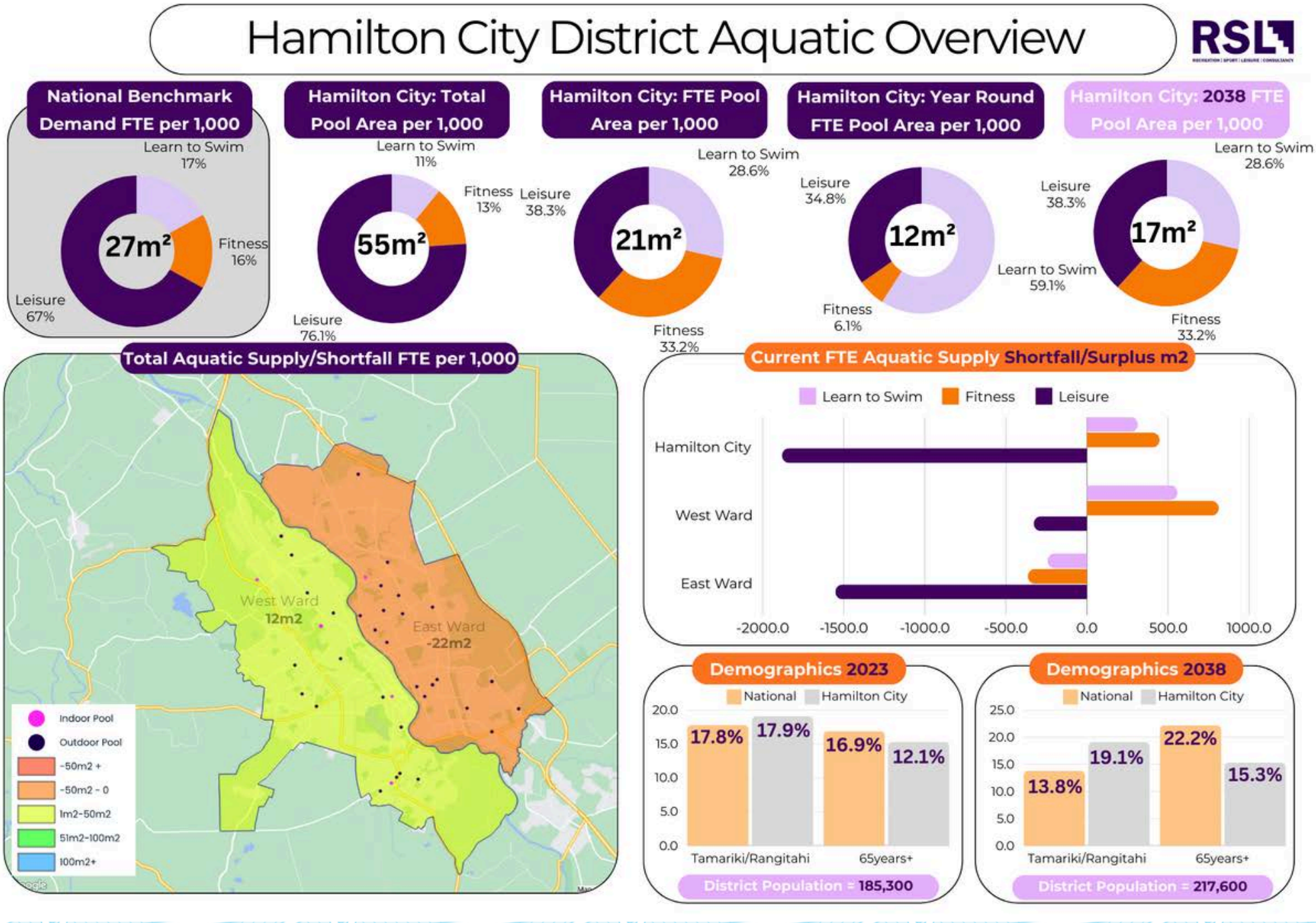
At a District level, to meet the 27m2 benchmark there is a:

- shortfall of approximately 100m2 for learn to swim
- surplus of approximately 20m2 of fitness water
- shortfall of approximately 40m2 of leisure water.

It is important to consider the demographics at a local level to identify if there are any significant differences within the population that may impact on the type of water area demanded.

In 2023 the proportion of rangatahi/tamariki was below the national average and the 65+years above the national average. By 2038 the greatest projected change is the significant increase in the 65+years.

9. Hamilton City



9.1 *Hamilton City Analysis*

In total there are 53 pools in the Hamilton City (35 school, 12 public, 6 private) which equates to 55m2 pool area per 1,000 population compared to demand of 27m2 per 1,000 population. Analysis of the pools in the district indicate that the average age of the pools is 47 years.

However, not all facilities are available to the public. Once the Full Time Equivalent publicly available area is considered this equates to 17m2 per 1,000 population. This is slightly below the pool area demanded by the population.

A large proportion of the publicly available pool area is provided through seasonal or school pools which have restricted availability throughout the year. It can be seen that there is 12m2 of year round FTE pool area to meet demand.

Once the balance of provision is considered, based on the available FTE area, it can be seen that there is:

- An oversupply of learn to swim, 29% of FTE provision compared to demand of 17%
- An oversupply of fitness water, 33% compared to demand of 16%
- An undersupply of leisure water, 38% compared to demand of 67%.

At a City level, to meet the 27m2 benchmark there is a:

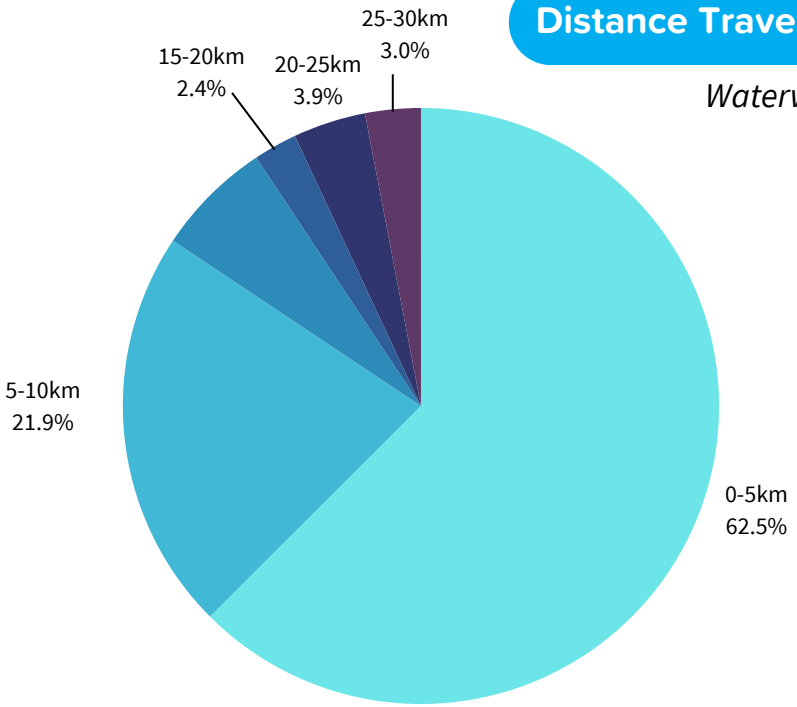
- surplus of approximately 250m2 for learn to swim
- surplus of approximately 450m2 of fitness water
- shortfall of approximately 1,800m2 of leisure water.

It is important to consider the demographics at a local level to identify if there are any significant differences within the population that may impact on the type of water area demanded. In 2023 the proportion of rangatahi/tamariki was above the national average and the 65+years above the national average. By 2038 this is projected to remain the same.

Consumer data gathered for Hamilton City Year-Round Aquatic Venues can be found on the following pages, while a breakdown of distance travelled, monthly visitation is as follows:

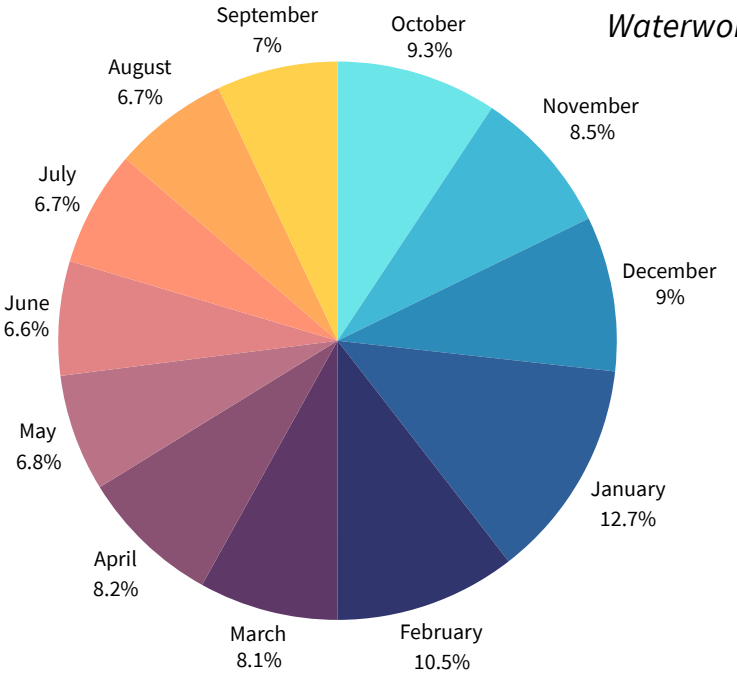
Distance Travelled

Waterworld



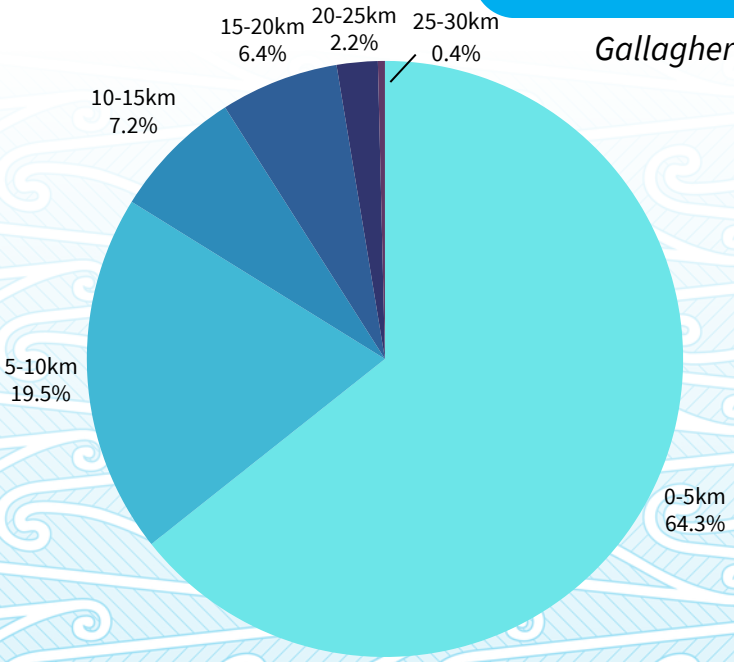
Visits Per Month

Waterworld



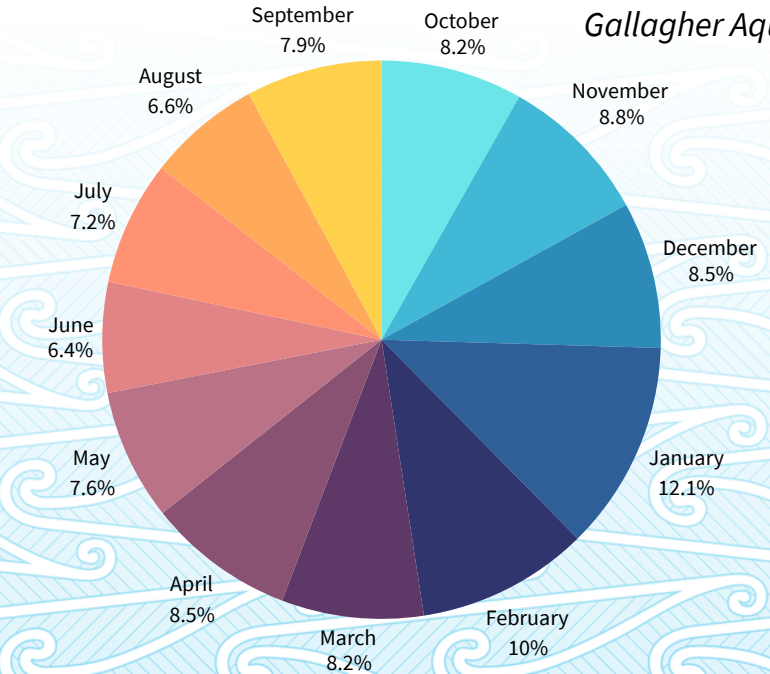
Distance Travelled

Gallagher Aquatic Centre



Visits Per Month

Gallagher Aquatic Centre

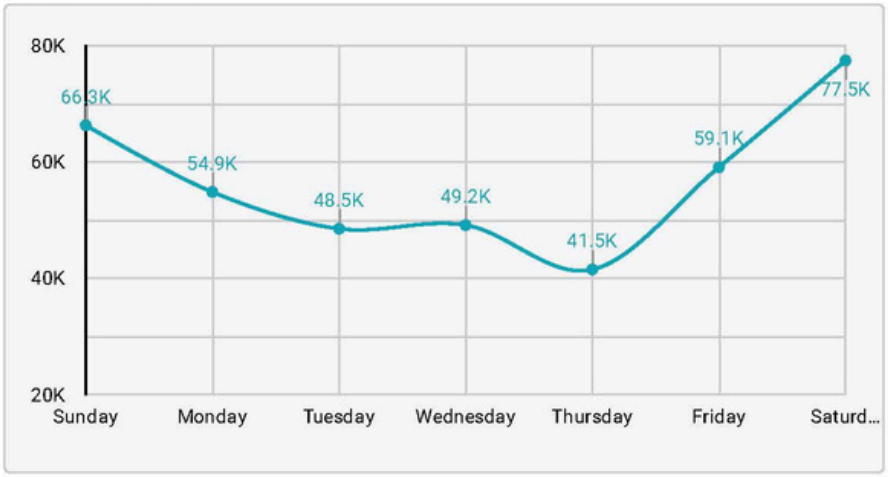


Customer Analysis - Waterworld

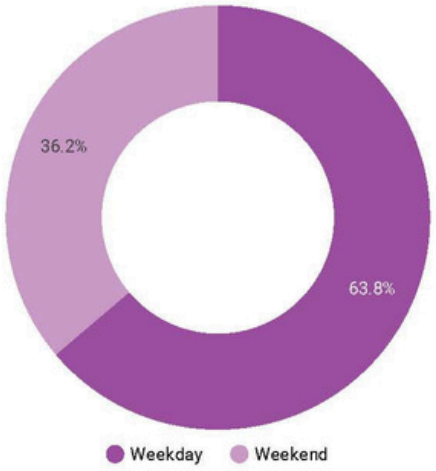
ActiveXchange

379,247	90 Minutes	9.5km
Total Visits (Yearly)	**Average Dwell Time**	**Average Distance Travelled**

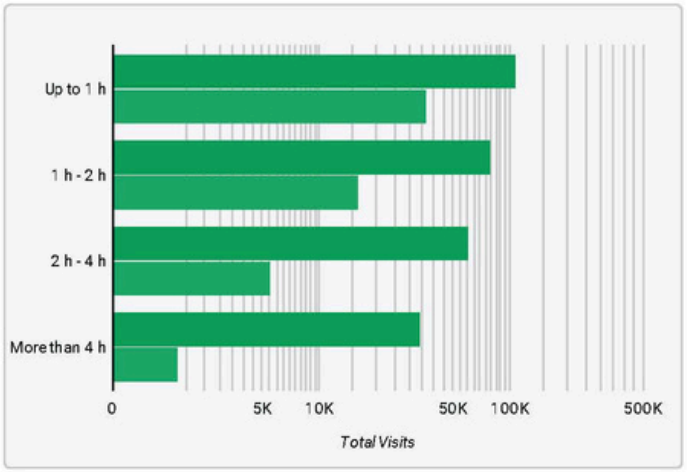
Daily Visitation Trend



Weekday vs Weekend Visits

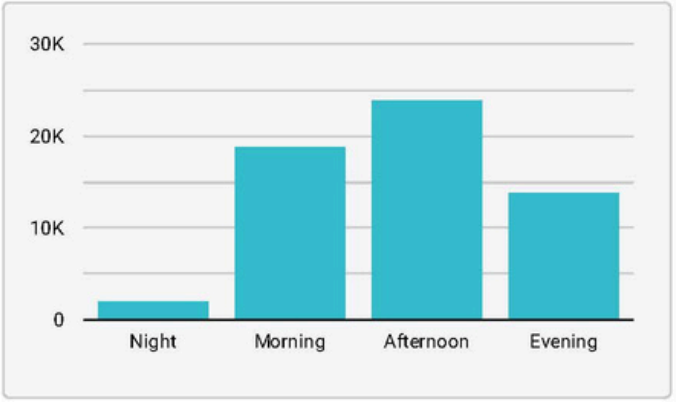


Visitation Dwell Time



Hourly Visitation Trend

Day Parted Visits



citydata

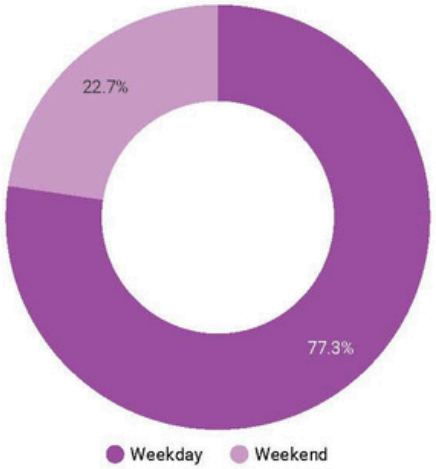
Customer Analysis - Gallagher Aquatic Centre

ActiveXchange

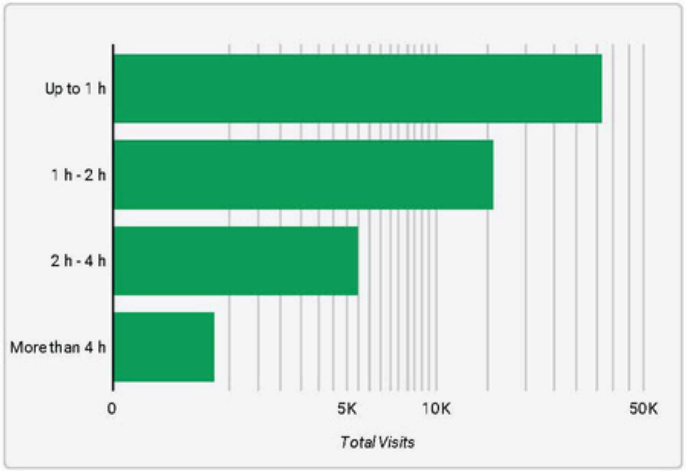
62,353	56 Minutes	7.4km
Total Visits (Yearly)	**Average Dwell Time**	**Average Distance Travelled**

Daily Visitation Trend

Weekday vs Weekend Visits

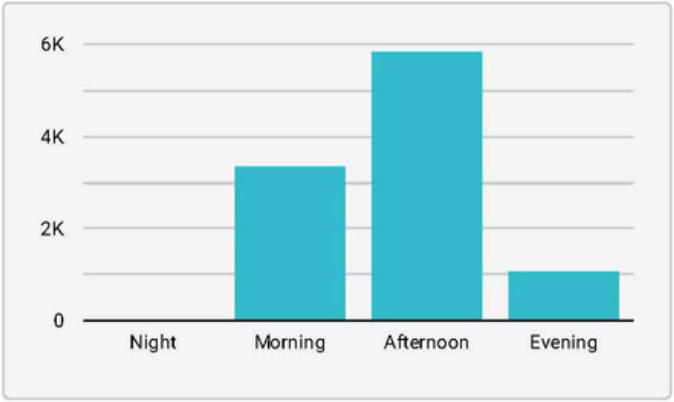


Visitation Dwell Time



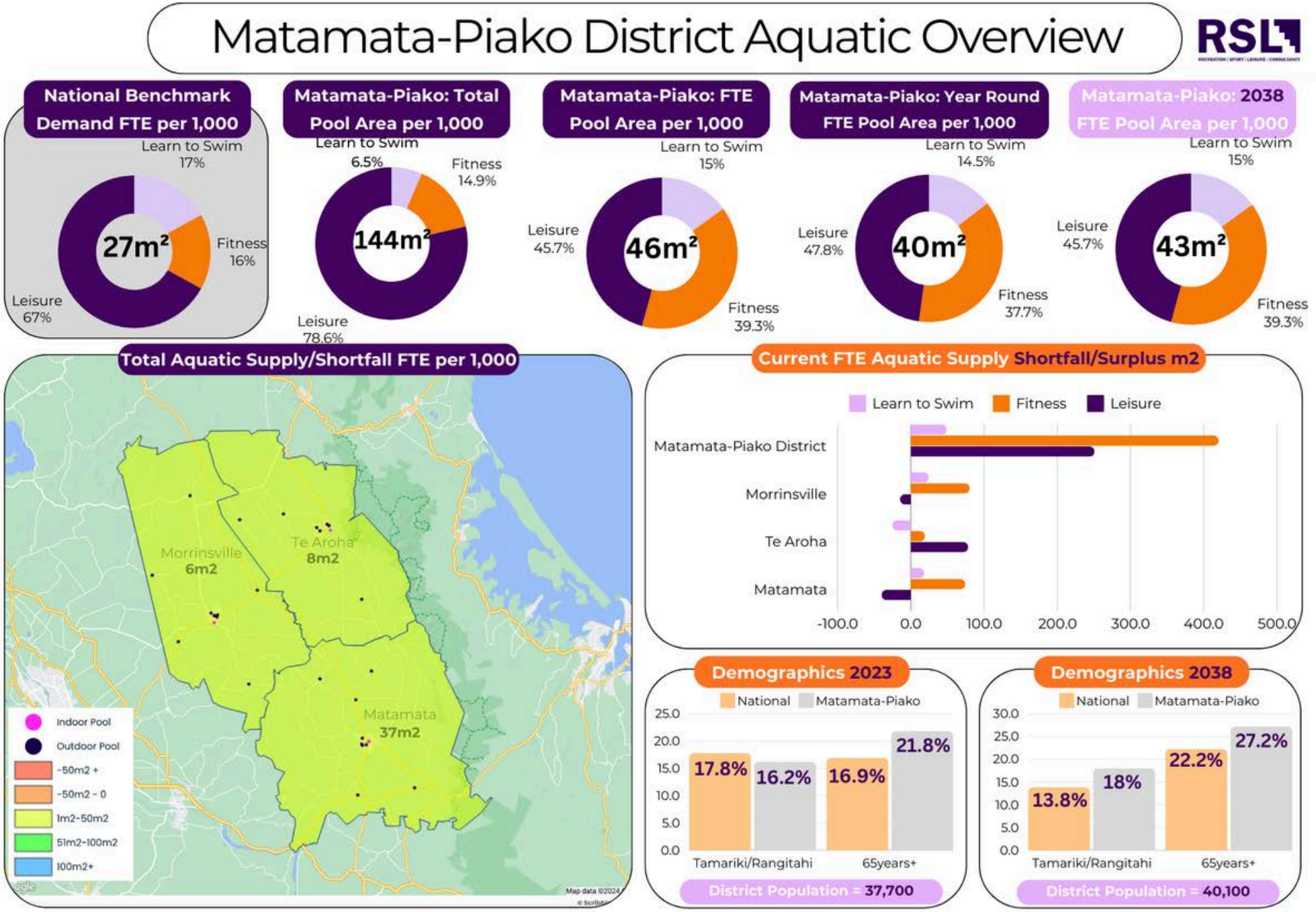
Hourly Visitation Trend

Day Parted Visits



citydata

10. Matamata-Piako District



10.1 *Matamata-Piako District Analysis*

In total there are 38 pools in the Matamata-Piako District (25 school, 12 public, 1 private) which equates to 144m2 pool area per 1,000 population compared to demand of 27m2 per 1,000 population. Analysis of the pools in the district indicate that the average age of the pools is 61 years.

However, not all facilities are available to the public. Once the Full Time Equivalent publicly available area is considered this equates to 46m2 per 1,000 population. This is above the pool area demanded by the population.

A large proportion of the publicly available pool area is provided through seasonal or school pools which have restricted availability throughout the year. It can be seen that there is 40m2 of year round FTE pool area to meet demand.

Once the balance of provision is considered, based on the available FTE area, it can be seen that there is:

- An under provision of learn to swim, 15% of FTE provision compared to demand of 17%
- An oversupply of fitness water, 39% compared to demand of 16%
- An undersupply of leisure water, 48% compared to demand of 67%.

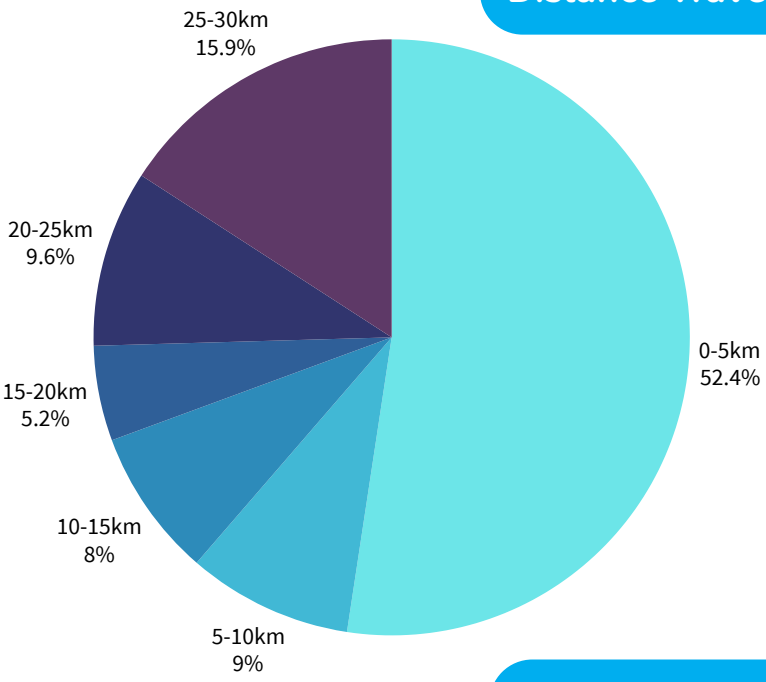
At a District level, to meet the 27m2 benchmark there is a:

- surplus of approximately 50m2 for learn to swim
- surplus of approximately 420m2 of fitness water
- surplus of approximately 250m2 of leisure water.

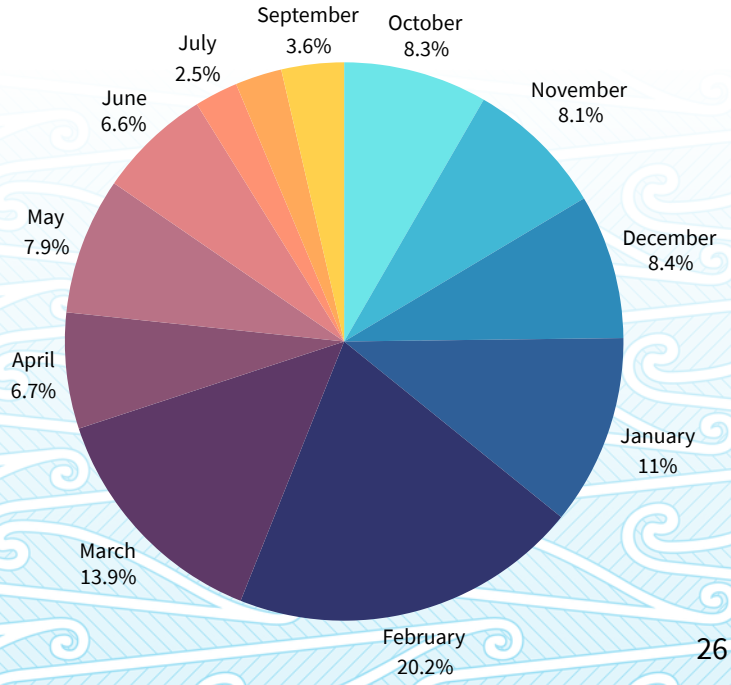
It is important to consider the demographics at a local level to identify if there are any significant differences within the population that may impact on the type of water area demanded. In 2023 the proportion of rangatahi/tamariki was below the national average and the 65+years above the national average. By 2038 the greatest projected change is the significant increase in the 65+years.

Consumer data gathered for Matamata-Piako District Year-Round Aquatic Venues can be found on the following page, while a breakdown of distance travelled, monthly visitation is as follows:

Distance Travelled



Visits Per Month

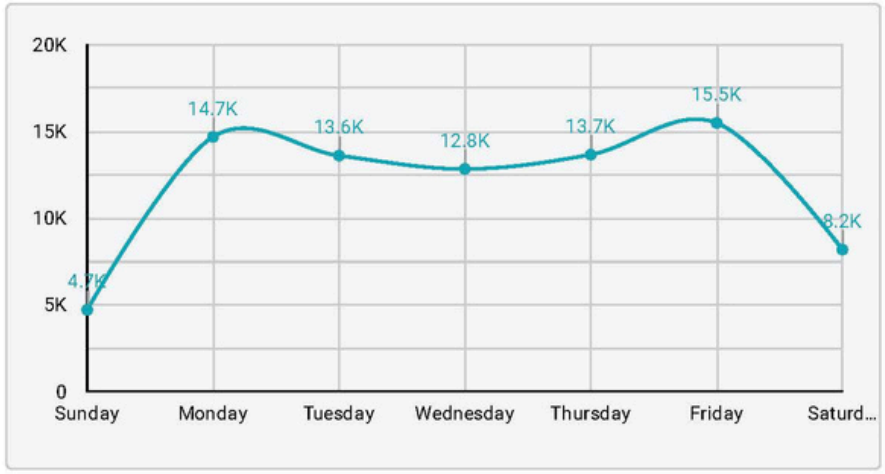


Customer Analysis - Swimzone Matamata

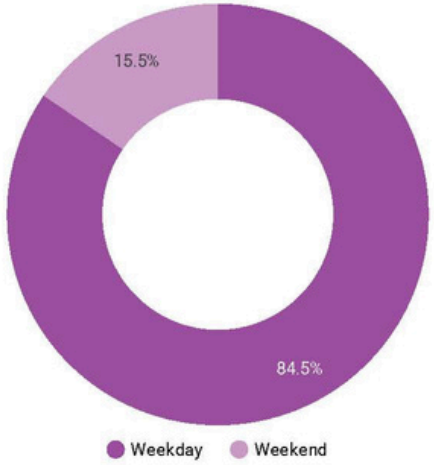
ActiveXchange

76,103	73 Minutes	16.32km
Total Visits (Yearly)	Average Dwell Time	Average Distance Travelled

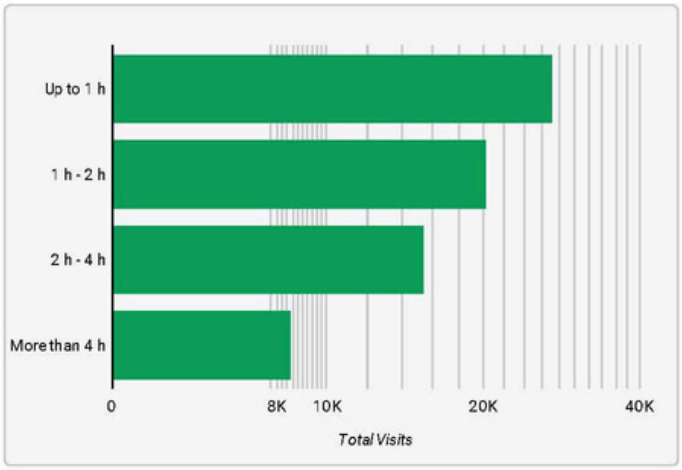
Daily Visitation Trend



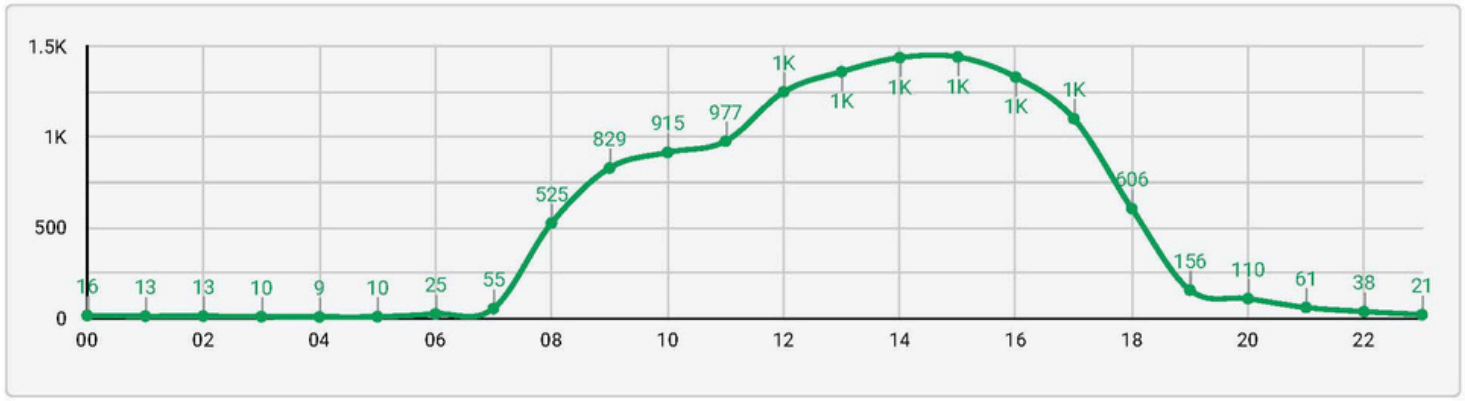
Weekday vs Weekend Visits



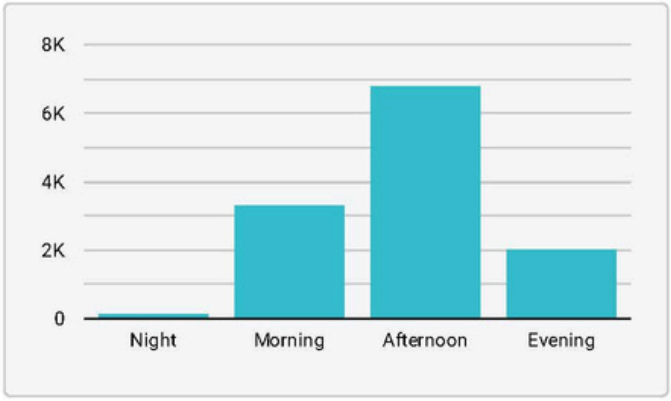
Visitation Dwell Time



Hourly Visitation Trend

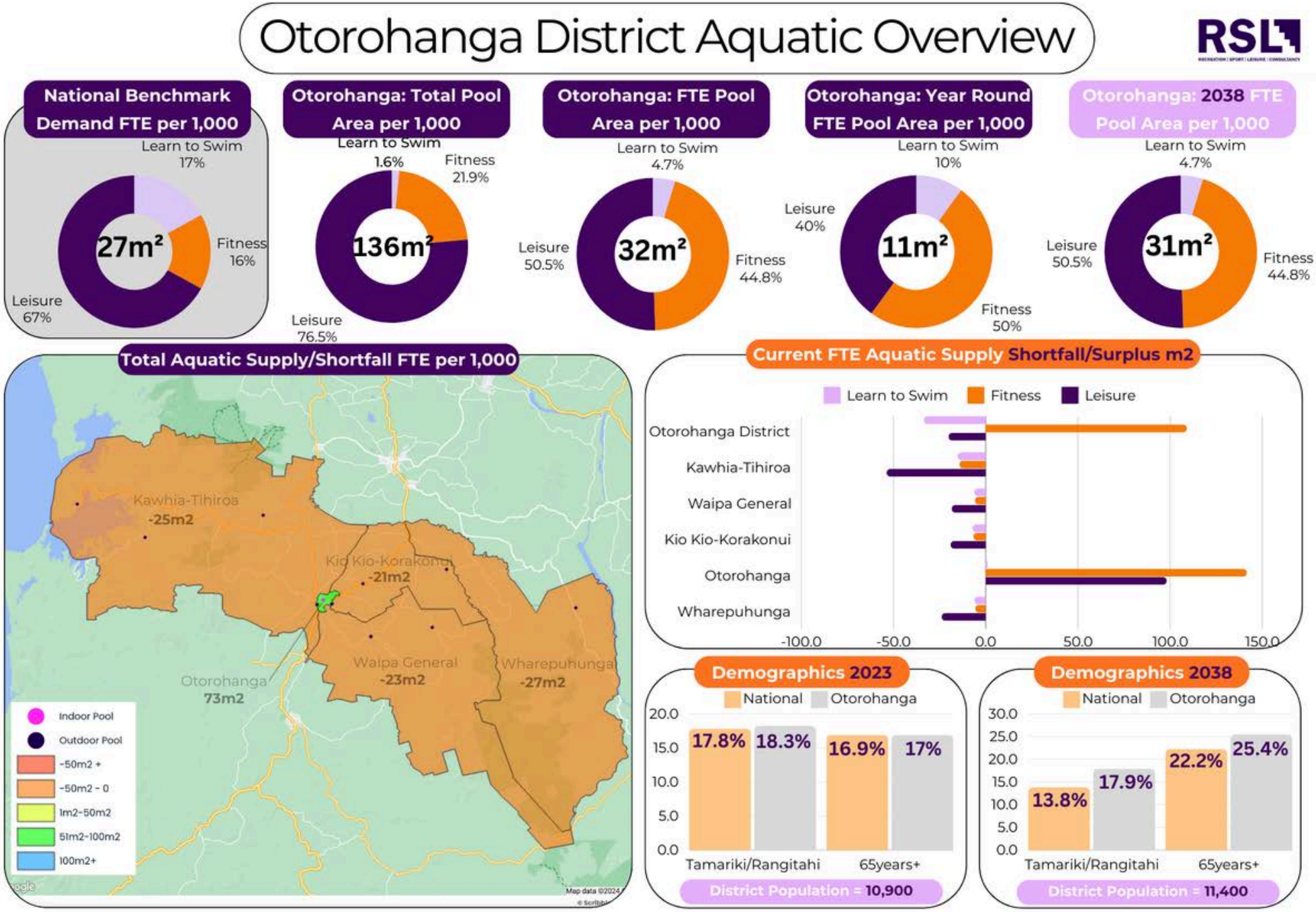


Day Parted Visits



citydata

11. Otorohanga District



11.1 *Otorohanga District Analysis*

In total there are 13 pools in the Otorohanga District (10 school, 3 public, 0 private) which equates to 136m2 pool area per 1,000 population compared to demand of 27m2 per 1,000 population. Analysis of the pools in the district indicate that the average age of the pools is 66 years.

However, not all facilities are available to the public. Once the Full Time Equivalent publicly available area is considered this equates to 32m2 per 1,000 population. This is slightly above the pool area demanded by the population.

A large proportion of the publicly available pool area is provided through seasonal or school pools which have restricted availability throughout the year. It can be seen that there is 11m2 of year round FTE pool area to meet demand.

Once the balance of provision is considered, based on the available FTE area, it can be seen that there is:

- An under provision of learn to swim, 5% of FTE provision compared to demand of 17%
- An oversupply of fitness water, 45% compared to demand of 16%
- An undersupply of leisure water, 50% compared to demand of 67%.

At a District level, to meet the 27m2 benchmark there is a:

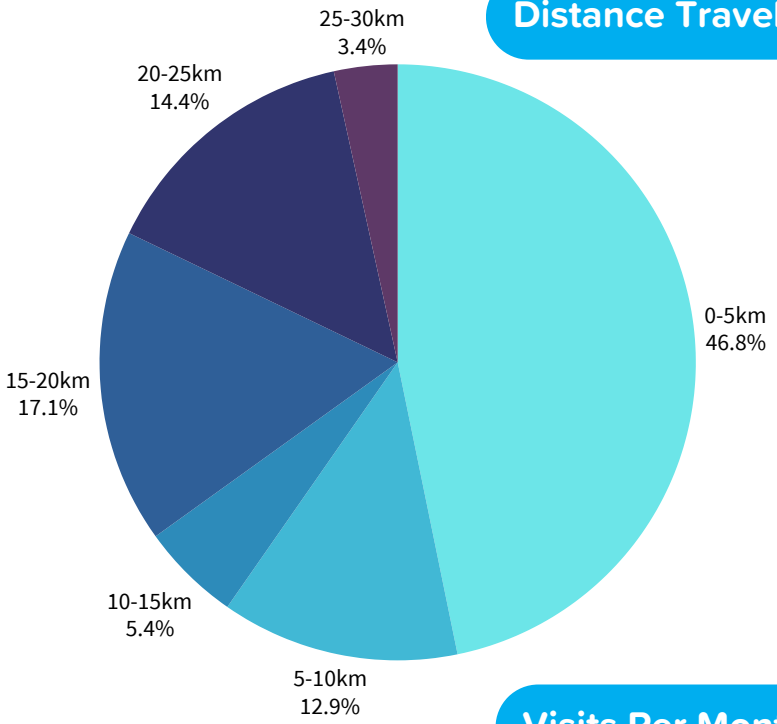
- shortfall of approximately 30m2 for learn to swim
- surplus of approximately 110m2 of fitness water
- shortfall of approximately 15m2 of leisure water.

It is important to consider the demographics at a local level to identify if there are any significant differences within the population that may impact on the type of water area demanded.

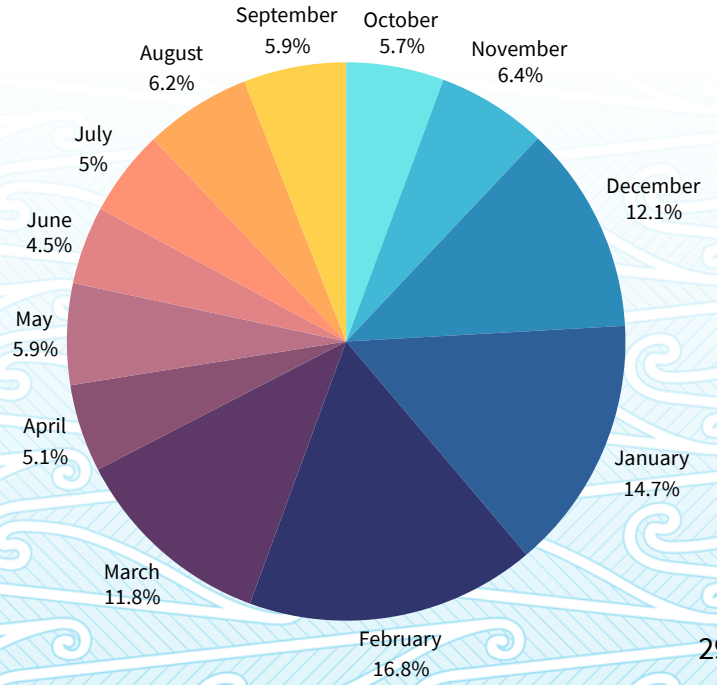
In 2023 the proportion of rangatahi/tamariki and 65+years were approximately in line with the national average. By 2038 the greatest projected change is the increase in the 65+years.

Consumer data gathered for Otorohanga District Year-Round Aquatic Venues can be found on the following page, while a breakdown of distance travelled, monthly visitation is as follows:

Distance Travelled



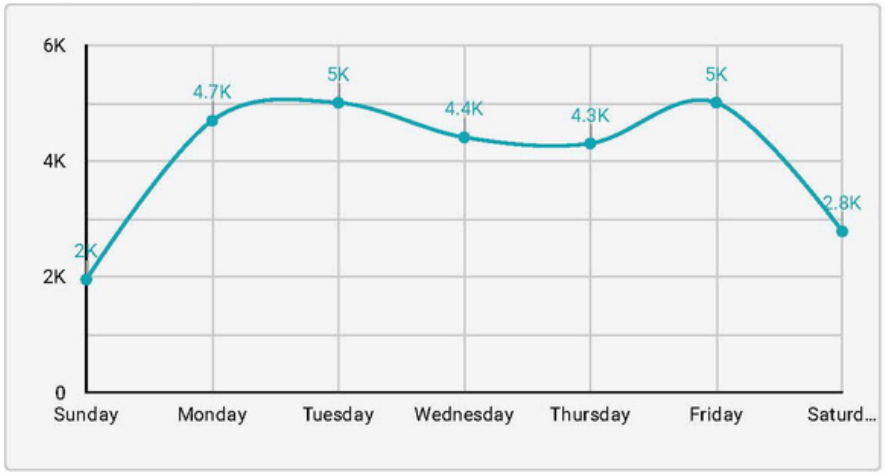
Visits Per Month



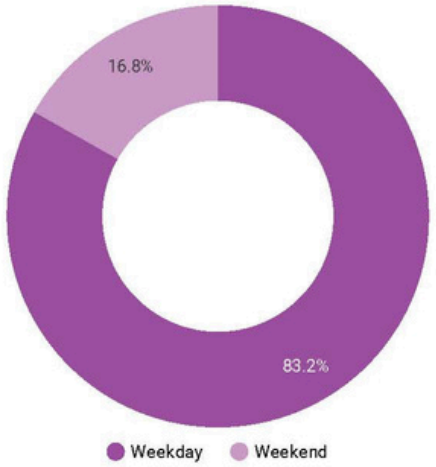
Customer Analysis - Otorohanga Memorial Pool

29,441	56 Minutes	15.82km
Total Visits (Yearly)	**Average Dwell Time**	**Average Distance Travelled**

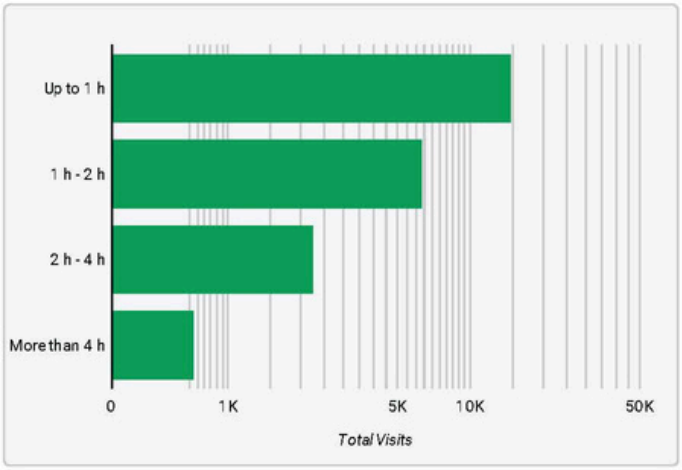
Daily Visitation Trend



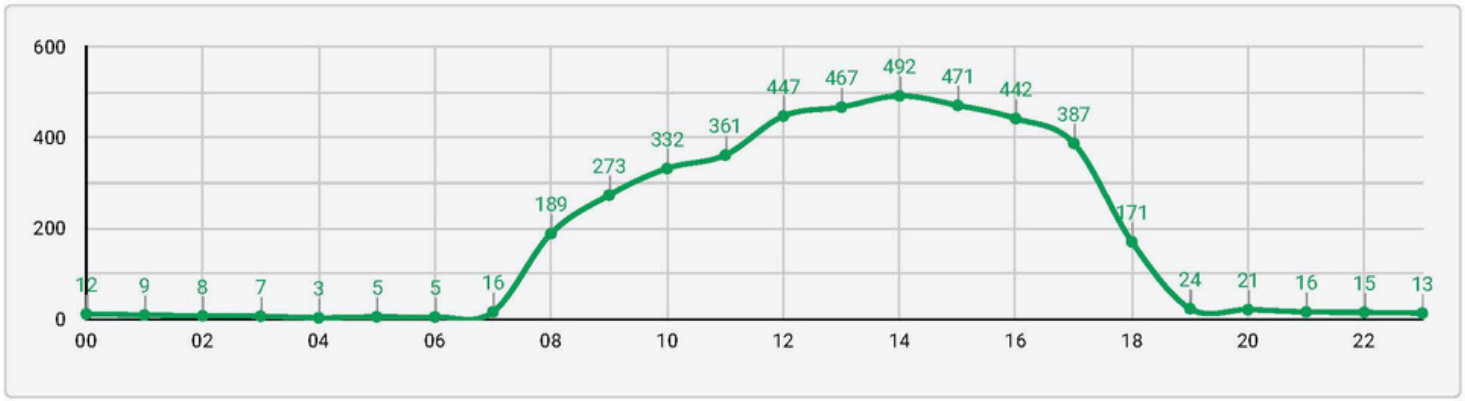
Weekday vs Weekend Visits



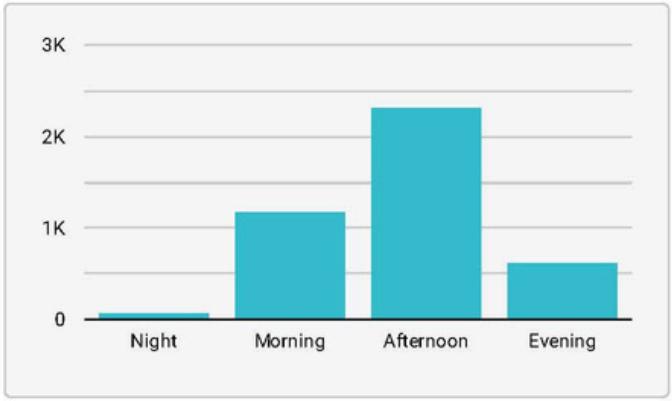
Visitation Dwell Time



Hourly Visitation Trend

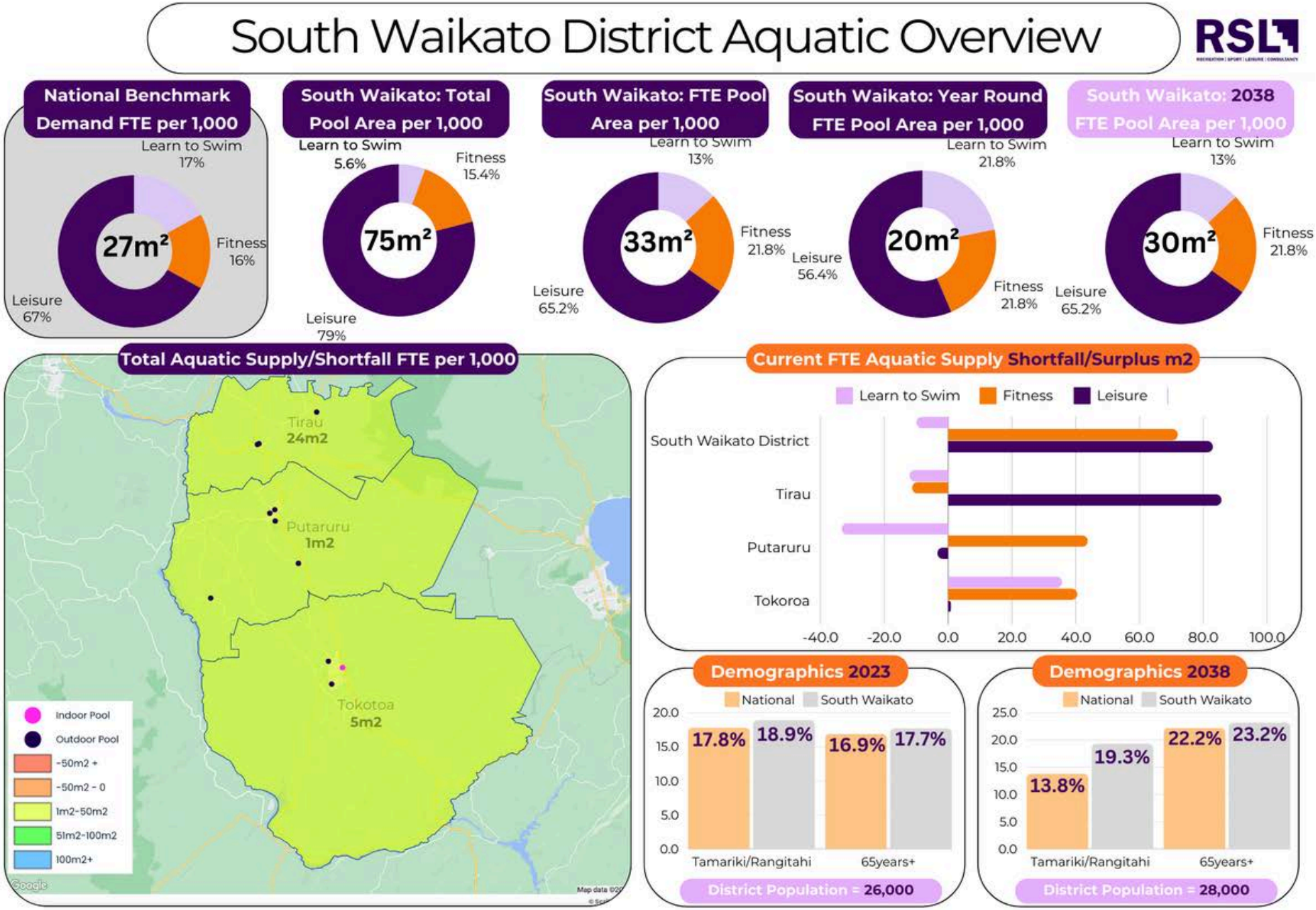


Day Parted Visits



citydata

12. South Waikato District



12.1 *South Waikato District Analysis*

In total there are 16 pools in the South Waikato District (9 school, 7 public, 0 private) which equates to 75m2 pool area per 1,000 population compared to demand of 27m2 per 1,000 population. Analysis of the pools in the district indicate that the average age of the pools is 55 years.

However, not all facilities are available to the public. Once the Full Time Equivalent publicly available area is considered this equates to 33m2 per 1,000 population. This is slightly above the pool area demanded by the population.

A large proportion of the publicly available pool area is provided through seasonal or school pools which have restricted availability throughout the year. It can be seen that there is 20m2 of year round FTE pool area to meet demand.

Once the balance of provision is considered, based on the available FTE area, it can be seen that there is:

- An overprovision of learn to swim, 22% of FTE provision compared to demand of 17%
- An oversupply of fitness water, 24% compared to demand of 16%
- An oversupply of leisure water, 74% compared to demand of 67%.

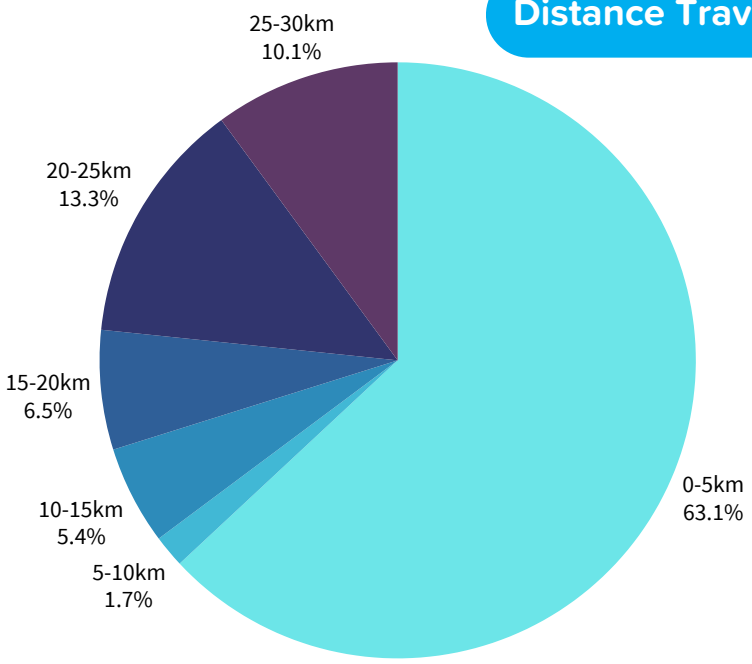
At a District level, to meet the 27m2 benchmark there is a:

- shortfall of approximately 10m2 for learn to swim
- surplus of approximately 65m2 of fitness water
- shortfall of approximately 70m2 of leisure water.

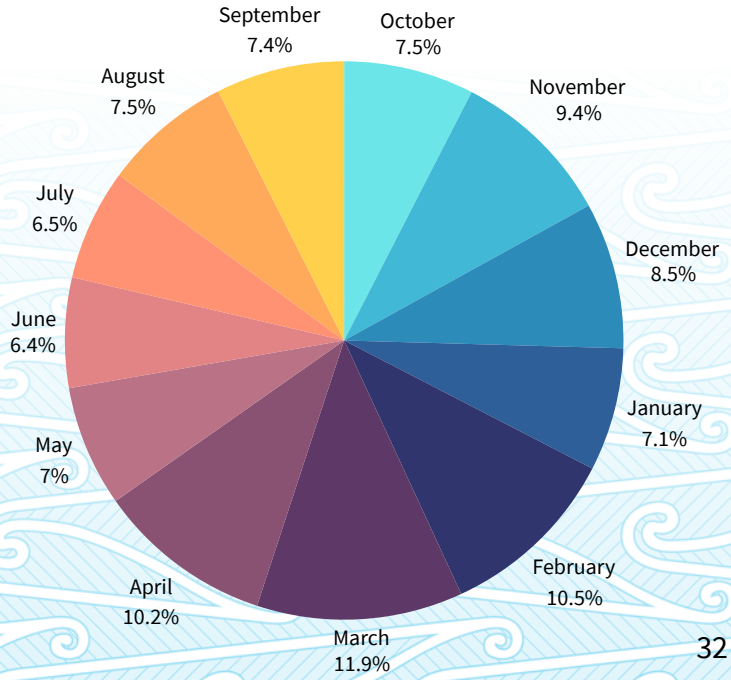
It is important to consider the demographics at a local level to identify if there are any significant differences within the population that may impact on the type of water area demanded. In 2023 the proportion of rangatahi/tamariki was above the national average and the 65+years slightly bove the national average. By 2038 this is projected to remain at a similar level.

Consumer data gathered for South Waikato District Year-Round Aquatic Venues can be found on the following page, while a breakdown of distance travelled, monthly visitation is as follows:

Distance Travelled



Visits Per Month

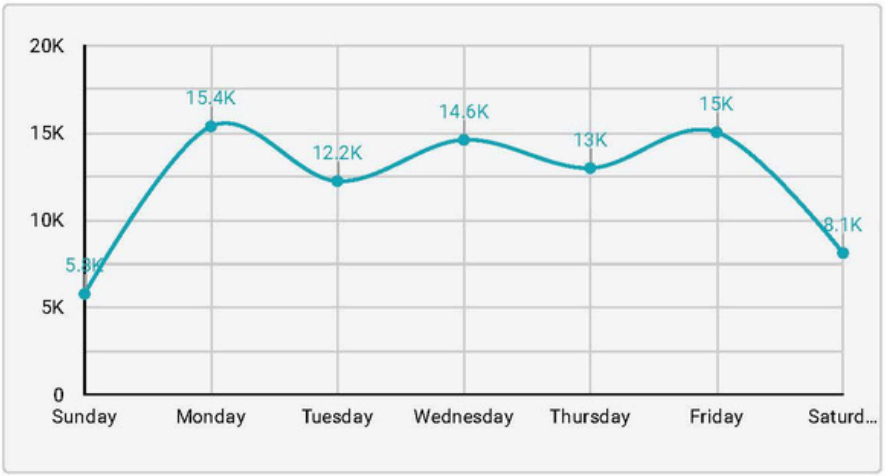


Customer Analysis - South Waikato Indoor Pools

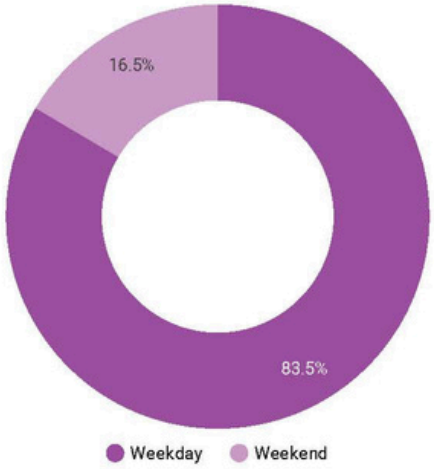
ActiveXchange

78,419	56 Minutes	9.87km
Total Visits (Yearly)	**Average Dwell Time**	**Average Distance Travelled**

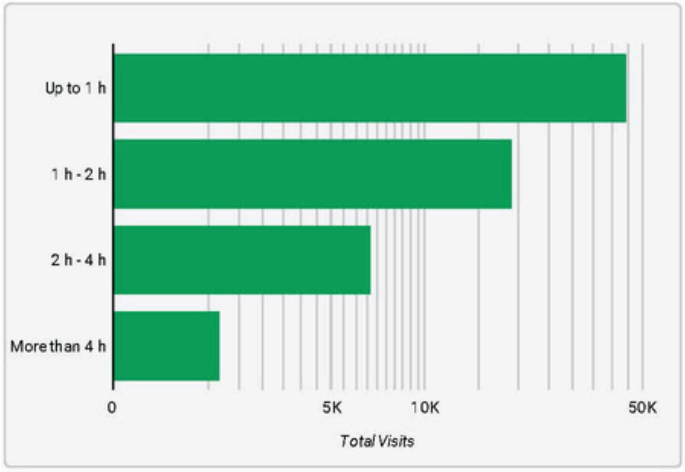
Daily Visitation Trend



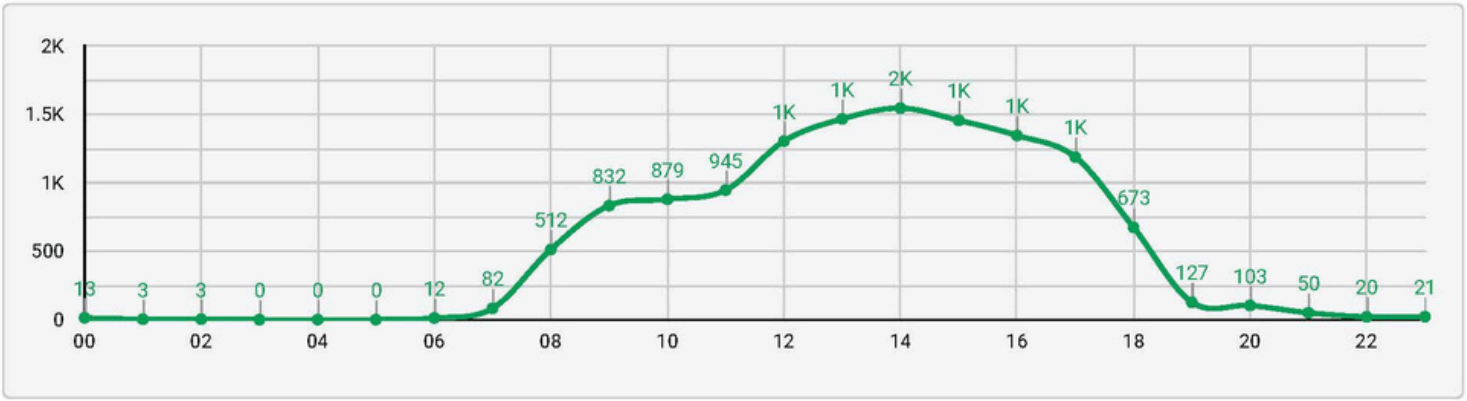
Weekday vs Weekend Visits



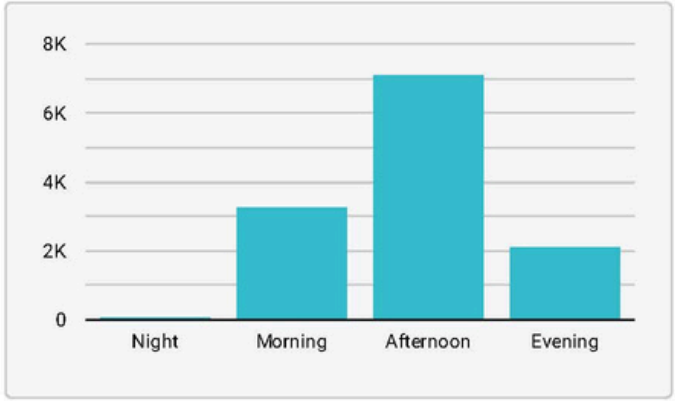
Visitation Dwell Time



Hourly Visitation Trend

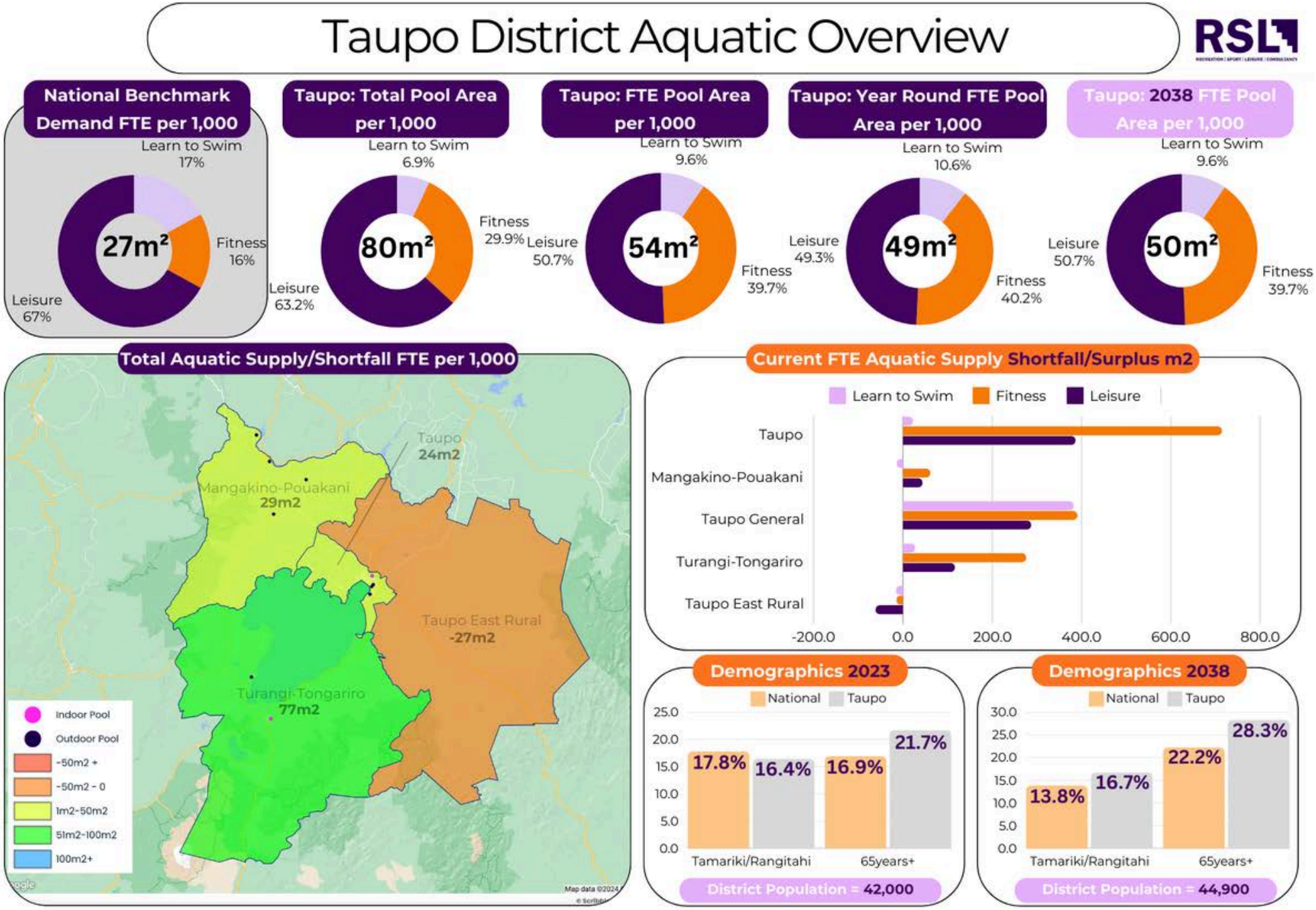


Day Parted Visits



citydata

13. Taupō District



13.1 *Taupo District Analysis*

In total there are 26 pools in the Taupo District (7 school, 19 public, 0 private) which equates to 80m2 pool area per 1,000 population compared to demand of 27m2 per 1,000 population. Analysis of the pools in the district indicate that the average age of the pools is 24 years.

However, not all facilities are available to the public. Once the Full Time Equivalent publicly available area is considered this equates to 54m2 per 1,000 population. This is above the pool area demanded by the population.

A proportion of the publicly available pool area is provided through seasonal or school pools which have restricted availability throughout the year. It can be seen that there is 49m2 of year round FTE pool area to meet demand.

Once the balance of provision is considered, based on the available FTE area, it can be seen that there is:

- An under provision of learn to swim, 10% of FTE provision compared to demand of 17%
- An oversupply of fitness water, 40% compared to demand of 16%
- An undersupply of leisure water, 51% compared to demand of 67%.

At a District level, to meet the 27m2 benchmark there is a:

- shortfall of approximately 10m2 for learn to swim
- surplus of approximately 700m2 of fitness water
- surplus of approximately 390m2 of leisure water.

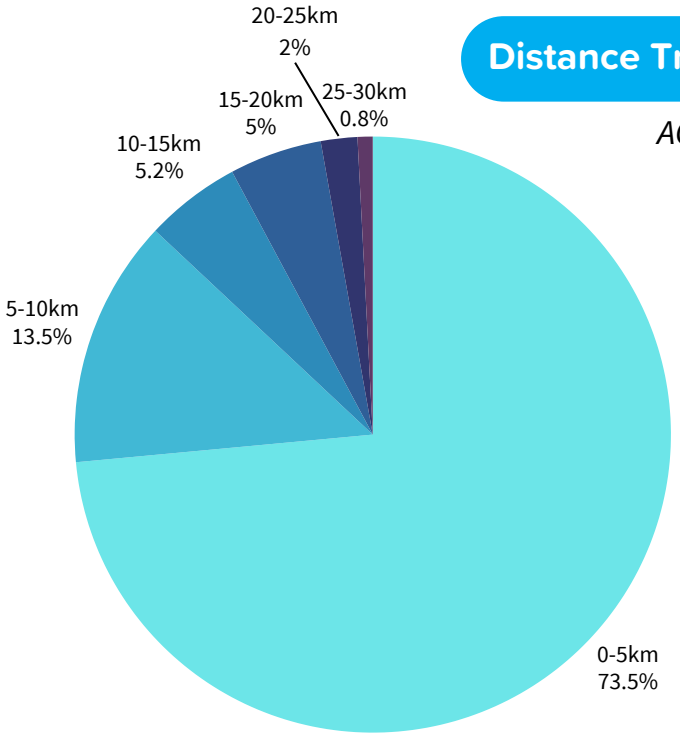
It is important to consider the demographics at a local level to identify if there are any significant differences within the population that may impact on the type of water area demanded.

In 2023 the proportion of rangatahi/tamariki and the 65+years slightly above the national average. By 2038, the greatest change is the increase in the 65+ years.

Consumer data gathered for Taupo District Year-Round Aquatic Venues can be found on the following pages, while a breakdown of distance travelled, monthly visitation is as follows:

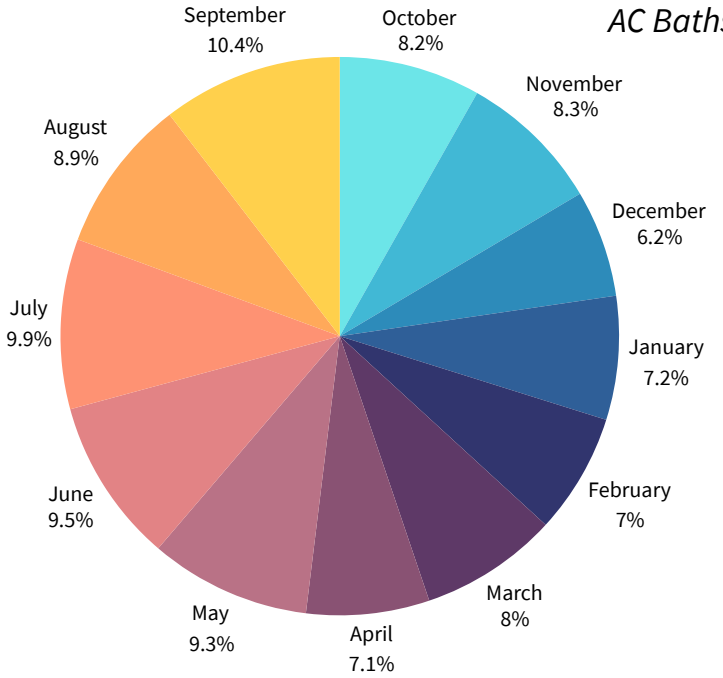
Distance Travelled

AC Baths

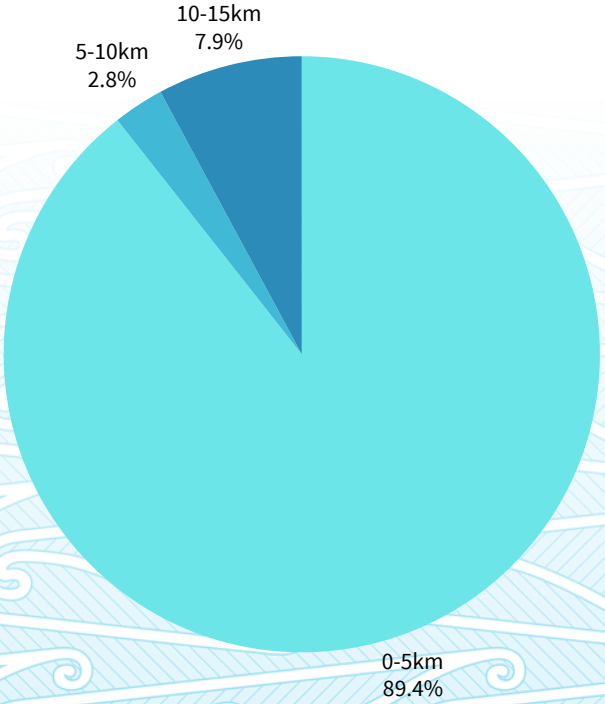


Visits Per Month

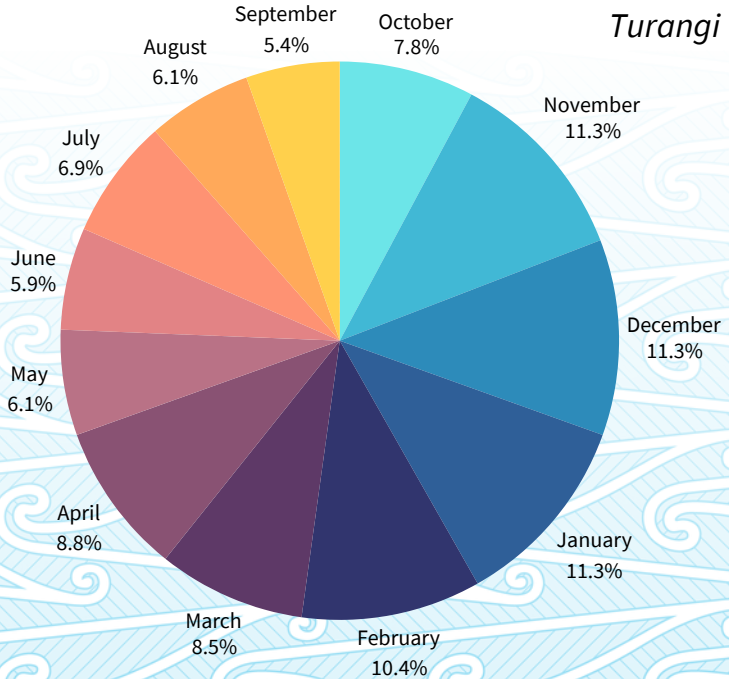
AC Baths



Turangi



Turangi

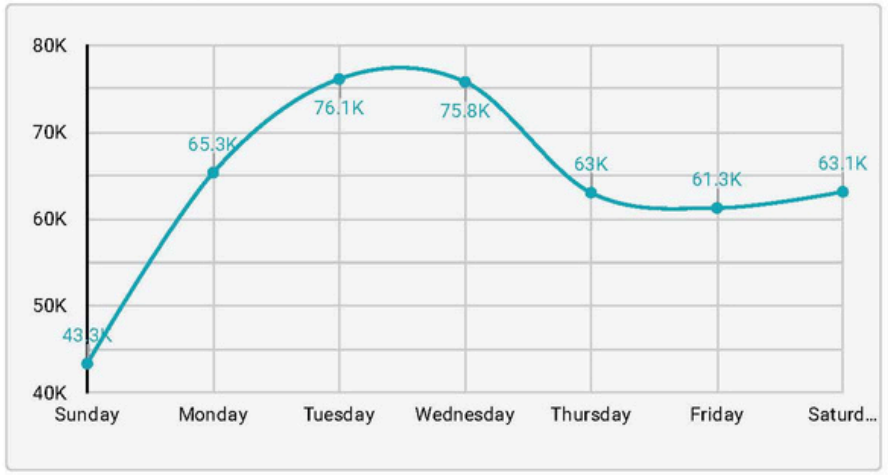


Customer Analysis - AC Baths, Taupo

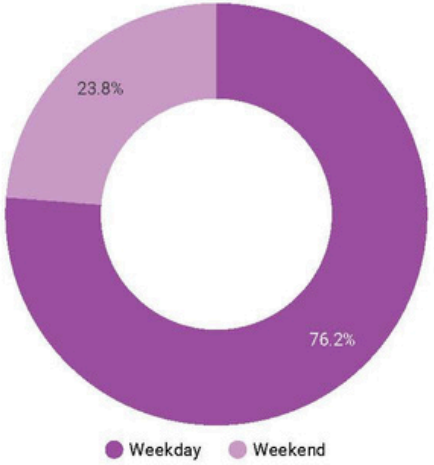
ActiveXchange

433,187	90 Minutes	5.67km
Total Visits (Yearly)	**Average Dwell Time**	**Average Distance Travelled**

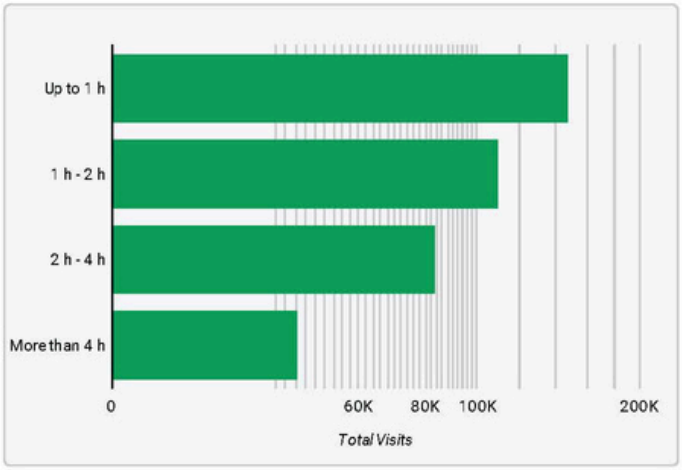
Daily Visitation Trend



Weekday vs Weekend Visits

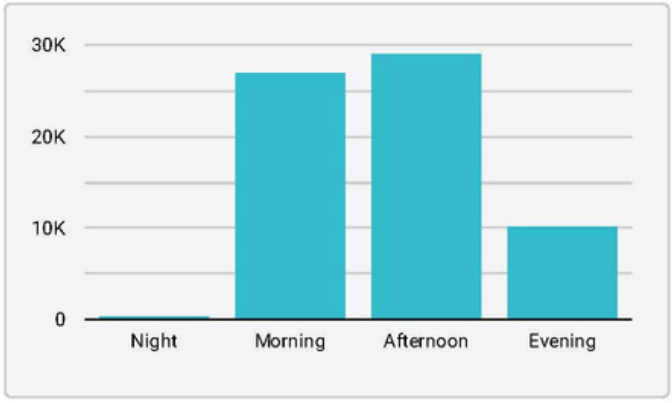


Visitation Dwell Time



Hourly Visitation Trend

Day Parted Visits

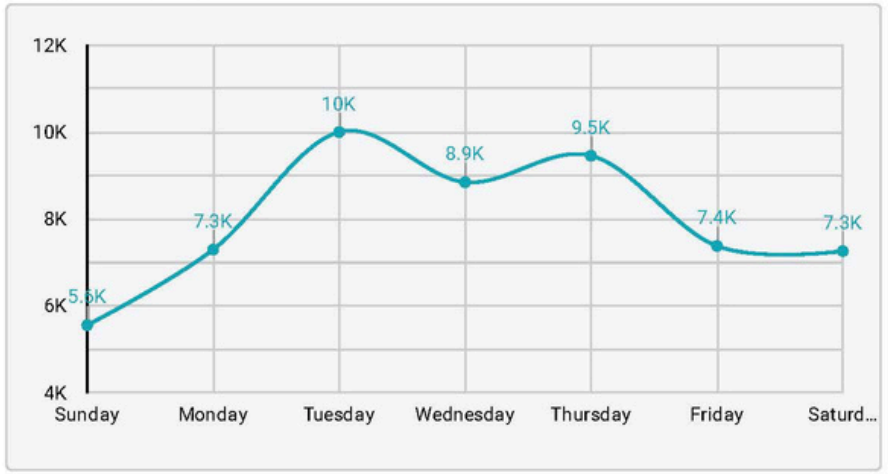


citydata

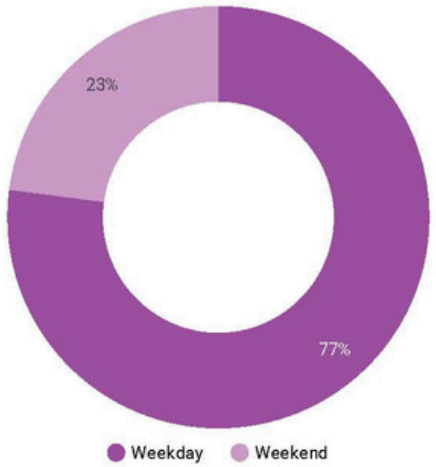
Customer Analysis - Turangi Turtle Swimming Pools

50,631	90 Minutes	6.04km
Total Visits (Yearly)	**Average Dwell Time**	**Average Distance Travelled**

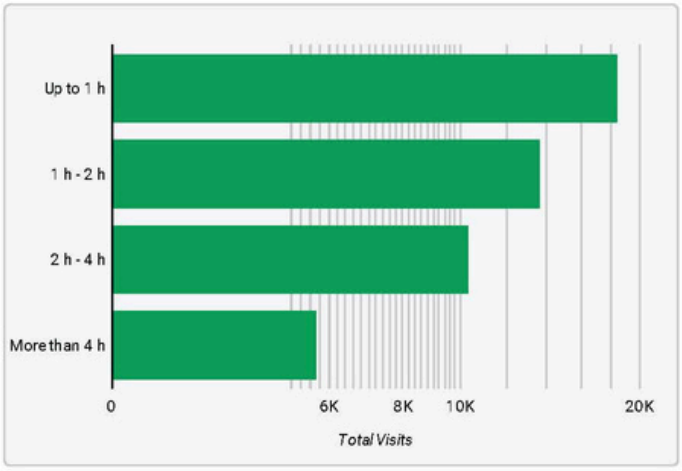
Daily Visitation Trend



Weekday vs Weekend Visits

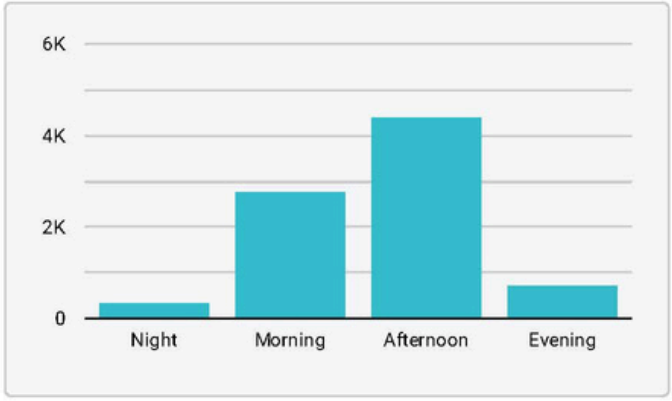


Visitation Dwell Time



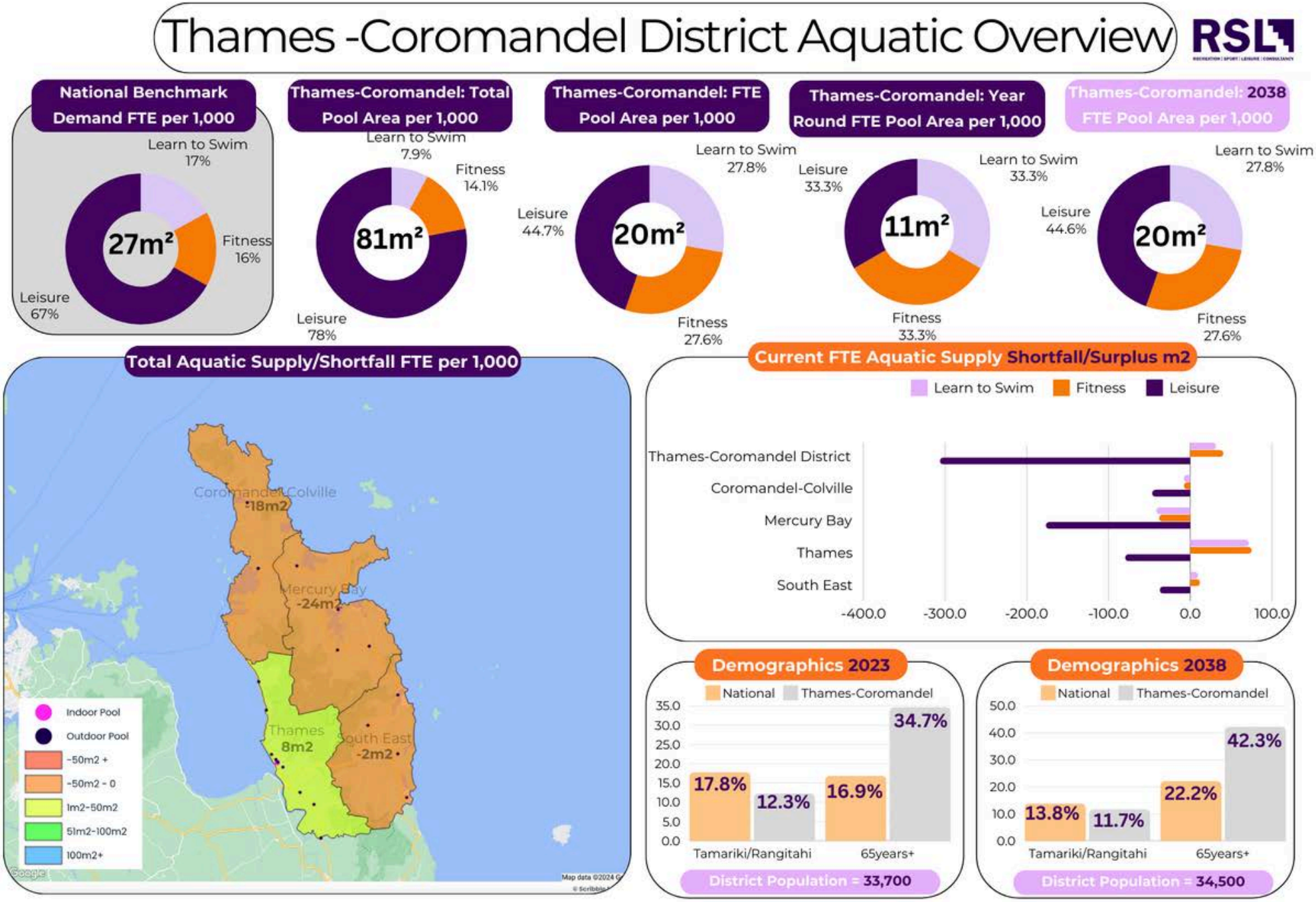
Hourly Visitation Trend

Day Parted Visits



citydata

14. Thames-Coromandel District



14.1 *Thames-Coromandel District Analysis*

In total there are 22 pools in the Thames-Coromandel District (20 school, 2 public, 0 private) which equates to 81m2 pool area per 1,000 population compared to demand of 27m2 per 1,000 population. Analysis of the pools in the district indicate that the average age of the pools is 56 years.

However, not all facilities are available to the public. Once the Full Time Equivalent publicly available area is considered this equates to 20m2 per 1,000 population. This is below the pool area demanded by the population. A proportion of the publicly available pool area is provided through seasonal or school pools which have restricted availability throughout the year. It can be seen that there is 11m2 of year round FTE pool area to meet demand.

Once the balance of provision is considered, based on the available FTE area, it can be seen that there is:

- An overprovision of learn to swim, 28% of FTE provision compared to demand of 17%
- An oversupply of fitness water, 28% compared to demand of 16%
- An undersupply of leisure water, 45% compared to demand of 67%.

At a District level, to meet the 27m2 benchmark there is a:

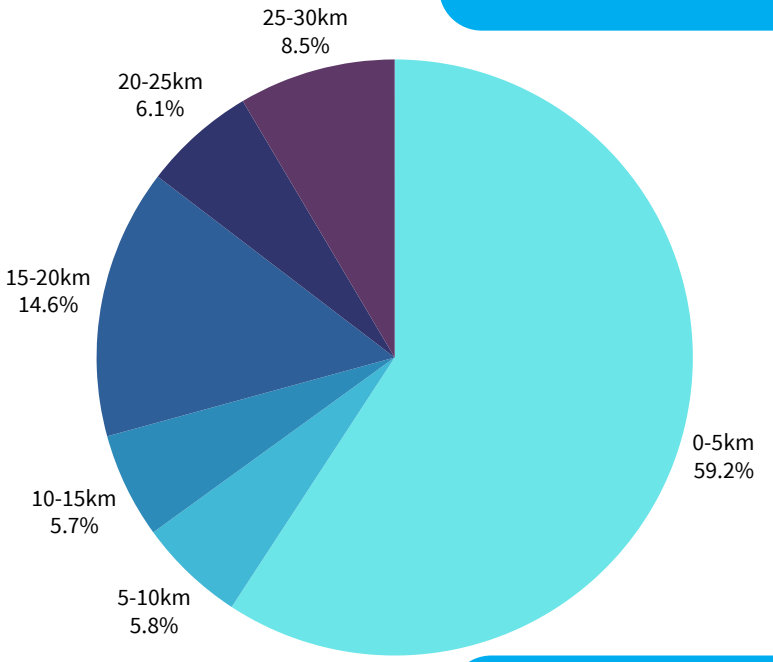
- surplus of approximately 40m2 for learn to swim
- surplus of approximately 50m2 of fitness water
- shortfall of approximately 300m2 of leisure water.

It is important to consider the demographics at a local level to identify if there are any significant differences within the population that may impact on the type of water area demanded. In 2023 the proportion of rangatahi/tamariki are below the national average and the 65+years were significantly above the national average. By 2038 the greatest projected change is the increase in the 65+years.

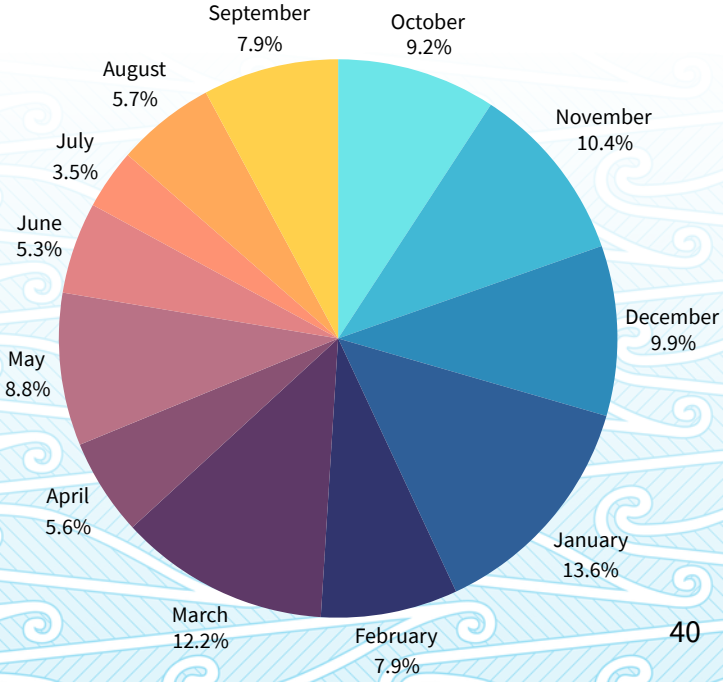
Note that the Tames Centennial Pool is scheduled for removal in 2027. In the absence of any replacement facility, the Full-Time Equivalent (FTE) rate for the district will be decreased to 8m² per 1,000 population while Thames Ward will have a shortfall of 27m² (-27m2) per 1000 population (against benchmark). Consequently, there will be a very limited year-round provision in the Thames Coromandel District (Whangamata Pool) and total shortfall of water space will be 674m2.

Consumer data gathered for Thames-Coromandel District Year-Round Aquatic Venues can be found on the following page, while a breakdown of distance travelled, monthly visitation is as follows:

Distance Travelled



Visits Per Month

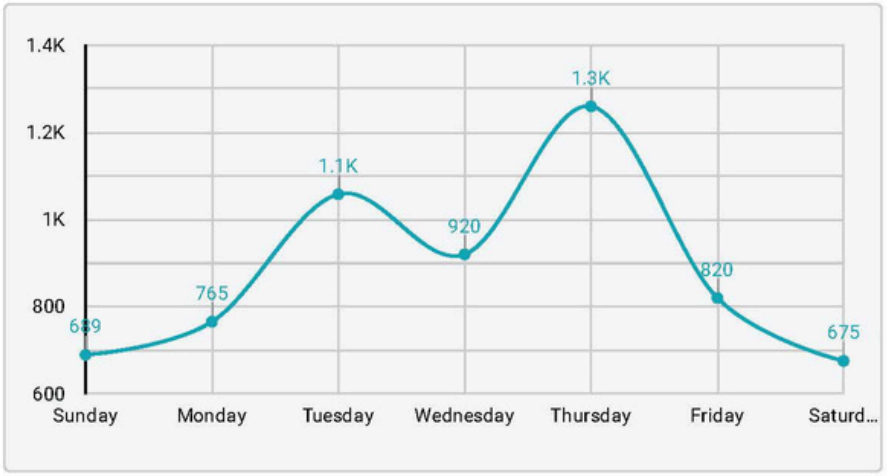


Customer Analysis - Thames Centennial Pool

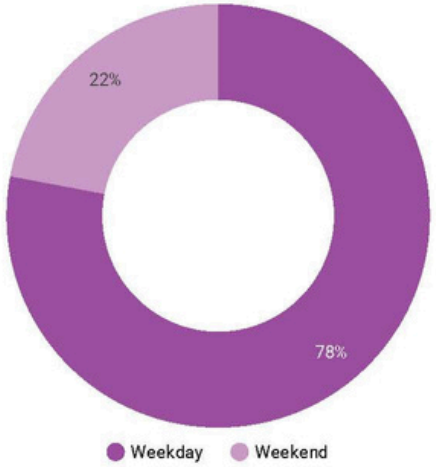
ActiveXchange

30,200	55.5 Minutes	13km
Total Visits (Yearly)	**Average Dwell Time**	**Average Distance Travelled**

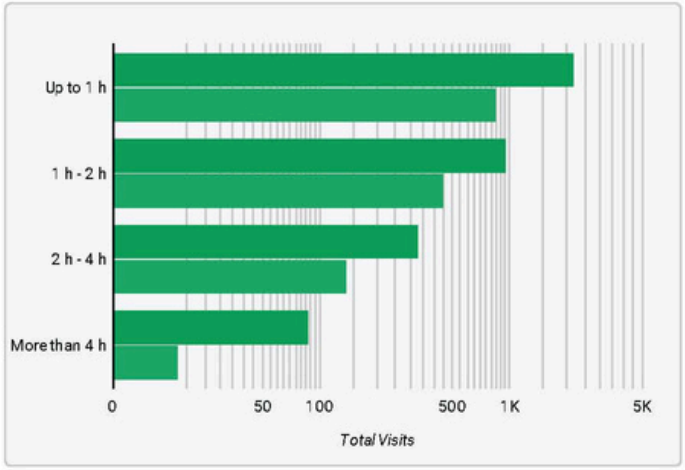
Daily Visitation Trend



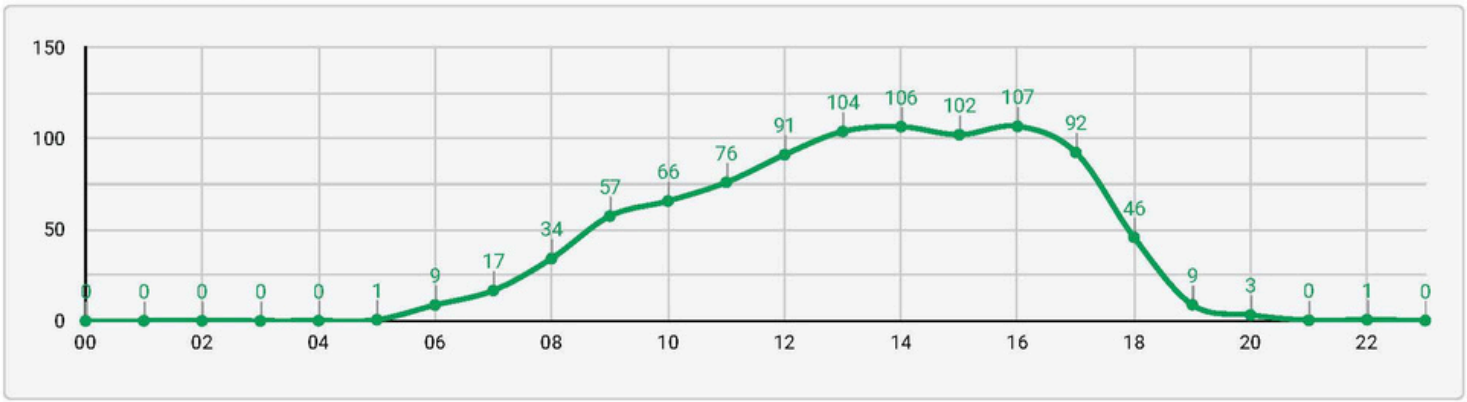
Weekday vs Weekend Visits



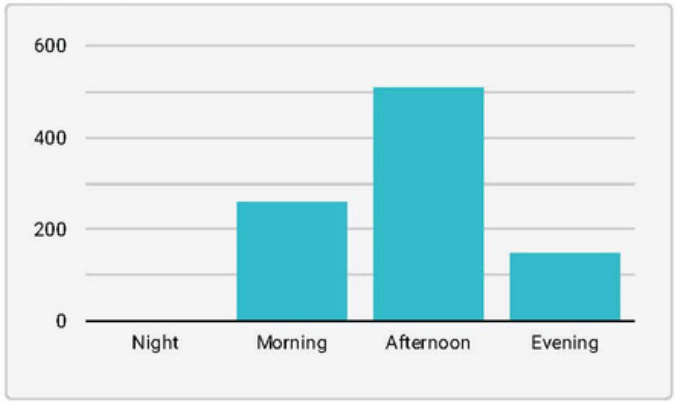
Visitation Dwell Time



Hourly Visitation Trend

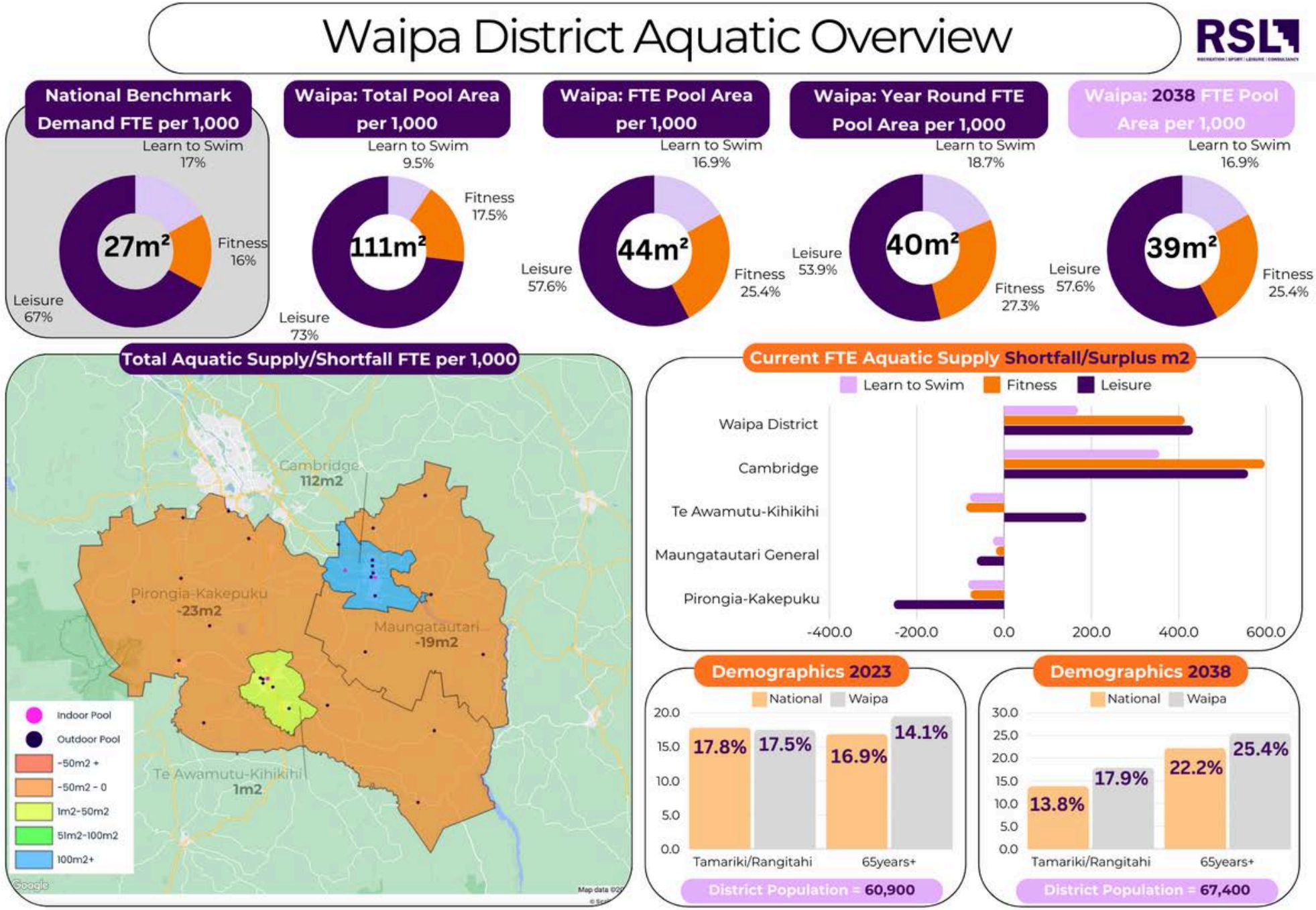


Day Parted Visits



citydata

15. Waipa District



15.1 *Waipa District Analysis*

In total there are 43 pools in the Waipa District (31 school, 12 public, 0 private) which equates to 111m2 pool area per 1,000 population compared to demand of 27m2 per 1,000 population. Analysis of the pools in the district indicate that the average age of the pools is 46 years.

However, not all facilities are available to the public. Once the Full Time Equivalent publicly available area is considered this equates to 44m2 per 1,000 population. This is above the pool area demanded by the population.

A proportion of the publicly available pool area is provided through seasonal or school pools which have restricted availability throughout the year. It can be seen that there is 40m2 of year round FTE pool area to meet demand.

Once the balance of provision is considered, based on the available FTE area, it can be seen that there is:

- Sufficient learn to swim, 17% of FTE provision compared to demand of 17%
- An oversupply of fitness water, 25% compared to demand of 16%
- An undersupply of leisure water, 57% compared to demand of 67%.

At a District level, to meet the 27m2 benchmark there is a:

- surplus of approximately 180m2 for learn to swim
- surplus of approximately 400m2 of fitness water
- surplus of approximately 410m2 of leisure water.

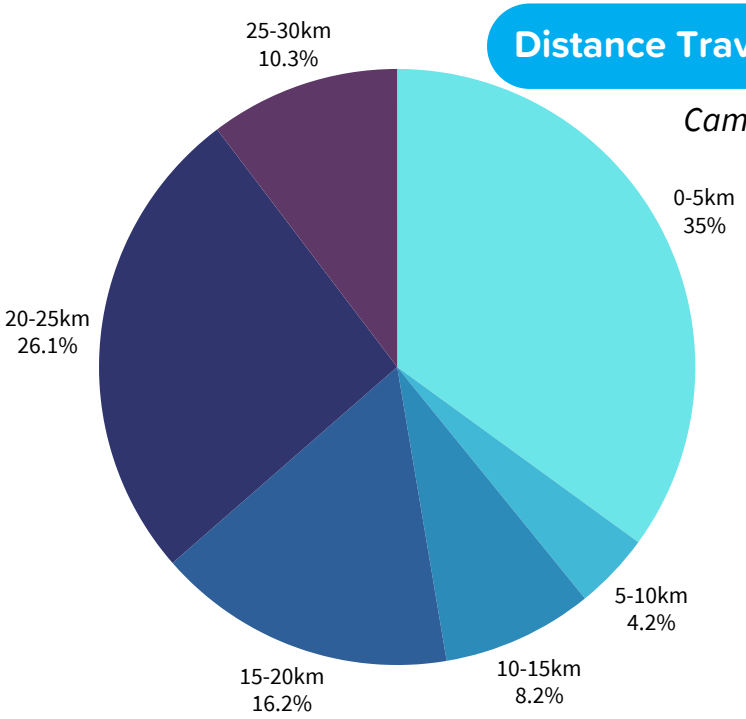
It is important to consider the demographics at a local level to identify if there are any significant differences within the population that may impact on the type of water area demanded.

In 2023 the proportion of rangatahi/tamariki are and 65+ are in line with the national average. By 2038 the greatest projected change is the increase in the 65+years.

Consumer data gathered for Waipa District Year-Round Aquatic Venues can be found on the following pages, while a breakdown of distance travelled, monthly visitation is as follows:

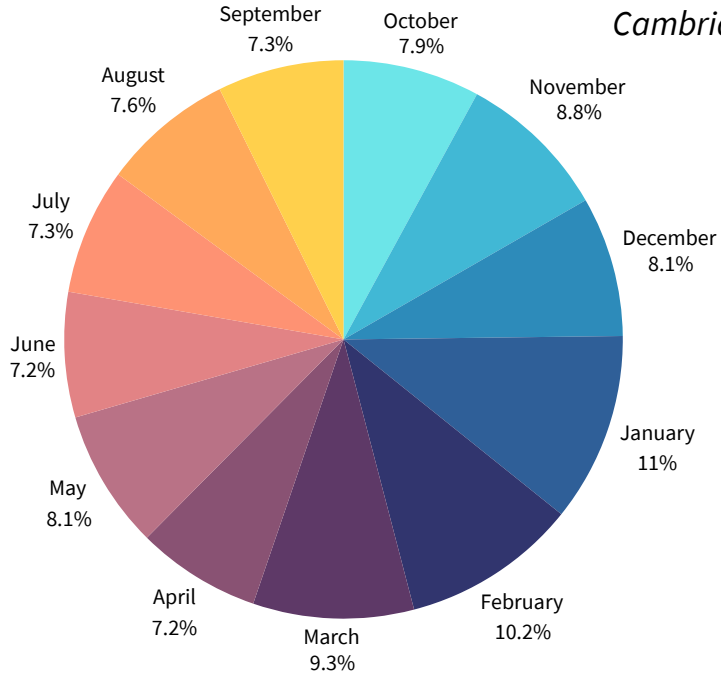
Distance Travelled

Cambridge

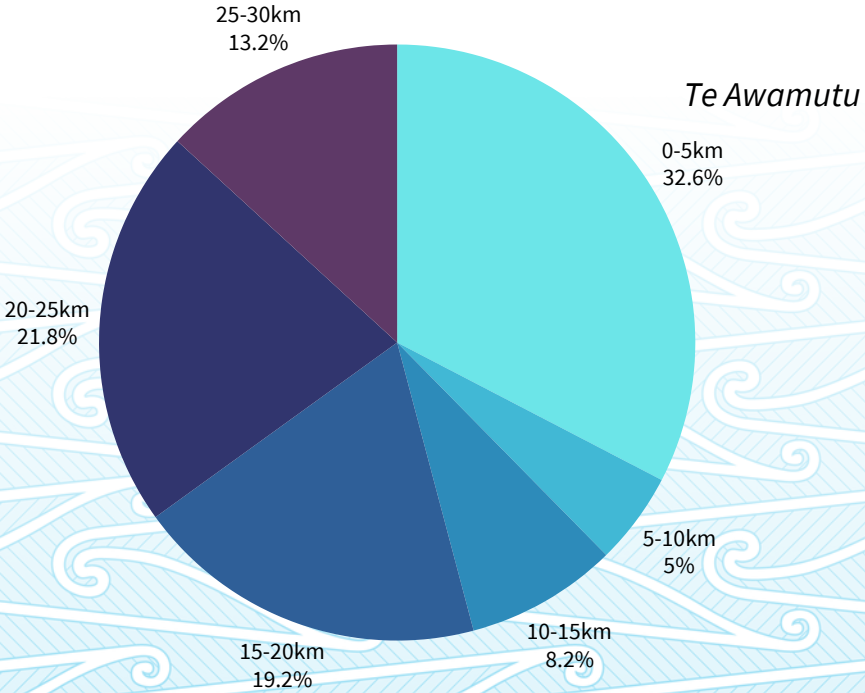


Visits Per Month

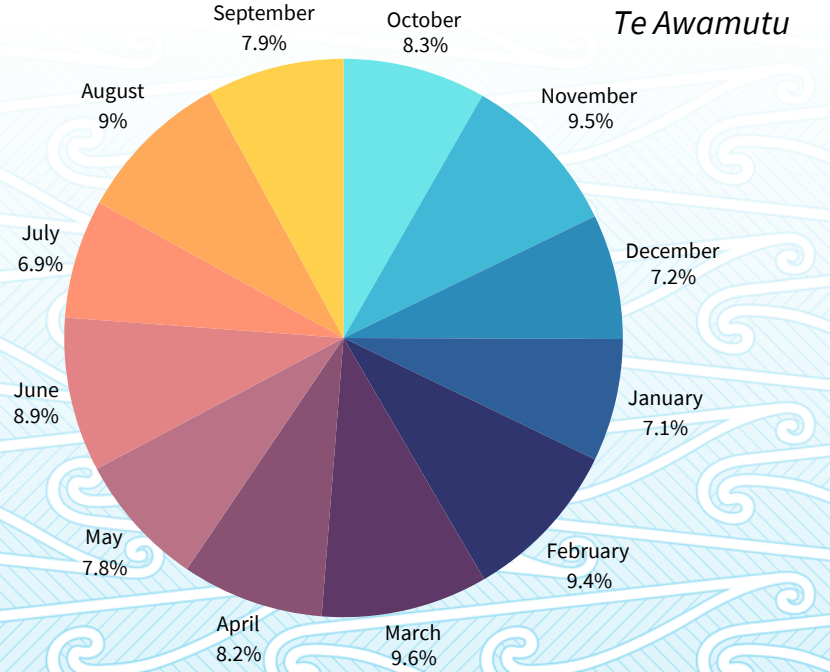
Cambridge



Te Awamutu



Te Awamutu

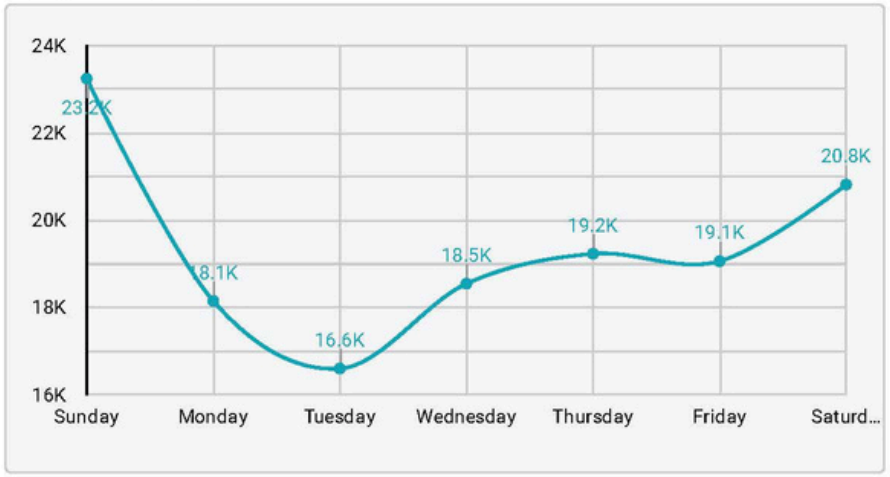


Customer Analysis - Perry Aquatic Centre

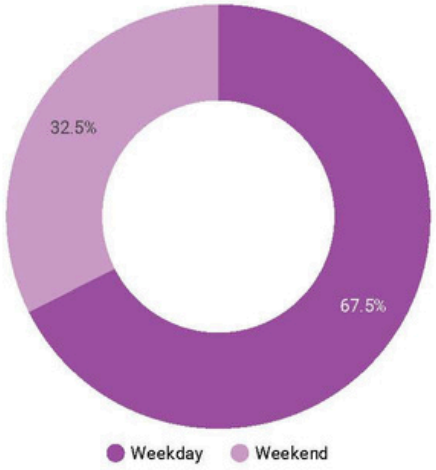
ActiveXchange

162,331	73 Minutes	18.03km
Total Visits (Yearly)	**Average Dwell Time**	**Average Distance Travelled**

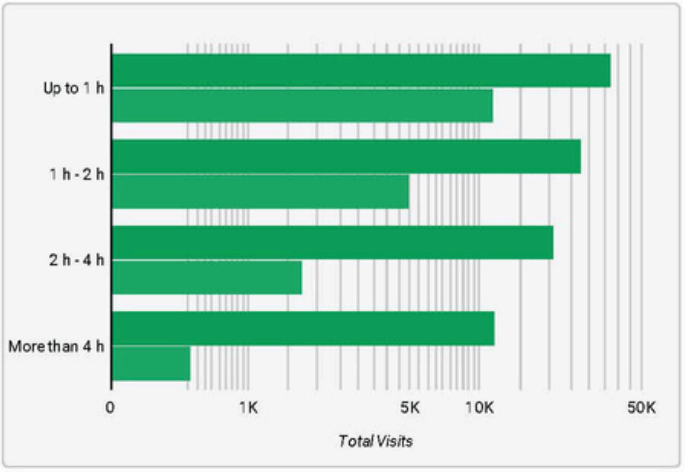
Daily Visitation Trend



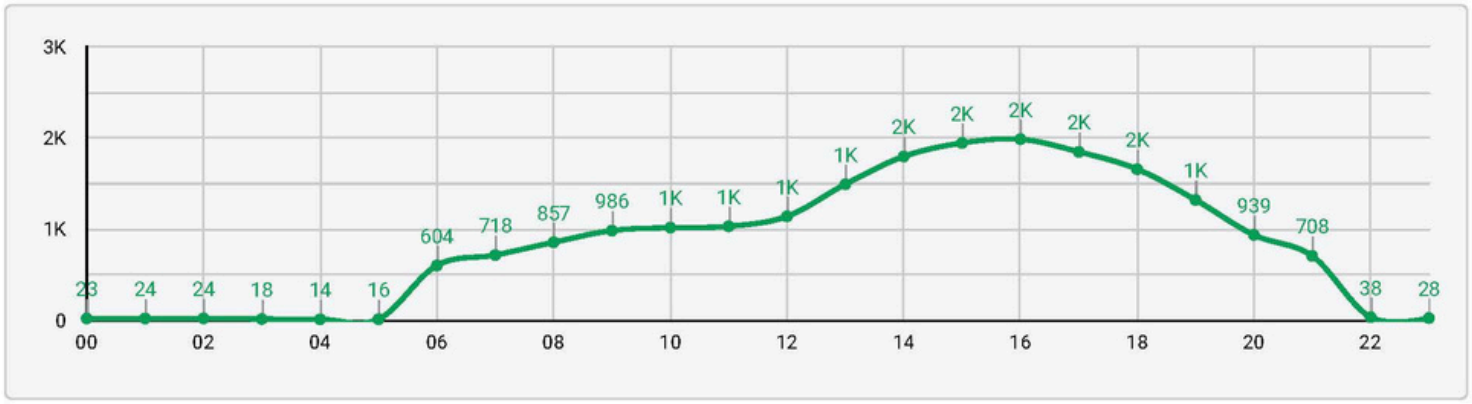
Weekday vs Weekend Visits



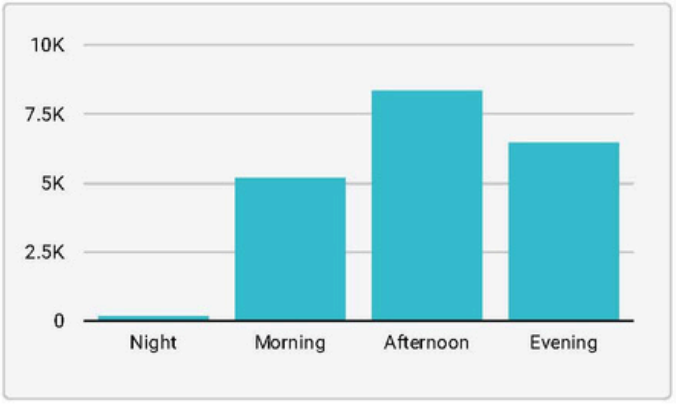
Visitation Dwell Time



Hourly Visitation Trend



Day Parted Visits



citydata

Customer Analysis - Livingstone Aquatic Centre

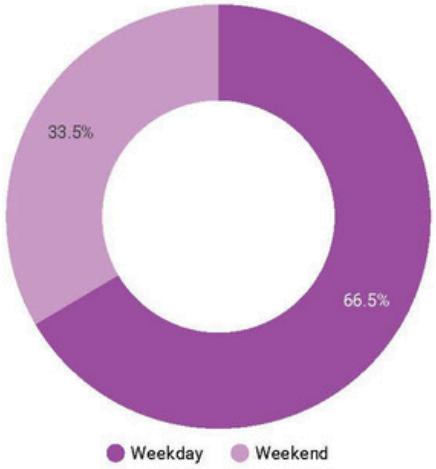
238,155
Total Visits (Yearly)

56 Minutes
Average Dwell Time

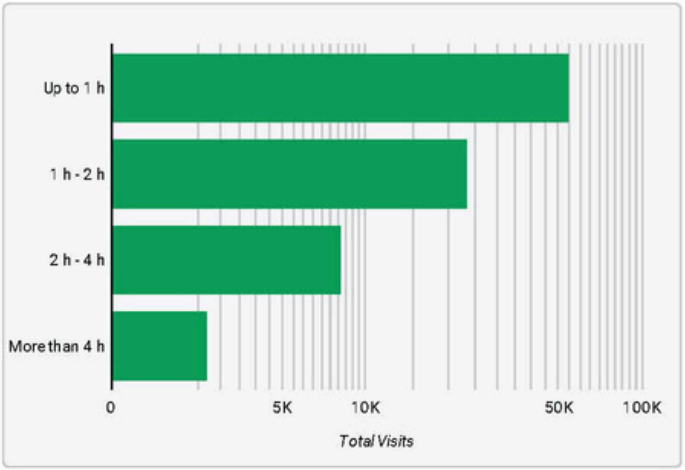
19.93km
Average Distance Travelled

Daily Visitation Trend

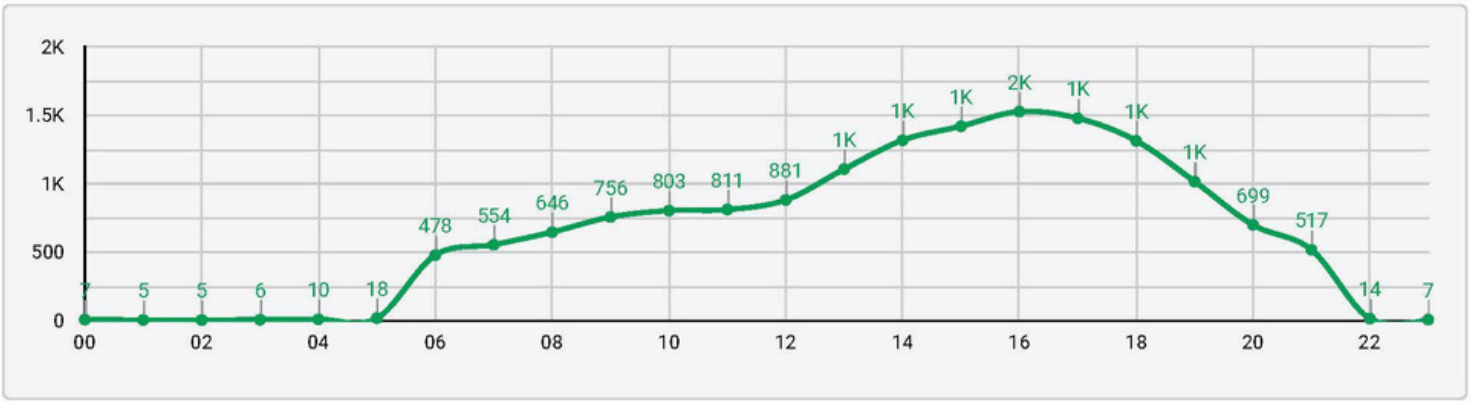
Weekday vs Weekend Visits



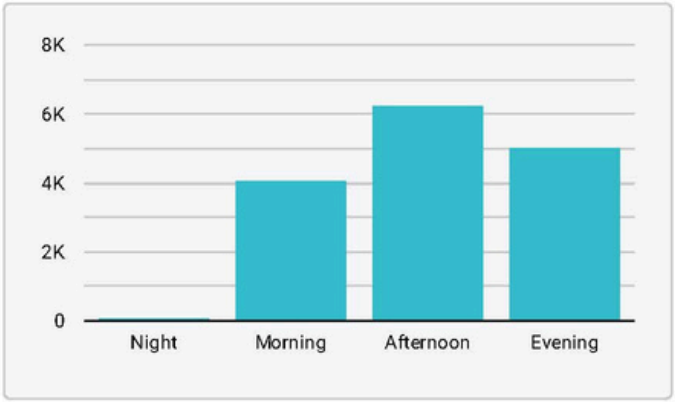
Visitation Dwell Time



Hourly Visitation Trend

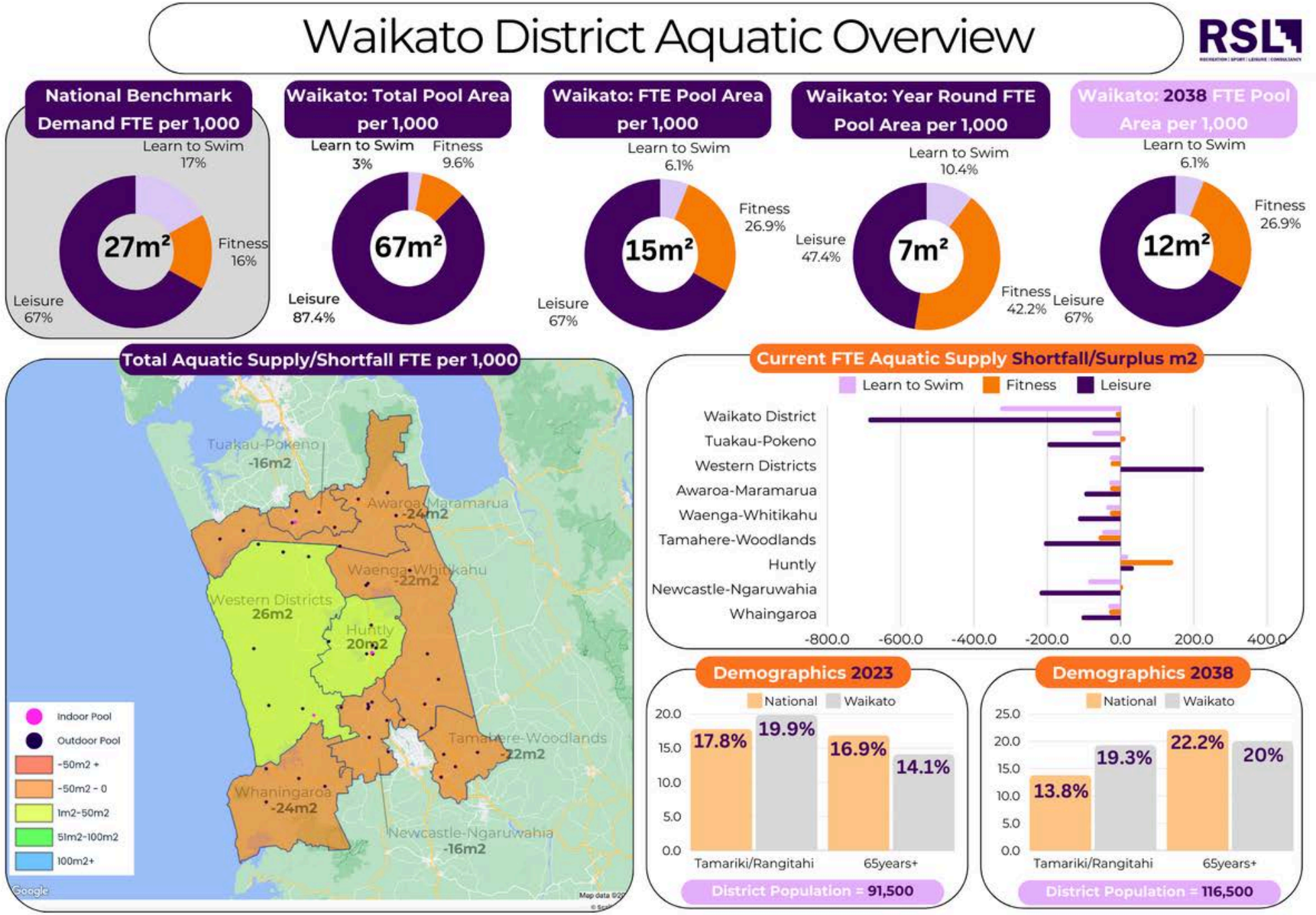


Day Parted Visits



citydata

16. Waikato District



16.1 *Waikato District Analysis*

In total there are 55 pools in the Waikato District (45 school, 7 public, 3 private) which equates to 67m2 pool area per 1,000 population compared to demand of 27m2 per 1,000 population. Analysis of the pools in the district indicate that the average age of the pools is 57 years.

However, not all facilities are available to the public. Once the Full Time Equivalent publicly available area is considered this equates to 15m2 per 1,000 population. This is below the pool area demanded by the population.

A proportion of the publicly available pool area is provided through seasonal or school pools which have restricted availability throughout the year. It can be seen that there is 7m2 of year round FTE pool area to meet demand.

Once the balance of provision is considered, based on the available FTE area, it can be seen that there is:

- An under provision of learn to swim, 6% of FTE provision compared to demand of 17%
- An oversupply of fitness water, 27% compared to demand of 16%
- Sufficient of leisure water, 67% compared to demand of 67%.

At a District level, to meet the 27m2 benchmark there is a:

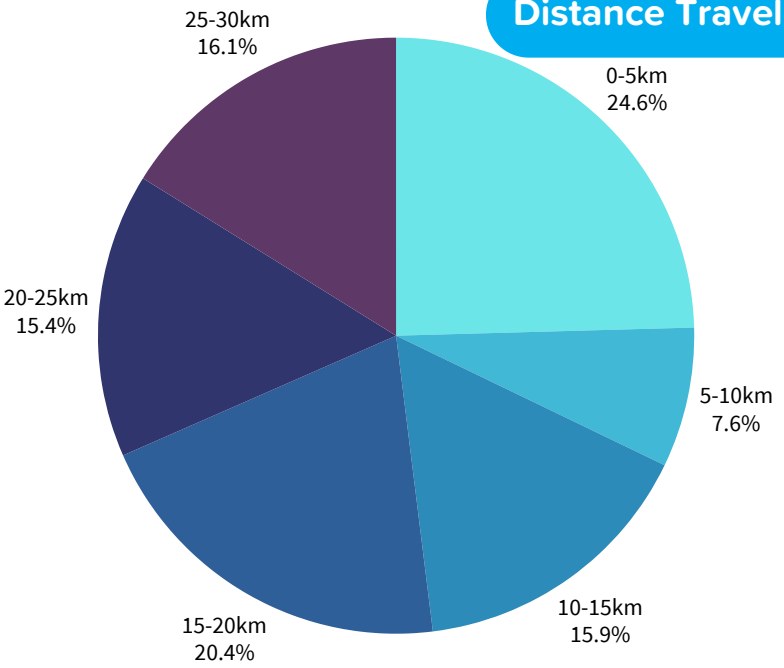
- shortfall of approximately 350m2 for learn to swim
- balance of fitness water
- shortfall of approximately 700m2 of leisure water.

It is important to consider the demographics at a local level to identify if there are any significant differences within the population that may impact on the type of water area demanded.

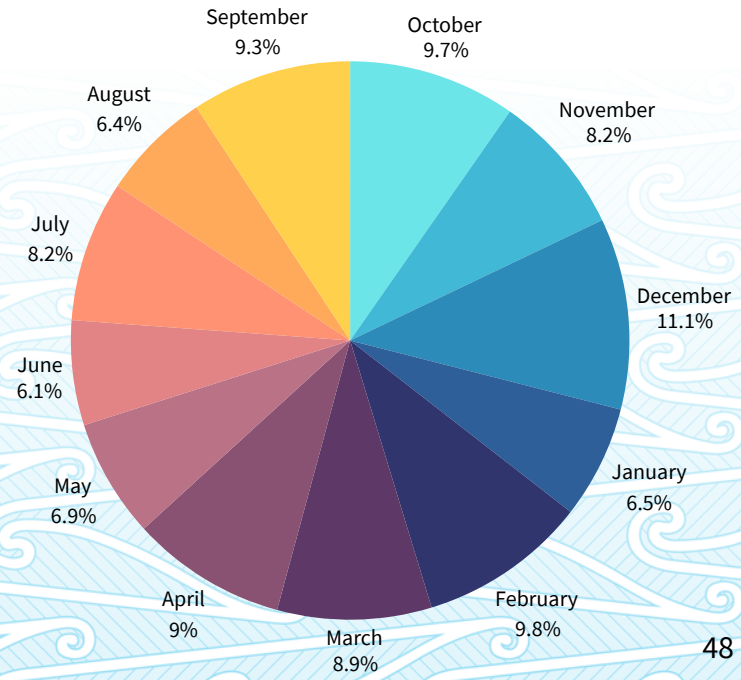
In 2023 the proportion of rangatahi/tamariki are above the national average and the 65+years are slightly below the national average. By 2038 this is projected to remain the same.

Consumer data gathered for Waikato District Year-Round Aquatic Venues can be found on the following page, while a breakdown of distance travelled, monthly visitation is as follows:

Distance Travelled



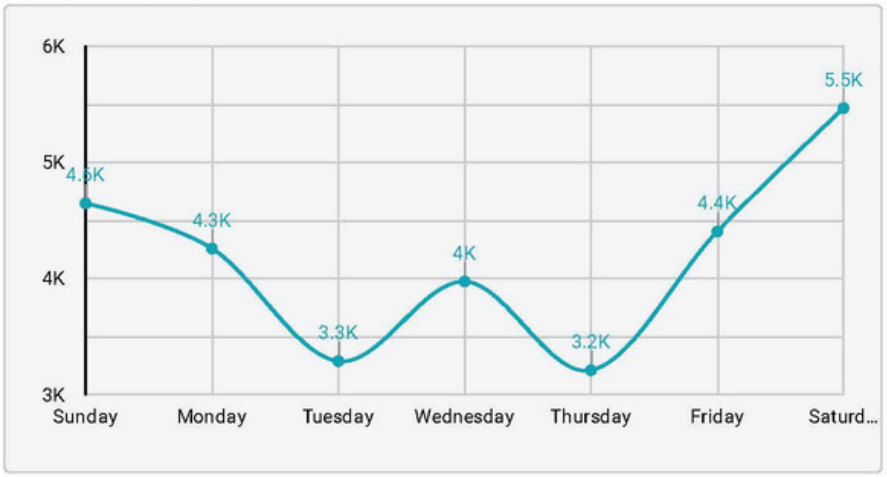
Visits Per Month



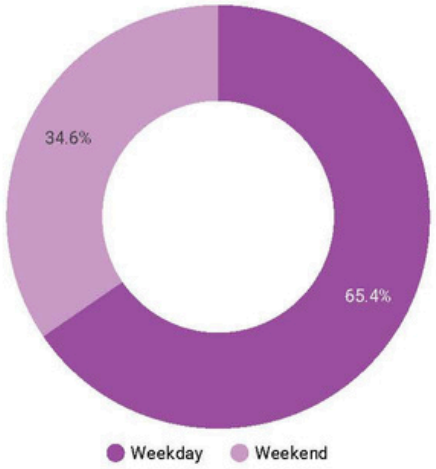
Customer Analysis - Huntly Aquatic Centre

28,509	56 Minutes	18.94km
Total Visits (Yearly)	**Average Dwell Time**	**Average Distance Travelled**

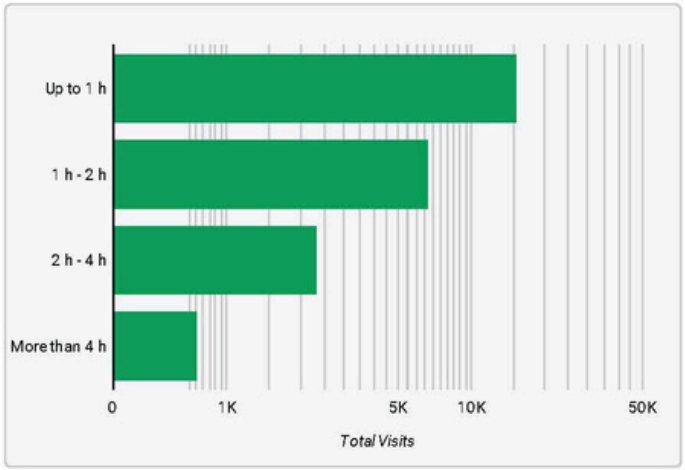
Daily Visitation Trend



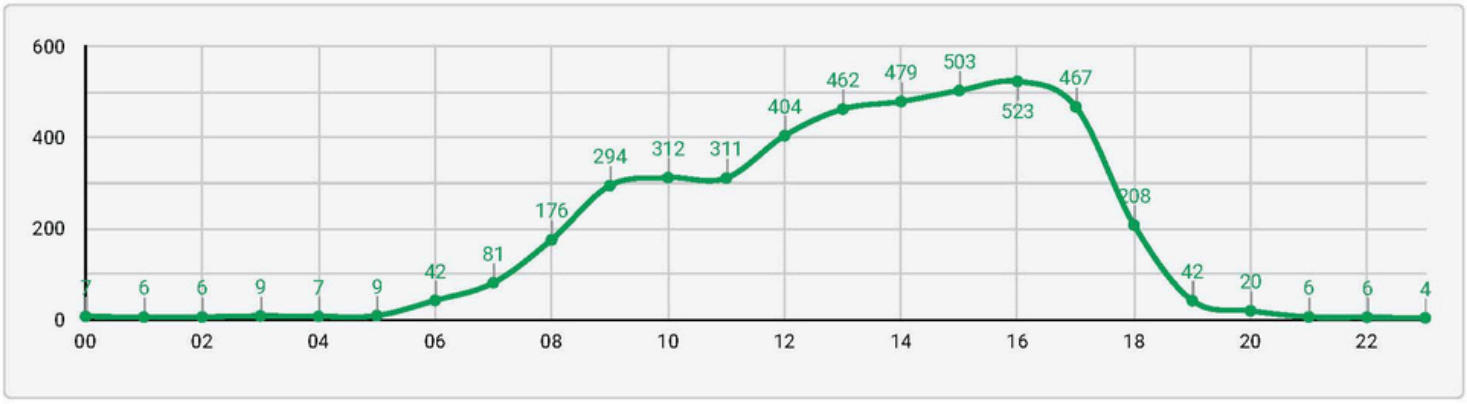
Weekday vs Weekend Visits



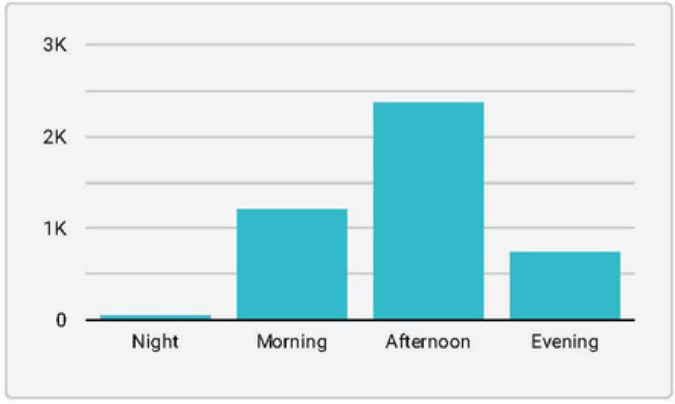
Visitation Dwell Time



Hourly Visitation Trend

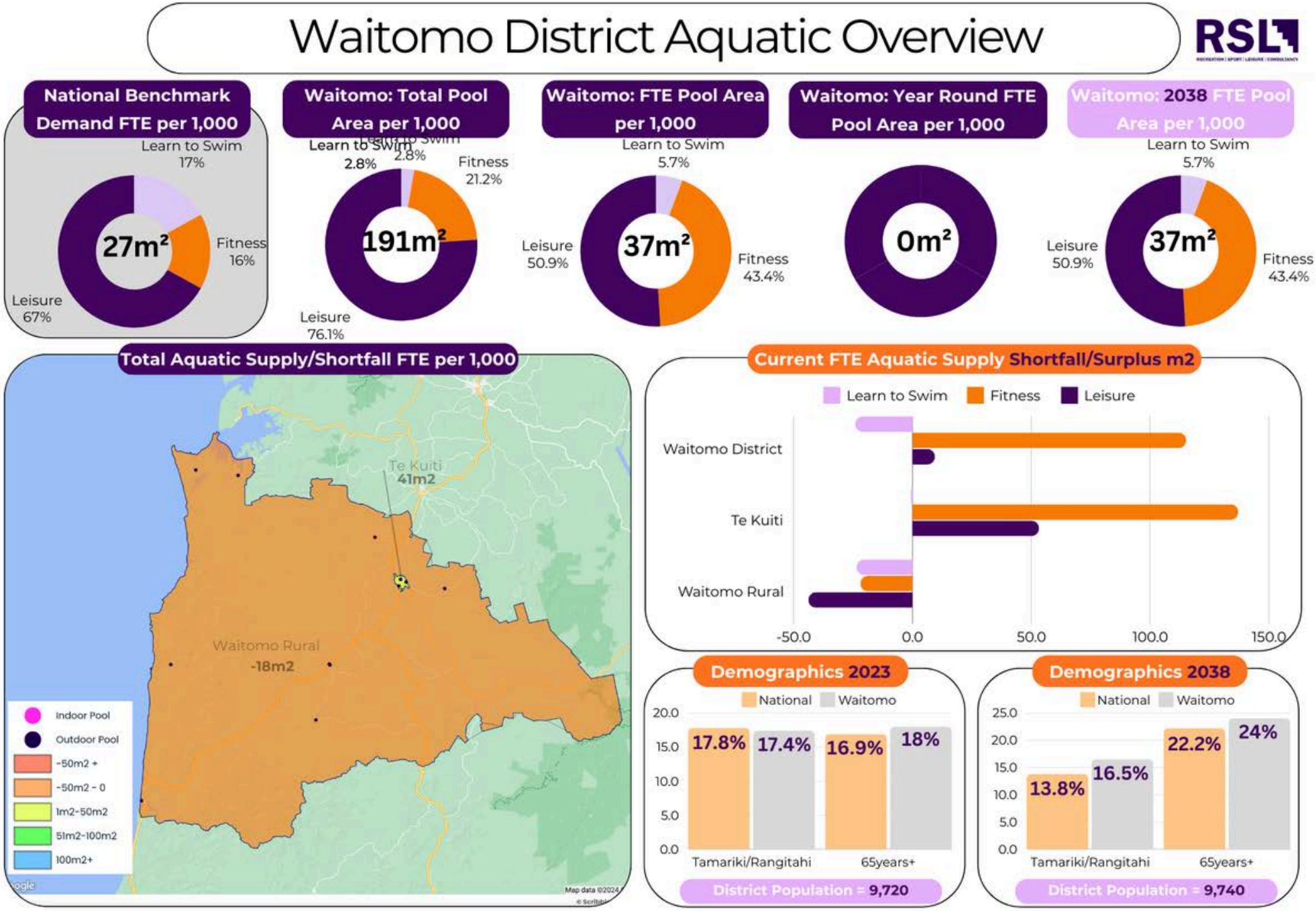


Day Parted Visits



citydata

17. Waitomo District



17.1 *Waitomo District Analysis*

In total there are 15 pools in the Waitomo District (13 school, 2 public, 0 private) which equates to 191m2 pool area per 1,000 population compared to demand of 27m2 per 1,000 population. Analysis of the pools in the district indicate that the average age of the pools is 64 years.

However, not all facilities are available to the public. Once the Full Time Equivalent publicly available area is considered this equates to 37m2 per 1,000 population. This is above the pool area demanded by the population.

A large proportion of the publicly available pool area is provided through seasonal or school pools which have restricted availability throughout the year. It can be seen that there is 0m2 of year round FTE pool area to meet demand.

Once the balance of provision is considered, based on the available FTE area, it can be seen that there is:

- An under supply of learn to swim, 6% of FTE provision compared to demand of 17%
- An oversupply of fitness water, 43% compared to demand of 16%
- An undersupply of leisure water, 51% compared to demand of 67%.

At a District level, to meet the 27m2 benchmark there is a:

- shortfall of approximately 20m2 for learn to swim
- surplus of approximately 120m2 of fitness water
- surplus of approximately 10m2 of leisure water.

It is important to consider the demographics at a local level to identify if there are any significant differences within the population that may impact on the type of water area demanded.

In 2023 the proportion of rangatahi/tamariki and 65+ years are in line with the national average. By 2038 this is projected to remain at a similar level

Appendix 1: Dashboard Interpretation Notes

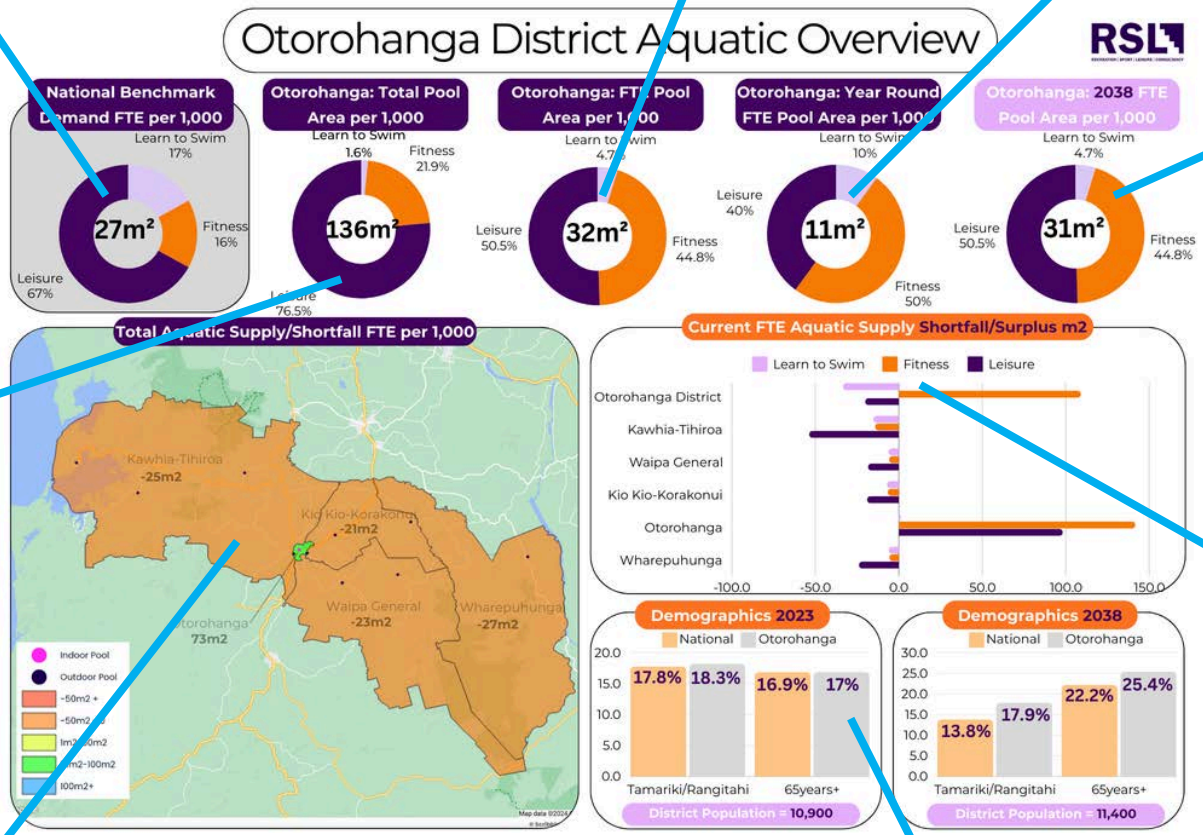
Demand benchmark identified in the National Aquatics Strategy 2024. This identifies that there is demand for 27m2 of FTE (Full Time Equivalent) water area for every 1,000 people. This further identifies that demand is further broken down into 3 broad categories:
Learn to swim; Fitness; Leisure

Current AVAILABLE supply in the catchment area. This considers the FTE aquatic provision i.e. only those facilities which are available for community use.

Current supply in the catchment area. This considers the FTE aquatic provision which is available for use year-round. i.e. excluding seasonal pools. re available for community use.

Total current supply in the catchment area. This includes **ALL aquatic provision** in public, private and school facilities that is built within the area. This is broken down to the 3 broad categories.

In this example there is 136m2 of water area per 1,000 population, of which; 1.6% is Learn to swim, 21.9% is Fitness and 76.5% is Leisure.



Future provision in the catchment area. This considers the FTE aquatic provision in 2038, assuming no change in the current level of provision.

Identification of the surplus or shortfall of aquatic provision (by type).

This identifies the m2 of FTE pool area required within the catchment area for each category of pool type to align with the national demand benchmark of 27m2

Map of the catchment area providing a summary of the surplus or shortfall of the FTE aquatic provision (2023) in m2 per 1,000 population (vs national benchmark 27m2)

High level demographic analysis to identify the total population (2023) and projected population (2038).
This highlights any local changes within the tamariki / rangatahi and the 65+ age groups compared to the National averages. This indicates if the local population is significantly different and if there are any factors which may influence the future demand for types of water area, for example the majority of club participants are rangatahi / tamariki, if this age group is over represented then demand for fitness category may be higher than the national demand.

Appendix 2: Aquatic Facility FTE Descriptions

Aquatic Facilities: Peak time for community use is defined as 3.30-9.30pm Mon-Fri and 8.30am-4.00pm Sat and Sun

Aquatic Facility Type	Description	FTE Assumption in the National Strategy
Indoor Council / Public Pool	A facility which fully available for community aquatic activity.	1
Outdoor all-season Council / Public Pool	A facility which fully available for community aquatic activity.	1
Indoor Seasonal Council / Public Pool	A seasonal facility which fully available for community aquatic activity.	0.4
Outdoor Council / Public Pool	A seasonal facility which fully available for community aquatic activity.	0.4
Indoor School Pool (with public access)	A school based pool which has community access on a daily basis. Note: this could range from 0.1 (some limited club access during peak time) to 0.75 (formal partnership with an established learn to swim programme or part of the community network) depending on the individual access arrangement.	0.5

Aquatic Facility Type	Description	FTE Assumption in the National Strategy
Outdoor School Pool (with public access)	A school based pool which has community access on a daily basis during the operating season. *Note: this could range from 0.1 (some limited weekly access by a club) to 0.5 (formal partnership with daily access for an established learn to swim programme or part of the community network) depending on the individual access arrangement.*	0.1
School Pool (no public access) and Retirement Village Pool	A facility where there is no community access. *Note: these facilities have a role in meeting the water confidence skills and hydrotherapy requirements. These pools play an important role in the network and if these pools were to close this demand/ activity would be transferred into other community pools. However, for the purpose of this strategy, FTE capacity is 0.*	0
Private swim school	A facility that was developed primarily for delivering learn to swim classes. These serve a community demand that would otherwise require public facility provision or would not occur at all. *Note: this could range from 0.25 (lesson delivery 2-3 days per week at peak times 40 weeks of the year) to 0.75 (lesson delivery 7 days per week at peak times 48 weeks of the year). Should the pool be seasonal, for the purpose of this strategy, it has been considered as 0 FTE.*	0.5
Event Facility Provision	A facility that has an events centre purpose from time to time. *Note: the facility is restricted for other users when hosting events ranging from 0.9 (35 days per year) to 0.99 (3.5 days per year).*	0.95

Appendix 3: Supporting Documentation

National Aquatic Facilities Strategy 2023

Waikato Regional Aquatic Facilities Plan 2017

Waikato Regional Active Spaces Plan 2024

Waikato Regional Active Spaces Plan 2024 – Appendix 1 (refer to Aquatic Facilities Chapter which includes regional recommendations)

Waikato Natural Bodies of Water Network Plan 2024

Waikato Regional Water Safety Strategy 2023 – 2030


SPORT
WAIKATO
Hei painga moo te iwi