



## ABC AQUATIC & RECREATION CENTRE CUSTOMER SERVICE QUALITY SURVEY

Please help assess the services of this centre by completing this questionnaire. It should take no more than about 10 minutes. Your answers will be treated confidentially, and you can choose to withdraw from this research at any time.

Complete the questionnaire to reflect your opinions, not those of any child or other person that may be in your care.

This research is being conducted for ABC centre in conjunction with CERM PI, University of South Australia - Business. For general enquiries please contact Connor MacDonald, email [cermpi@unisa.edu.au](mailto:cermpi@unisa.edu.au).

This project has been approved by the UniSA's Human Research Ethics Committee.

To show our appreciation for taking part in the survey, we would like to offer you a chance to enter a Prize Draw to win **one of 3 Prizes**

- **Add Prize Options, if applicable.**

**Terms and Conditions of Prize Draw:**

- The winner must be a current patron of the centre
- The winner will be drawn by CERM Performance Indicators, UniSA at the conclusion of the survey and the winner will be notified by ABC Centre management.

Your personal information will not be used for any other purpose than stated here, or released to any third party. However, you may choose to remain anonymous and not be included in this Prize Draw.

### ABOUT YOU AND HOW YOU USE THIS CENTRE...

Please tick **ONE BOX** only for each question (with the exception of Q2) and provide information where requested

**1. What is the main program / activity that you usually participate in at this centre?**

Please tick **ONE BOX** only

- |   |                          |                       |    |                          |                           |
|---|--------------------------|-----------------------|----|--------------------------|---------------------------|
| 1 | <input type="checkbox"/> | Swimming lessons      | 6  | <input type="checkbox"/> | Aqua aerobics             |
| 2 | <input type="checkbox"/> | Lap swimming          | 7  | <input type="checkbox"/> | Creche                    |
| 3 | <input type="checkbox"/> | Recreational swimming | 8  | <input type="checkbox"/> | Senior classes/activities |
| 4 | <input type="checkbox"/> | Health club (gym)     | 9  | <input type="checkbox"/> | Exercise physiology       |
| 5 | <input type="checkbox"/> | Group fitness classes | 10 | <input type="checkbox"/> | Other _____               |

**2. Do you also participate in other programs / activities at this centre?**

Please tick **ALL RELEVANT** boxes

- |   |                          |                       |    |                          |                           |
|---|--------------------------|-----------------------|----|--------------------------|---------------------------|
| 1 | <input type="checkbox"/> | Swimming lessons      | 6  | <input type="checkbox"/> | Aqua aerobics             |
| 2 | <input type="checkbox"/> | Lap swimming          | 7  | <input type="checkbox"/> | Creche                    |
| 3 | <input type="checkbox"/> | Recreational swimming | 8  | <input type="checkbox"/> | Senior classes/activities |
| 4 | <input type="checkbox"/> | Health club (gym)     | 9  | <input type="checkbox"/> | Exercise physiology       |
| 5 | <input type="checkbox"/> | Group fitness classes | 10 | <input type="checkbox"/> | Other _____               |

## ABOUT YOU AND HOW YOU USE THIS CENTRE...

Please tick **ONE BOX** only for each question and provide information where requested

### 3. Do you *usually* attend this centre?

- 1  Alone (if yes, please go to Q 5)  
2  With others (family, friend, partner, etc)

### 4. Does your visiting group *usually* include?

- 1  Children under 5 years of age  
2  Children 5 to 15 years of age  
3  No children

### 5. How far do you normally travel to attend this centre?

- 1  5km or less  
2  Over 5, to 10 kms  
3  Over 10 kms

### 6. How do you usually get to the centre?

- 1  Private car  
2  Walk  
3  Bicycle  
4  Public transport

### 7. On average, how many times do you visit the centre?

- 1  Less than once per week  
2  Once per week  
3  Twice per week  
4  Three plus times per week

### 8. How long do you spend at the centre each visit?

- 1  Less than 30 minutes  
2  About 30-60 minutes  
3  About 60-90 minutes  
4  Over 90 minutes

### 9. At which time do you *most often* use the centre?

- 1  Before 9am  
2  Between 9am and noon  
3  Between noon and 3pm  
4  Between 3pm and 6pm  
5  After 6pm

### 10. How long have you been using this centre?

- 1  Less than 1 month  
2  1 month to less than 6 months  
3  6 months to less than 1 year  
4  1 year to less than 2 years  
5  2 years to less than 5 years  
6  5 years or more

### 11. My age group is:

- 1  15-19 years  
2  20-29 years  
3  30-39 years  
4  40-49 years  
5  50-59 years  
6  60-69 years  
7  70 years and over  
8  Prefer not to answer

### 12. I identify as:

- 1  Male  
2  Female  
3  Specify: \_\_\_\_\_  
4  Prefer not to answer

### Do you have a chronic illness/permanent disability?

### 13.

- 1  No  
2  Yes  
3  Prefer not to answer

### 14. I was born in:

- 1  Australia  
2  Overseas English speaking country  
3  Non-English speaking country

### Do you identify as being Aboriginal and/or Torres Strait Islander origin?

### 15.

- 1  No  
2  Yes  
3  Prefer not to answer

### 16. My postcode is:

# YOUR THOUGHTS ON SERVICE QUALITY AT THIS CENTRE...

17. Please evaluate each item in terms of:

**Expectations** - What you expect

**Performance** - How well we are doing

	Expectations						Performance						
	Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Very Strongly Agree	Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Very Strongly Agree	Don't Know
<b>The centre should...</b>													
1 always be clean	1	2	3	4	5	6	1	2	3	4	5	6	*
2 be well maintained	1	2	3	4	5	6	1	2	3	4	5	6	*
3 have high quality and well maintained equipment	1	2	3	4	5	6	1	2	3	4	5	6	*
4 have clean pool water	1	2	3	4	5	6	1	2	3	4	5	6	*
5 have pool water at the right temperature	1	2	3	4	5	6	1	2	3	4	5	6	*
6 have up-to-date information (i.e. activities, results, events)	1	2	3	4	5	6	1	2	3	4	5	6	*
7 be well organised & well run (i.e. bookings, open/closing times)	1	2	3	4	5	6	1	2	3	4	5	6	*
8 have a suitable range of activities available	1	2	3	4	5	6	1	2	3	4	5	6	*
9 have programs / activities that start and finish on time	1	2	3	4	5	6	1	2	3	4	5	6	*
10 have programs / activities that are relevant to your needs	1	2	3	4	5	6	1	2	3	4	5	6	*
11 provide value for entry fee	1	2	3	4	5	6	1	2	3	4	5	6	*
12 have programs / activities that provide value for money	1	2	3	4	5	6	1	2	3	4	5	6	*
13 ensure behaviour of others does not detract from your	1	2	3	4	5	6	1	2	3	4	5	6	*
14 have safe and secure parking	1	2	3	4	5	6	1	2	3	4	5	6	*
15 have suitable parking (i.e. number of spaces, drop off zones)	1	2	3	4	5	6	1	2	3	4	5	6	*
16 have suitable food and drink facilities	1	2	3	4	5	6	1	2	3	4	5	6	*
17 provide adequate child minding	1	2	3	4	5	6	1	2	3	4	5	6	*
<b>The centre's staff should...</b>													
18 be friendly	1	2	3	4	5	6	1	2	3	4	5	6	*
19 be responsive	1	2	3	4	5	6	1	2	3	4	5	6	*
20 be presentable	1	2	3	4	5	6	1	2	3	4	5	6	*
21 be experienced/knowledgeable	1	2	3	4	5	6	1	2	3	4	5	6	*
22 Instructors should be experienced/knowledgeable	1	2	3	4	5	6	1	2	3	4	5	6	*

18. What aspect(s) of the centre do you particularly enjoy? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

19. Have you experienced a problem(s) with the centre in the last 12 months?

1  No (please go to Q. 22)

2  Yes (please explain, then go to Q. 20) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

20. Did you report the problem to staff?

1  No (please explain why not, then go to Q. 22) \_\_\_\_\_

\_\_\_\_\_

2  Yes (please go to Q. 21)

21. Was the problem resolved satisfactorily?

1  No

2  Yes

# YOUR THOUGHTS ON BENEFITS AT THIS CENTRE AND THE OBJECTIVES YOU WERE INTENDING TO ACHIEVE...

22. Please evaluate each item in regard to:

**Importance** - How important they are to you  
**Achievement** – Were they achieved at this centre

		Importance					Achievement				
		Not at all	Low	Neutral	High	Very High	Not at all	Low	Neutral	High	Very High
1	Improved health	1	2	3	4	5	1	2	3	4	5
2	Improved physical fitness	1	2	3	4	5	1	2	3	4	5
3	Improved well-being	1	2	3	4	5	1	2	3	4	5
4	Relaxation	1	2	3	4	5	1	2	3	4	5
5	Reduced stress levels	1	2	3	4	5	1	2	3	4	5
6	Improved skill level	1	2	3	4	5	1	2	3	4	5
7	Socialising with family &/or friends	1	2	3	4	5	1	2	3	4	5
8	Improved performance in competitive sport	1	2	3	4	5	1	2	3	4	5
9	Enjoyment	1	2	3	4	5	1	2	3	4	5

23. Please tell us how likely you would be to recommend this centre to others:

Very unlikely      Unlikely      Maybe not      Neutral      Maybe      Likely      Very likely

                                  

1      2      3      4      5      6      7

24. Overall, how satisfied are you as a customer of this centre?

Very dissatisfied      Dissatisfied      Somewhat dissatisfied      Neutral      Somewhat satisfied      Satisfied      Very satisfied

                                  

1      2      3      4      5      6      7

25. Optional questions added by the centre (for example, additional question on demographic, staff interaction, programs, open-ended comments, etc.)

**Thank you for your time and consideration given to this questionnaire**

In accordance with University ethics requirements, your response will be managed in a confidential manner, with only the combined responses of all participants in this survey being reported back to the centre. However, the researcher cannot always guarantee the confidentiality of material sent via email/ internet.

Aggregated outcomes of research efforts may be reported in professional forums and will be available to respondents of this survey on request. Summaries of the findings will be provided to management to promote to respondents of the survey. This data will provide information to help management improve services at the centre. In addition, some questions will be used primarily to advance research.

The questionnaire data will be stored according to UniSA's confidentiality and ethics protocols at the UniSA Centre for Tourism & Leisure Management; accessible only to members of the research team for 5 years.

If you have any ethical concerns about the project or questions about your rights as a participant, please contact UniSA Human Research Ethics Committee, Executive Officer (phone +61 8 8302 3118; email vicki.allen@unisa.edu.au).