

## ASB Aquatic and Fitness Centre Monthly Report April 2012

### 1.0 Commentary and Patronage:

April presented further growth for the facility in terms of patronage. This is highlighted in the following sections with an increase of users above a similar period last year before the opening of the fitness centre. Family, child and preschool entry was notably up due to the holiday period.

Although not as strong in attendance, the Wave Raves continued through the holiday period to insure that the programme delivers a place for this age group to attend all year round.

The fitness centre memberships presented positive growth over April growing from 723 to 772. This was great to see after the slight decrease shown over the past few months. Fitness centre attendance however was down on the previous month. This is likely due to the holiday period and a number of members going away.

The facility hosted the NZRA aqua-fitness workshop, regional forum and assessor's workshop for the Marlborough region. All aspects of each event went really well and it was great to in part show case the facility to those attending.

Swim Magic hosted their Tasman Magic League. The league allows the swimmers to engage in friendly competition with the children put into teams with senior swimmers. This event set the new standard with a guest MC, Kori visit and fantastic prizes for the swimmers and parents.

Overall the facility maintained a positive energy and received a number of comments relating to return visits within the near future or upon returning to the area.



### ASB Aquatic and Fitness Centre Patronage Numbers:

User	Total April 2012	Total Mar 2012
Adult	1157	1320
Adult Concession	814	893
Adult/ Preschooler (x2)	1722	1630
Adult/ Preschooler Concession (x2)	238	322
Child	3009	1716
Child Concession	169	124
Community Service Card Holder	185	204
Community Service Card Holder Concession	147	187
Family (x4) Shark pass	1036	532
Preschooler	275	263
Preschooler concession	25	30
Senior	149	181
Senior Concession	264	364
Visitor	325	112
Student Concession	64	74
Aquatic Memberships	221	320
Holiday Programme	222	0
After School Care	188	459
User Groups	309	475
Wave Rave	281	634
Promotional Visits	279	149
Child School Swim	95	252
Adult School Swim	0	1
Swim School	3349	8106
Shower	4	22
Supervised Child Care	2	8
Aqua Fitness concession	41	48
Aqua Fitness casual visits	247	276
Group fitness casual visits	109	141
Fitness Centre casual visits	11	25
Fitness Centre Concessions	74	144
Fitness Centre Memberships	3665	4475
<b>Total Patronage for April 2012</b>	<b>18676</b>	<b>23487</b>

Total Patronage for April 2011	<b>14528</b>
Total Patronage for April 2010	<b>14939</b>
Total Patronage for April 2009	<b>14209</b>
Accumulative Total (July 11 – April 12)	<b>208335</b>

### Patronage Overview

The figures above show a consistent increase in numbers from April 2009 to 2012. As April contained holidays, the swim school intensive lessons were less well patronised but that is usual for this time of year. Child, preschool and family pass users were well utilised due to the holiday period.